

		TICKER	FUND RETURN/RA RETURN	REMAINING CAP¹	REMAINING BUFFER¹	DOWNSIDE BEFORE BUFFER¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Bitcoin	REBALANCING 10/1	QBF	0.44%/1.26%	-	79.46%	-20.54%	7/1/2025 - 9/30/2025	4 days
Dual Directional Buffer ETFs™		DDTL	4.17%/7.12%	7.89%	11.79%	-4.19%	7/1/2025 - 6/30/2026	277 days
		DDTS	1.79%/2.59%	10.61%	10.46%	-1.82%	9/1/2025 - 8/31/2026	339 days
		DDFL	2.72%/7.12%	5.72%	17.81%	-2.83%	7/1/2025 - 6/30/2026	277 days
		DDFS	1.38%/2.59%	7.76%	15.73%	-1.42%	9/1/2025 - 8/31/2026	339 days
Innovator Accelerated ETF®	REBALANCING 10/1	XDSQ	6.58%/7.12%	0.04%	-	-	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	XDQQ	8.23%/8.04%	0.07%	-	-	7/1/2025 - 9/30/2025	4 days
		XBJA	8.50%/12.93%	2.37%	11.00%	-8.42%	1/1/2025 - 12/31/2025	96 days
		XTJA	10.70%/12.93%	2.97%	-	-	1/1/2025 - 12/31/2025	96 days
		QTJA	14.66%/16.58%	3.59%	-	-	1/1/2025 - 12/31/2025	96 days
		XBAP	8.13%/18.32%	3.91%	15.18%	-7.91%	4/1/2025 - 3/31/2026	186 days
		XTAP	11.00%/18.32%	4.70%	-	-	4/1/2025 - 3/31/2026	186 days
		QTAP	15.26%/27.09%	4.72%	-	-	4/1/2025 - 3/31/2026	186 days
		XBJL	3.92%/7.12%	7.47%	11.09%	-3.96%	7/1/2025 - 6/30/2026	277 days
		XTJL	5.19%/7.12%	9.28%	-	-	7/1/2025 - 6/30/2026	277 days
		QTJL	6.33%/8.04%	11.72%	-	-	7/1/2025 - 6/30/2026	277 days
	REBALANCING 10/1	XBOC	10.48%/15.35%	0.00%	10.84%	-10.27%	10/1/2024 - 9/30/2025	4 days
	REBALANCING 10/1	XTOC	13.48%/15.35%	0.00%	-	-	10/1/2024 - 9/30/2025	4 days
		XDOC	14.49%/15.35%	0.00%	-	-	10/1/2024 - 9/30/2025	4 days
	REBALANCING 10/1	QTOC	18.93%/22.11%	0.00%	-	-	10/1/2024 - 9/30/2025	4 days
Innovator 20+ Year Treasury Bond ETF		TBJL	0.20%/0.70%	48.16%	9.24%	-0.39%	7/1/2025 - 6/30/2026	277 days
	REBALANCING 10/1	TFJL	0.56%/0.74%	13.11%	94.28%	-5.72%	7/1/2025 - 9/30/2025	4 days
Innovator Nasdaq-100 Power Buffer ETF™		NJAN	10.45%/16.58%	3.54%	17.04%	-10.04%	1/1/2025 - 12/31/2025	96 days
		NFEB	9.08%/14.11%	4.72%	16.67%	-8.84%	2/1/2025 - 1/31/2026	127 days
		NMAR	9.49%/17.28%	4.72%	18.40%	-9.13%	3/1/2025 - 2/28/2026	155 days
		NAPR	10.40%/27.09%	4.14%	23.31%	-9.81%	4/1/2025 - 3/31/2026	186 days
		NMAY	10.92%/25.34%	5.16%	22.02%	-10.17%	5/1/2025 - 4/30/2026	216 days
		NJUN	7.27%/14.81%	7.31%	18.93%	-7.03%	6/1/2025 - 5/31/2026	247 days
		NJUL	4.40%/8.04%	9.58%	16.92%	-4.40%	7/1/2025 - 6/30/2026	277 days
		NAUG	3.14%/5.48%	11.14%	16.25%	-3.16%	8/1/2025 - 7/31/2026	308 days
		NSEP	2.03%/4.48%	11.60%	16.60%	-2.04%	9/1/2025 - 8/31/2026	339 days
	REBALANCING 10/1	NOCT	13.70%/22.11%	0.00%	17.55%	-12.84%	10/1/2024 - 9/30/2025	4 days
		NNOV	14.06%/23.17%	0.83%	17.95%	-13.04%	11/1/2024 - 10/31/2025	35 days
		NDEC	11.19%/16.92%	2.37%	16.59%	-10.71%	12/1/2024 - 11/30/2025	65 days
Innovator Russell 2000 Power Buffer ETF™		KJAN	7.77%/9.22%	8.40%	14.39%	-7.79%	1/1/2025 - 12/31/2025	96 days
		KFEB	6.16%/6.56%	10.25%	13.92%	-6.32%	2/1/2025 - 1/31/2026	127 days
		KMAR	8.74%/12.43%	7.63%	15.90%	-8.50%	3/1/2025 - 2/28/2026	155 days
		KAPR	11.25%/20.98%	5.59%	19.24%	-10.50%	4/1/2025 - 3/31/2026	186 days
		KMAY	11.80%/23.85%	5.69%	20.49%	-10.88%	5/1/2025 - 4/30/2026	216 days
		KJUN	8.81%/17.69%	7.24%	19.42%	-8.35%	6/1/2025 - 5/31/2026	247 days
		KJUL	6.55%/11.84%	9.74%	17.66%	-6.34%	7/1/2025 - 6/30/2026	277 days
		KAUG	5.53%/10.01%	11.00%	17.36%	-5.37%	8/1/2025 - 7/31/2026	308 days
		KSEP	2.09%/2.62%	14.74%	15.06%	-2.11%	9/1/2025 - 8/31/2026	339 days
	REBALANCING 10/1	KOCT	8.49%/9.26%	6.96%	13.59%	-8.61%	10/1/2024 - 9/30/2025	4 days

(RATES, CONTINUED)		TICKER	FUND RETURN/RA RETURN	REMAINING CAP¹	REMAINING BUFFER¹	DOWNSIDE BEFORE BUFFER¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator Russell 2000 Power Buffer ETF™ (Continued)		KNOV	9.85%/10.83%	6.53%	13.62%	-9.68%	11/1/2024 - 10/31/2025	35 days
		KDEC	1.91%/-0.22%	14.51%	12.28%	-2.53%	12/1/2024 - 11/30/2025	65 days
Innovator MSCI EAFE Power Buffer ETF™		IJAN	16.12%/22.51%	2.92%	16.10%	-14.51%	1/1/2025 - 12/31/2025	96 days
		IFEB	11.80%/16.90%	4.07%	16.18%	-11.11%	2/1/2025 - 1/31/2026	127 days
		IMAR	9.64%/13.54%	5.41%	15.86%	-9.28%	3/1/2025 - 2/28/2026	155 days
		IAPR	8.86%/13.34%	5.95%	16.45%	-8.56%	4/1/2025 - 3/31/2026	186 days
		IMAY	6.88%/9.30%	8.15%	15.44%	-6.79%	5/1/2025 - 4/30/2026	216 days
		IJUN	3.54%/4.30%	10.36%	14.81%	-3.70%	6/1/2025 - 5/31/2026	247 days
		IJUL	2.03%/3.62%	11.13%	15.78%	-2.20%	7/1/2025 - 6/30/2026	277 days
		IAUG	1.95%/5.84%	11.70%	17.65%	-2.04%	8/1/2025 - 7/31/2026	308 days
		ISEP	0.60%/1.26%	13.05%	15.40%	-0.65%	9/1/2025 - 8/31/2026	339 days
	REBALANCING 10/1	IOCT	9.90%/10.76%	3.46%	13.40%	-9.86%	10/1/2024 - 9/30/2025	4 days
		INOV	13.34%/16.93%	1.19%	14.77%	-12.54%	11/1/2024 - 10/31/2025	35 days
		IDEC	14.42%/17.30%	2.72%	14.23%	-13.30%	12/1/2024 - 11/30/2025	65 days
Innovator MSCI Emerging Markets Power Buffer ETF™		EJAN	12.56%/26.04%	1.78%	20.75%	-11.82%	1/1/2025 - 12/31/2025	96 days
		EAPR	9.55%/20.62%	4.25%	20.37%	-9.16%	4/1/2025 - 3/31/2026	186 days
		EJUL	4.39%/9.27%	8.86%	17.79%	-4.42%	7/1/2025 - 6/30/2026	277 days
	REBALANCING 10/1	EOCT	13.78%/14.94%	0.87%	13.05%	-13.00%	10/1/2024 - 9/30/2025	4 days
Innovator Quarterly Buffer ETF™	REBALANCING 10/1	RBUF	4.82%/11.84%	0.00%	14.74%	-4.79%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	QBUF	3.97%/8.04%	0.03%	12.68%	-4.01%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	IBUF	2.53%/3.62%	0.15%	10.48%	-2.67%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	EBUF	2.38%/9.27%	0.03%	15.09%	-2.54%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	BALT	2.18%/7.12%	0.05%	23.01%	-2.30%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	EALT	5.83%/7.12%	0.14%	10.25%	-10.40%	7/1/2025 - 9/30/2025	4 days
	REBALANCING 10/1	ZALT	3.35%/7.12%	0.04%	12.57%	-3.41%	7/1/2025 - 9/30/2025	4 days
Innovator Equity Defined Protection ETF®		JAJL	1.70%/7.12%	1.72%	98.14%	-1.86%	7/1/2025 - 12/31/2025	95 days
	REBALANCING 10/1	APOC	3.29%/18.31%	0.03%	96.42%	-3.58%	4/1/2025 - 9/30/2025	4 days
		ZJAN	5.00%/12.92%	1.82%	94.65%	-5.35%	1/1/2025 - 12/31/2025	96 days
		ZFEB	4.38%/9.97%	2.61%	95.29%	-4.71%	2/1/2025 - 1/31/2026	127 days
		ZMAR	4.29%/11.38%	2.88%	95.43%	-4.57%	3/1/2025 - 2/28/2026	155 days
		ZAPR	4.16%/18.30%	2.84%	95.62%	-4.38%	4/1/2025 - 3/31/2026	186 days
		ZMAY	3.58%/19.34%	3.18%	96.22%	-3.78%	5/1/2025 - 4/30/2026	216 days
		ZJUN	2.98%/12.29%	3.94%	96.85%	-3.15%	6/1/2025 - 5/31/2026	247 days
		ZJUL	1.94%/7.11%	4.77%	97.91%	-2.09%	7/1/2025 - 6/30/2026	277 days
		ZAUG	1.57%/4.70%	5.49%	98.33%	-1.67%	8/1/2025 - 7/31/2026	308 days
		ZSEP	0.76%/2.60%	5.86%	99.19%	-0.81%	9/1/2025 - 8/31/2026	339 days
	REBALANCING 10/1	ZOCT	6.00%/15.34%	0.00%	93.55%	-6.45%	10/1/2024 - 9/30/2025	4 days
		ZNOV	6.23%/16.38%	0.47%	93.42%	-6.58%	11/1/2024 - 10/31/2025	35 days
		ZDEK	5.49%/9.83%	1.52%	94.14%	-5.86%	12/1/2024 - 11/30/2025	65 days
		AJUL	11.18%/21.61%	5.33%	88.96%	-11.04%	7/1/2024 - 6/30/2026	277 days
		AOCT	5.53%/15.35%	6.25%	93.97%	-6.03%	10/1/2024 - 9/30/2026	369 days
		AJAN	13.01%/39.24%	1.09%	87.10%	-12.90%	1/1/2024 - 12/31/2025	96 days
		AAPR	12.87%/26.53%	3.36%	87.41%	-12.59%	4/1/2024 - 3/31/2026	186 days
		TJAN	6.24%/12.92%	8.54%	93.54%	-6.46%	1/1/2025 - 12/31/2026	461 days
		TAPR	5.61%/18.31%	8.81%	94.30%	-5.70%	4/1/2025 - 3/31/2027	551 days
		TJUL	2.19%/7.12%	10.98%	97.66%	-2.34%	7/1/2025 - 6/30/2027	642 days
Innovator S&P 500 Buffer ETF™		BJAN	10.31%/12.92%	4.15%	9.48%	-9.93%	1/1/2025 - 12/31/2025	96 days
		BFEB	8.30%/9.97%	5.84%	9.06%	-8.18%	2/1/2025 - 1/31/2026	127 days
		BMAR	8.84%/11.38%	5.99%	9.72%	-8.58%	3/1/2025 - 2/28/2026	155 days

(RATES, CONTINUED)

	TICKER	FUND RETURN/RA RETURN	REMAINING CAP ¹	REMAINING BUFFER ¹	DOWNSIDE BEFORE BUFFER ¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator S&P 500 Buffer ETF™ (Continued)	BAPR	10.31%/18.31%	4.88%	13.35%	-9.74%	4/1/2025 - 3/31/2026	186 days
	BMAY	11.39%/19.34%	5.73%	13.20%	-10.55%	5/1/2025 - 4/30/2026	216 days
	BJUN	7.88%/12.29%	7.51%	11.40%	-7.56%	6/1/2025 - 5/31/2026	247 days
	BJUL	5.12%/7.11%	10.16%	9.99%	-5.06%	7/1/2025 - 6/30/2026	277 days
	BAUG	3.53%/4.70%	11.73%	9.55%	-3.53%	8/1/2025 - 7/31/2026	308 days
	BSEP	1.96%/2.60%	13.08%	9.33%	-1.97%	9/1/2025 - 8/31/2026	339 days
	BOCT	13.82%/15.34%	0.08%	8.18%	-12.93%	10/1/2024 - 9/30/2025	4 days
	BNOV	13.36%/16.38%	1.53%	9.31%	-12.50%	11/1/2024 - 10/31/2025	35 days
	BDEC	9.10%/9.83%	4.72%	8.16%	-8.99%	12/1/2024 - 11/30/2025	65 days
REBALANCING 10/1							
Innovator S&P 500 Power Buffer ETF™	PJAN	8.26%/12.92%	2.90%	16.51%	-8.21%	1/1/2025 - 12/31/2025	96 days
	PFEB	6.83%/9.97%	4.14%	15.80%	-6.91%	2/1/2025 - 1/31/2026	127 days
	PMAR	6.96%/11.38%	4.38%	16.73%	-6.96%	3/1/2025 - 2/28/2026	155 days
	PAPR	7.64%/18.31%	4.02%	20.67%	-7.49%	4/1/2025 - 3/31/2026	186 days
	PMAY	8.44%/19.35%	4.68%	20.67%	-8.11%	5/1/2025 - 4/30/2026	216 days
	PJUN	5.96%/12.29%	6.00%	18.43%	-5.88%	6/1/2025 - 5/31/2026	247 days
	PJUL	3.87%/7.12%	7.72%	16.73%	-3.92%	7/1/2025 - 6/30/2026	277 days
	PAUG	2.77%/4.71%	9.10%	16.00%	-2.82%	8/1/2025 - 7/31/2026	308 days
	PSEP	1.46%/2.60%	10.05%	15.65%	-1.50%	9/1/2025 - 8/31/2026	339 days
	POCT	10.56%/15.35%	0.00%	15.97%	-10.34%	10/1/2024 - 9/30/2025	4 days
	PNOV	10.66%/16.39%	0.90%	16.62%	-10.35%	11/1/2024 - 10/31/2025	35 days
	PDEC	7.99%/9.84%	2.97%	14.57%	-8.05%	12/1/2024 - 11/30/2025	65 days
REBALANCING 10/1							
Innovator S&P 500 Ultra Buffer ETF™	UJAN	8.00%/12.92%	2.94%	29.82%	-12.62%	1/1/2025 - 12/31/2025	96 days
	UFEB	6.66%/9.97%	4.22%	29.45%	-11.45%	2/1/2025 - 1/31/2026	127 days
	UMAR	6.60%/11.38%	4.36%	30.31%	-11.34%	3/1/2025 - 2/28/2026	155 days
	UAPR	7.54%/18.31%	3.99%	33.01%	-12.05%	4/1/2025 - 3/31/2026	186 days
	UMAY	7.44%/19.35%	4.47%	33.64%	-11.90%	5/1/2025 - 4/30/2026	216 days
	UJUN	5.43%/12.29%	5.76%	31.96%	-10.15%	6/1/2025 - 5/31/2026	247 days
	UJUL	3.63%/7.12%	7.41%	30.80%	-8.52%	7/1/2025 - 6/30/2026	277 days
	UAUG	2.48%/4.71%	8.79%	30.50%	-7.42%	8/1/2025 - 7/31/2026	308 days
	USEP	1.41%/2.60%	9.58%	30.27%	-6.37%	9/1/2025 - 8/31/2026	339 days
	UOCT	10.18%/15.35%	0.00%	29.09%	-14.56%	10/1/2024 - 9/30/2025	4 days
	UNOV	10.09%/16.39%	0.81%	29.72%	-14.43%	11/1/2024 - 10/31/2025	35 days
	UDEC	7.92%/9.84%	3.07%	28.20%	-12.62%	12/1/2024 - 11/30/2025	65 days
REBALANCING 10/1							

¹Figures are net of accrued Outcome Period expenses to date.

Fund Return is the current NAV return after Fees and Expenses, since the start of the Outcome Period. **Reference Asset Return** is since the start of the Outcome Period. Investors purchasing the fund intra-period will achieve a different defined outcome than those who entered on day one. The **Remaining Cap** represents the maximum return the fund can achieve at its current price. The index may need to rise higher or lower than the remaining cap before the remaining cap is realized. **Remaining Buffer** is the current amount of downside buffer remaining at the ETF's current price, before fees and expenses, if held to the end of the Outcome Period. **Downside Before Buffer**

is the amount of Fund loss incurred before the buffer begins. **Remaining Outcome Period** is the number of days remaining before the last day of the Outcome Period. **Outcome Period** is the intended length of time over which the defined outcomes are sought. Please see the pricing tool at innovatoretf.com/define for more information.

The Fund has characteristics unlike many other traditional investment products and may not be suitable for all investors. For more information regarding whether an investment in the Fund is right for you, please see "Investor Suitability" in the prospectus. Please see back page for standardized performance and additional risk information.



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STANDARDIZED PERFORMANCE

	NAV						MARKET PRICE					INCEPTION DATE
	TICKER	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	
Bitcoin	QBF	-	-	-	-	2.93%	-	-	-	-	2.88%	2/5/25
Innovator Accelerated ETF®	XDSQ	2.41%	12.56%	17.90%	-	9.55%	2.59%	12.59%	17.93%	-	9.55%	3/31/21
	XDQQ	0.42%	13.08%	17.49%	-	7.64%	0.43%	13.20%	17.61%	-	7.64%	3/31/21
	XBJA	4.68%	8.96%	12.17%	-	5.88%	4.76%	8.92%	12.32%	-	5.86%	12/31/21
	XTJA	5.71%	10.71%	14.80%	-	5.06%	5.91%	10.83%	15.02%	-	5.11%	12/31/21
	QTJA	8.54%	14.99%	15.30%	-	1.97%	8.71%	14.96%	15.45%	-	1.98%	12/31/21
	XBAP	7.76%	13.87%	14.29%	-	9.14%	7.72%	13.81%	14.39%	-	9.11%	3/31/21
	XTAP	10.30%	18.13%	16.30%	-	10.12%	10.41%	18.05%	16.38%	-	10.12%	3/31/21
	QTAP	12.01%	20.47%	21.01%	-	12.45%	11.98%	20.44%	21.11%	-	12.44%	3/31/21
	XBJL	5.28%	11.54%	13.32%	-	8.80%	5.38%	11.60%	13.38%	-	8.80%	6/30/21
	XTJL	6.49%	14.49%	17.02%	-	8.76%	6.65%	14.54%	17.14%	-	8.76%	6/30/21
	QTJL	9.98%	18.69%	21.44%	-	8.80%	10.16%	18.87%	21.40%	-	8.82%	6/30/21
	XBOC	4.93%	8.62%	12.14%	-	7.73%	5.50%	8.85%	12.34%	-	7.79%	9/30/21
Innovator 20+ Year Treasury Bond ETF	XTOC	6.23%	10.66%	14.17%	-	7.29%	6.55%	10.75%	14.28%	-	7.31%	9/30/21
	XDOC	6.42%	11.01%	15.51%	-	8.22%	6.73%	11.05%	15.63%	-	8.24%	9/30/21
	QTOC	8.78%	15.88%	19.08%	-	7.48%	8.92%	15.95%	19.22%	-	7.50%	9/30/21
	TBJL	2.35%	-0.83%	-1.88%	-	-4.37%	2.10%	-0.75%	-1.93%	-	-4.40%	8/17/20
	TFJL	0.62%	1.27%	-2.27%	-	-4.28%	0.93%	1.67%	-2.18%	-	-4.24%	8/17/20
Innovator Growth-100 Power Buffer ETF™	NJAN	5.78%	12.00%	12.73%	6.84%	7.04%	5.53%	11.91%	12.84%	6.84%	7.02%	12/31/19
	NFEB	-	-	-	-	4.39%	-	-	-	-	4.30%	1/31/25
	NMAR	-	-	-	-	5.31%	-	-	-	-	5.35%	2/28/25
	NAPR	1.33%	7.36%	14.28%	8.45%	9.80%	1.22%	7.08%	14.37%	8.33%	9.77%	3/31/20
	NMAY	-	-	-	-	7.44%	-	-	-	-	7.44%	4/30/25
	NJUN	8.59%	14.65%	-	-	16.74%	8.69%	14.56%	-	-	16.67%	5/31/24
	NJUL	8.20%	14.39%	16.45%	10.83%	10.83%	8.41%	14.46%	16.57%	10.86%	10.86%	6/30/20
	NAUG	6.82%	-	-	-	13.15%	6.91%	-	-	-	13.27%	7/31/24
	NSEP	6.17%	-	-	-	11.06%	6.38%	-	-	-	11.13%	8/31/24
	NOCT	5.97%	11.03%	15.57%	10.24%	10.49%	6.15%	11.16%	15.73%	10.35%	10.51%	9/30/19
	NNOV	5.92%	-	-	-	9.63%	6.03%	-	-	-	9.60%	10/31/24
	NDEC	5.82%	-	-	-	6.33%	5.87%	-	-	-	6.39%	11/29/24
Innovator Russell 2000 Power Buffer ETF™	KJAN	0.03%	7.07%	9.66%	8.52%	6.34%	0.35%	7.36%	9.88%	8.47%	6.36%	12/31/19
	KFEB	-	-	-	-	-1.38%	-	-	-	-	-1.03%	1/31/25
	KMAR	-	-	-	-	2.09%	-	-	-	-	1.69%	2/28/25
	KAPR	-1.39%	5.20%	10.05%	5.12%	6.63%	-0.97%	5.15%	10.32%	5.12%	6.69%	3/31/20
	KMAY	-	-	-	-	6.49%	-	-	-	-	6.05%	4/30/25
	KJUN	-3.43%	3.06%	-	-	2.41%	-3.90%	2.50%	-	-	1.93%	5/31/24
	KJUL	-0.86%	5.57%	7.62%	4.79%	4.79%	-0.82%	5.63%	7.71%	4.82%	4.82%	6/30/20
	KAUG	-1.21%	-	-	-	-0.13%	-1.16%	-	-	-	-0.12%	7/31/24
	KSEP	-0.44%	-	-	-	1.00%	-0.48%	-	-	-	0.96%	8/31/24
	KOCT	0.05%	7.02%	8.08%	5.05%	4.18%	-0.23%	6.69%	8.10%	4.97%	4.12%	9/30/19
	KNOV	0.35%	-	-	-	1.85%	0.13%	-	-	-	1.61%	10/31/24
	KDEC	0.92%	-	-	-	-3.23%	0.21%	-	-	-	-3.73%	11/29/24
Innovator MSCI EAFE Power Buffer ETF™	IJAN	12.70%	8.82%	11.20%	7.82%	6.22%	13.16%	8.89%	11.44%	7.99%	6.30%	12/31/19
	IFEB	13.34%	9.92%	-	-	9.94%	12.92%	9.68%	-	-	9.90%	1/31/24
	IMAR	12.03%	9.33%	-	-	8.90%	12.23%	9.69%	-	-	9.02%	2/29/24
	IAPR	9.18%	7.68%	8.46%	-	3.80%	9.52%	8.14%	8.66%	-	3.85%	3/31/21
	IMAY	13.59%	11.15%	-	-	11.56%	13.41%	11.02%	-	-	11.66%	4/30/24
	IJUN	12.90%	11.78%	-	-	9.70%	12.67%	11.23%	-	-	9.60%	5/31/24
	IJUL	15.22%	13.27%	11.81%	7.07%	5.72%	15.32%	13.58%	12.01%	7.18%	5.77%	6/28/19
	IAUG	13.39%	-	-	-	10.38%	13.61%	-	-	-	10.64%	7/31/24
	ISEP	11.94%	13.54%	-	-	12.25%	12.19%	13.58%	-	-	12.36%	8/31/23
	IOCT	11.88%	12.27%	12.32%	-	7.58%	12.18%	12.25%	12.38%	-	7.61%	9/30/21
	INOV	12.76%	13.94%	-	-	16.66%	12.62%	13.65%	-	-	16.64%	10/31/23
	IDEC	13.04%	11.49%	-	-	12.03%	13.31%	11.57%	-	-	12.34%	11/30/23
Innovator MSCI Emerging Markets Power Buffer ETF™	EJAN	8.73%	7.44%	5.69%	4.64%	3.30%	8.83%	7.40%	5.77%	4.59%	3.30%	12/31/19
	EAPR	7.63%	7.72%	6.31%	-	2.60%	8.15%	8.21%	6.48%	-	2.72%	3/31/21
	EJUL	12.38%	12.38%	5.93%	2.10%	1.59%	12.22%	12.93%	6.05%	2.25%	1.63%	6/28/19
	EOCT	8.48%	12.60%	6.81%	-	3.18%	8.93%	13.11%	7.06%	-	3.34%	9/30/21
Innovator Quarterly Buffer ETFs™	RBUF	4.68%	8.83%	-	-	8.78%	4.47%	9.00%	-	-	8.95%	6/30/24
	QBUF	4.42%	10.88%	-	-	10.81%	4.40%	10.78%	-	-	10.71%	6/30/24
	IBUF	7.61%	10.73%	-	-	10.67%	7.79%	10.91%	-	-	10.85%	6/30/24
	EBUF	6.48%	9.71%	-	-	9.65%	6.59%	9.79%	-	-	9.74%	6/30/24

	NAV						MARKET PRICE					INCEPTION DATE
	TICKER	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	
Innovator Quarterly Buffer ETFs™ (Continued)	BALT	2.12%	6.77%	7.52%	-	5.70%	2.10%	6.83%	7.49%	-	5.71%	6/30/21
	EALT	1.13%	8.51%	-	-	14.81%	1.04%	8.42%	-	-	14.72%	9/30/23
	ZALT	3.42%	8.81%	-	-	11.12%	3.49%	8.64%	-	-	11.10%	9/30/23
Innovator Equity Defined Protection ETFs™	JAJL	3.36%	8.24%	-	-	8.20%	3.30%	8.26%	-	-	8.22%	6/30/24
	APOC	0.29%	-	-	-	1.59%	0.22%	-	-	-	1.47%	9/30/24
	ZJAN	2.83%	-	-	-	2.83%	2.88%	-	-	-	2.88%	12/31/24
	ZFEB	-	-	-	-	2.00%	-	-	-	-	2.06%	1/31/25
	ZMAR	-	-	-	-	2.16%	-	-	-	-	2.22%	2/28/25
	ZAPR	-	-	-	-	2.58%	-	-	-	-	2.58%	3/31/25
	ZMAY	-	-	-	-	2.12%	-	-	-	-	2.13%	4/30/25
	ZJUN	-	-	-	-	1.30%	-	-	-	-	1.32%	5/30/25
	ZJUL	4.10%	8.75%	-	-	8.70%	4.19%	8.72%	-	-	8.67%	6/30/24
	ZAUG	3.54%	-	-	-	7.16%	3.55%	-	-	-	7.12%	7/31/24
	ZSEP	3.08%	-	-	-	5.10%	3.21%	-	-	-	5.18%	8/31/24
	ZOCT	2.81%	-	-	-	3.76%	2.91%	-	-	-	3.77%	9/30/24
	ZNOV	2.78%	-	-	-	4.05%	3.33%	-	-	-	4.45%	10/31/24
	ZDEK	2.82%	-	-	-	2.58%	2.76%	-	-	-	2.59%	11/29/24
	AJUL	3.38%	8.55%	-	-	8.50%	3.34%	8.52%	-	-	8.47%	6/30/24
	AOCT	3.23%	-	-	-	3.45%	3.43%	-	-	-	3.47%	9/30/24
	AJAN	2.84%	6.74%	-	-	7.24%	2.91%	6.84%	-	-	7.19%	12/31/23
	AAPR	3.26%	8.07%	-	-	8.12%	3.43%	7.81%	-	-	8.10%	3/28/24
	TJAN	3.77%	-	-	-	3.77%	3.78%	-	-	-	3.78%	12/31/24
	TAPR	-	-	-	-	3.68%	-	-	-	-	3.68%	3/31/25
	TJUL	2.93%	6.85%	-	-	7.54%	3.31%	7.13%	-	-	7.60%	7/17/23
Innovator S&P 500 Buffer ETF™	BJAN	4.76%	11.24%	15.98%	12.08%	12.07%	4.74%	11.37%	16.03%	12.11%	12.08%	12/31/18
	BFEB	3.62%	9.83%	15.80%	13.31%	11.72%	3.67%	9.86%	15.93%	13.26%	11.71%	1/31/20
	BMAR	6.09%	13.49%	16.48%	12.78%	12.60%	6.28%	13.59%	16.61%	12.77%	12.62%	2/28/20
	BAPR	1.79%	8.92%	14.61%	10.41%	9.96%	1.98%	8.91%	14.74%	10.36%	9.96%	3/29/19
	BMAY	4.59%	11.19%	14.16%	9.48%	10.14%	4.67%	11.12%	14.13%	9.45%	10.13%	4/30/20
	BJUN	5.17%	12.04%	13.55%	9.24%	9.40%	5.40%	11.98%	13.64%	9.25%	9.41%	5/31/19
	BJUL	5.46%	12.77%	15.95%	11.78%	9.38%	5.77%	12.81%	16.06%	11.79%	9.39%	8/28/18
	BAUG	5.36%	13.39%	15.81%	12.00%	10.82%	5.59%	13.45%	15.90%	11.97%	10.83%	7/31/19
	BSEP	5.01%	10.95%	15.36%	11.97%	11.24%	5.27%	11.04%	15.56%	11.97%	11.25%	8/30/19
	BOCT	4.83%	9.11%	14.11%	11.91%	9.59%	5.15%	9.32%	14.30%	11.91%	9.62%	9/28/18
	BNOV	4.79%	10.26%	12.75%	9.53%	8.82%	5.05%	10.36%	12.90%	9.48%	8.84%	10/31/19
	BDEC	4.48%	7.44%	13.84%	11.32%	10.04%	4.76%	7.75%	14.06%	11.34%	10.09%	11/29/19
Innovator S&P 500 Power Buffer ETF™	PJAN	4.16%	9.27%	13.53%	9.45%	9.03%	4.26%	9.50%	13.62%	9.49%	9.06%	12/31/18
	PFEB	3.16%	8.19%	12.03%	9.47%	8.44%	3.29%	8.20%	12.10%	9.41%	8.43%	1/31/20
	PMAR	5.17%	11.26%	12.60%	9.68%	9.52%	5.08%	11.37%	12.69%	9.56%	9.51%	2/28/20
	PAPR	1.55%	7.67%	11.40%	7.53%	7.17%	1.60%	7.59%	11.36%	7.54%	7.16%	3/29/19
	PMAY	5.12%	10.69%	11.28%	7.29%	7.80%	5.24%	10.78%	11.43%	7.29%	7.80%	4/30/20
	PJUN	5.73%	11.67%	10.97%	7.19%	7.68%	5.97%	11.62%	10.99%	7.21%	7.69%	5/31/19
	PJUL	6.37%	12.76%	14.28%	10.39%	8.50%	6.51%	12.87%	14.28%	10.39%	8.51%	8/7/18
	PAUG	5.01%	10.83%	12.29%	9.54%	8.70%	5.09%	10.82%	12.40%	9.48%	8.69%	7/31/19
	PSEP	4.60%	9.16%	13.19%	9.69%	9.12%	4.62%	9.13%	13.30%	9.62%	9.11%	8/30/19
	POCT	4.39%	7.84%	13.73%	10.42%	8.41%	4.38%	7.86%	13.74%	10.40%	8.40%	9/28/18
	PNOV	4.36%	8.85%	11.64%	8.63%	8.03%	4.34%	8.87%	11.76%	8.67%	8.02%	10/31/19
	PDEC	4.19%	6.49%	11.50%	8.59%	7.71%	4.14%	6.67%	11.63%	8.58%	7.73%	11/29/19
Innovator S&P 500 Ultra Buffer ETF™	UJAN	3.86%	8.87%	11.59%	7.83%	7.63%	3.86%	9.01%	11.58%	7.86%	7.64%	12/31/18
	UFEB	2.97%	8.18%	9.44%	7.10%	6.39%	3.13%	8.36%	9.58%	7.08%	6.40%	1/31/20
	UMAR	5.21%	11.64%	10.12%	7.26%	7.15%	5.38%	11.70%	10.23%	7.31%	7.15%	2/28/20
	UAPR	1.29%	7.70%	8.49%	5.34%	4.05%	1.50%	7.79%	8.46%	5.29%	4.05%	3/29/19
	UMAY	3.87%	9.51%	10.25%	5.91%	6.19%	3.39%	8.91%	10.18%	5.87%	6.07%	4/30/20
	UJUN	5.14%	11.24%	10.15%	5.83%	6.42%	5.36%	11.30%	10.24%	5.89%	6.44%	5/31/19
	UJUL	6.26%	12.77%	13.17%	7.71%	6.60%	6.65%	13.06%	13.25%	7.75%	6.63%	8/7/18
	UAUG	5.17%	11.07%	11.44%	7.82%	7.17%	5.39%	11.21%	11.60%	7.79%	7.18%	7/31/19
	USEP	4.52%	9.00%	11.50%	7.75%	7.29%	4.71%	9.11%	11.66%	7.78%	7.30%	8/30/19
	UOCT	4.16%	7.37%	11.66%	8.11%	6.58%	4.26%	7.38%	11.72%	8.10%	6.57%	9/28/18
	UNOV	4.03%	8.25%	9.56%	6.76%	6.29%	4.26%	8.31%	9.70%	6.77%	6.30%	10/31/19
	UDEC	3.88%	6.18%	9.27%	6.55%	5.92%	3.85%	6.27%	9.43%	6.56%	5.94%	11/29/19

Data as of 6/30/2025. Each U.S. Equity, Growth-100 and U.S. Small Cap ETF's expense ratio is 0.79%. Each International Developed and EM ETF's expense ratio is 0.85% and 0.89% respectively, and BALT is 0.69%. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance past may be higher or lower than that quoted. Visit innovatoretf.com/define for current month-end performance. One cannot invest directly in an index.



Accelerated ETFs®: Seek to offer approximately 2 or 3 times the upside return of SPY or QQQ, to a cap, with approximately single exposure to the downside, over a 3-month or 1-year outcome period.

Buffer ETFs™: Seek to provide investors with equity market appreciation, up to a cap, and downside buffer levels, over a 3-month or 1-year outcome period.

Hedged Single Stock ETF: Seeks to track the upside performance of a stock, to a cap, with a 20% floor, over the outcome period.

Bond ETFs: Seek to provide the upside performance of 20+ Year Treasuries, to a cap, and either a floor (maximum loss) of 5% or a 9% buffer, over a 3-month or 1-year outcome period.

Technology Sector Risk. Companies in the technology sector are often smaller and can be characterized by relatively higher volatility in price performance when compared to other economic sectors. They can face intense competition which may have an adverse effect on profit margins.

Small Cap Risk. Small cap companies may be more volatile and susceptible to adverse developments than their mid and large cap counterpart. In addition, the small cap companies may be less liquid than larger companies.

Investing involves risks. Loss of principal is possible. The Funds face numerous market trading risks, including active markets risk, authorized participation concentration risk, buffered loss risk, cap change risk, capped upside return risk, correlation risk, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, trading issues risk, upside participation risk and valuation risk. For a detail list of fund risks see the prospectus.

Non-U.S. securities and Emerging Markets are subject to higher volatility than securities of domestic issuers due to possible adverse political, social or economic developments, restrictions on foreign investment or exchange of securities, lack of liquidity, currency exchange rates, excessive taxation, government seizure of assets, different legal or accounting standards, and less government supervision and regulation of securities exchanges in foreign countries.

FLEX Options Risk. The Fund will utilize FLEX Options issued and guaranteed for settlement by the Options Clearing Corporation (OCC). In the unlikely event that the OCC becomes insolvent or is otherwise unable to meet its settlement obligations, the Fund could suffer significant losses. Additionally, FLEX Options may be less liquid than standard options. In a less liquid market for the FLEX Options, the Fund may have difficulty closing out certain FLEX Options positions at desired times and prices. The values of FLEX Options do not increase or decrease at the same rate as the reference asset and may vary due to factors other than the price of reference asset.

These Funds are designed to provide point-to-point exposure to the price return of the reference asset via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the reference asset during the interim period.

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately 1-year beginning on the funds' inception date. Following the initial outcome period, each subsequent outcome period will begin on the first day of the month the fund was inceptioned. After the conclusion of an outcome period, another will begin.

Fund shareholders are subject to an upside return cap (the "Cap") that represents the

maximum percentage return an investor can achieve from an investment in the funds' for the Outcome Period, before fees and expenses. If the Outcome Period has begun and the Fund has increased in value to a level near to the Cap, an investor purchasing at that price has little or no ability to achieve gains but remains vulnerable to downside risks. Additionally, the Cap may rise or fall from one Outcome Period to the next. The Cap, and the Fund's position relative to it, should be considered before investing in the Fund. The Funds' website, www.innovatoretf.com, provides important Fund information as well information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Funds only seek to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against losses of the reference asset during the Outcome Period. You will bear all reference asset losses exceeding the buffer. Depending upon market conditions at the time of purchase, a shareholder that purchases shares after the Outcome Period has begun may also lose their entire investment. For instance, if the Outcome Period has begun and the Fund has decreased in value beyond the pre-determined buffer, an investor purchasing shares at that price may not benefit from the buffer. Similarly, if the Outcome Period has begun and the Fund has increased in value, an investor purchasing shares at that price may not benefit from the buffer until the Fund's value has decreased to its value at the commencement of the Outcome Period.

The Funds' investment objectives, risks, charges and expenses should be carefully considered before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretf.com. Read it carefully before investing.

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