

## SECOND OUTCOME PERIOD RECAP

### Innovator MSCI Emerging Markets Power Buffer ETF - July Series

The patent pending Innovator MSCI Emerging Markets Power Buffer ETF™ are the first ETFs in the world that seek to provide MSCI Emerging Markets performance over a defined outcome period, to a cap, with downside buffers. The ETFs provide defined outcomes over one-year periods, are rebalanced annually, and can be held indefinitely. They are among the fastest growing ETFs in the market today. The MSCI Emerging Markets July Series successfully completed its second outcome period on June 30, 2021. The Defined Outcome ETF lineup now has over \$4.7 billion in AUM.

#### 1. DID THE ETF ACHIEVE THE DEFINED OUTCOME RESULTS AT THE END OF THE OUTCOME PERIOD?

Yes. The ETF seeks to match the positive returns of the MSCI EM Index to a cap, and in down markets, buffer against losses of 15% at the end of the outcome period. The MSCI EM Index was positive over the full outcome period. The ETF achieved one-to-one performance of the MSCI EM Index to its stated cap.

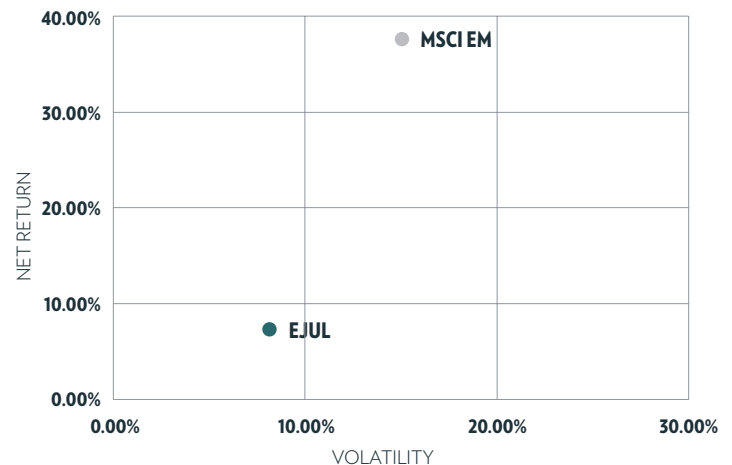
| 7/1/2020-6/30/2021 | INNOVATOR MSCI EM<br>POWER BUFFER ETF<br>– JULY (EJUL) | MSCI EMERGING<br>MARKETS INDEX |
|--------------------|--|--------------------------------|
| Gross Return       | 8.57%  | 38.40%                         |
| Net Return         | 7.60%  | 38.40%                         |
| Cap                | 8.57%  | -                              |

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 may be higher or lower than that quoted. Returns less than one year are cumulative. One cannot invest directly in an index. For the most recent month-end performance go to [www.innovatoretfs.com](http://www.innovatoretfs.com). Returns represent NAV unless otherwise stated. Gross Return represents the fund's return before fees and expenses.

#### 2. HOW DID THE ETF PERFORM DURING THE OUTCOME PERIOD?

The ETF experienced less volatility and drawdown than the MSCI EM index, and achieved one-to-one performance of the MSCI Emerging Markets index, to its stated cap.

|                | INNOVATOR MSCI EM<br>POWER BUFFER ETF<br>– JULY (EJUL) | MSCI EMERGING<br>MARKETS INDEX |
|----------------|--|--------------------------------|
| Net Return     | 7.60%  | 38.40%                         |
| Volatility     | 8.07%  | 15.53%                         |
| Return/Risk    | -2.20%   | -10.83%                        |
| Max Drawdown   | 0.94   | 2.47                           |
| Beta           | 0.15   | 1.00                           |
| Cap            | 8.57%  | -                              |
| Outcome Period | 7/1/2020-6/30/2021                                     | -                              |



#### 3. DID THE ETF MATURE?

No, it will never mature. The ETF rebalanced into a new outcome period (7/1/2021-6/30/2022), purchasing a new set of one-year options with a fresh upside cap and re-established downside buffer. A comprehensive guide to rebalancing can be found [here](#).

The Funds have 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. There is no guarantee the Funds will achieve their investment objectives.

**4. DID SHAREHOLDERS NEED TO TAKE ANY ACTION AT THE REBALANCE?**

No. Existing shareholders received a fresh upside cap and re-established downside buffers.

Investors purchasing the fund after its launch date will achieve a different cap and buffer than those who entered on day one. Real-time caps and buffers can be accessed at [www.innovatoretfs.com/define](http://www.innovatoretfs.com/define).

**5. HOW WERE THE NEW CAPS COMMUNICATED?**

One week prior to the rebalance, a cap range was shared with financial advisors and the public via email, a press release, the Innovator ETFs website, and SEC filings. On Wednesday, June 30th when the final caps were known, updated communications were distributed to these groups. Email [rates@innovatoretfs.com](mailto:rates@innovatoretfs.com) to receive these communications going forward.

|   | Starting Cap | Starting Buffer |
|---|--------------|-----------------|
| <b>INNOVATOR MSCI EMERGING MARKETS POWER BUFFER ETF – JULY (EJUL)</b> | 8.78%        | 15%             |

Investors purchasing shares after an outcome period has begun may experience very different results than funds’ investment objective. Important information relating to the cap and buffer can be found on page 4.

**6. WHAT WAS THE LIQUIDITY PROFILE OF THE ETF AND THE UNDERLYING OPTIONS THROUGHOUT THE OUTCOME PERIOD?**

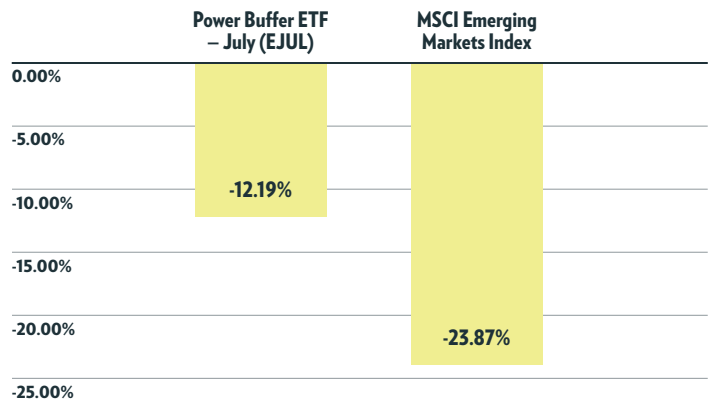
There was liquidity available in the ETF throughout the outcome period due to the considerable liquidity in the underlying constituents. The ETF held MSCI Emerging Markets Index FLEX® options; investors

are able to buy and sell the Defined Outcome ETFs efficiently in size. One example was a +3 mln trade into the EM Power Buffer July ETF (EJUL) in July of 2020. Beginning July 2021, each new and rebalancing Defined Outcome ETF series will hold ETF options instead of index options.

**7. HOW HAS THE ETF PERFORMED DURING HIGHLY VOLATILE MARKETS?**

The volatility in the stock market during the first quarter of 2020 emphasized the importance of “investing with guardrails.” The Innovator Emerging Markets Power Buffer ETF - July Series (EJUL), performed as we had expected, significantly reducing the drawdown experienced during the first quarter. We believe this ETF offers a strong value proposition across multiple market environments, including contracting markets, such as the one we currently witnessed.

**MSCI EM Q1 2020 MARKET DECLINE (NET OF FEES):**

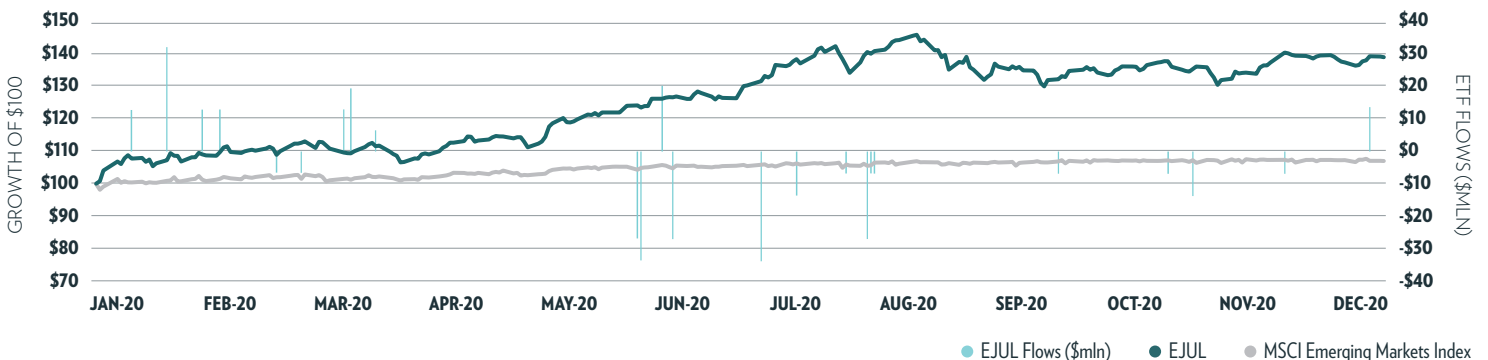


12/31/2019 - 3/31/2020

**8. DID CREATIONS OR REDEMPTIONS IMPACT THE STATED DEFINED OUTCOME OR THE DEFINED OUTCOME OF EXISTING SHAREHOLDERS?**

No. Through the ETF structure, existing shareholders were not impacted by creation or redemption activity in the ETF. This is highlighted below by the Innovator MSCI Emerging Markets Power Buffer ETF – July Series (EJUL) example, which experienced creations and redemptions throughout the outcome period and still achieved its defined outcome.

**INNOVATOR MSCI EMERGING MARKETS POWER BUFFER ETF, JULY (EJUL) OUTCOME PERIOD: 7/1/2020-6/30/2021**



● EJUL Flows (\$mln) ● EJUL ● MSCI Emerging Markets Index

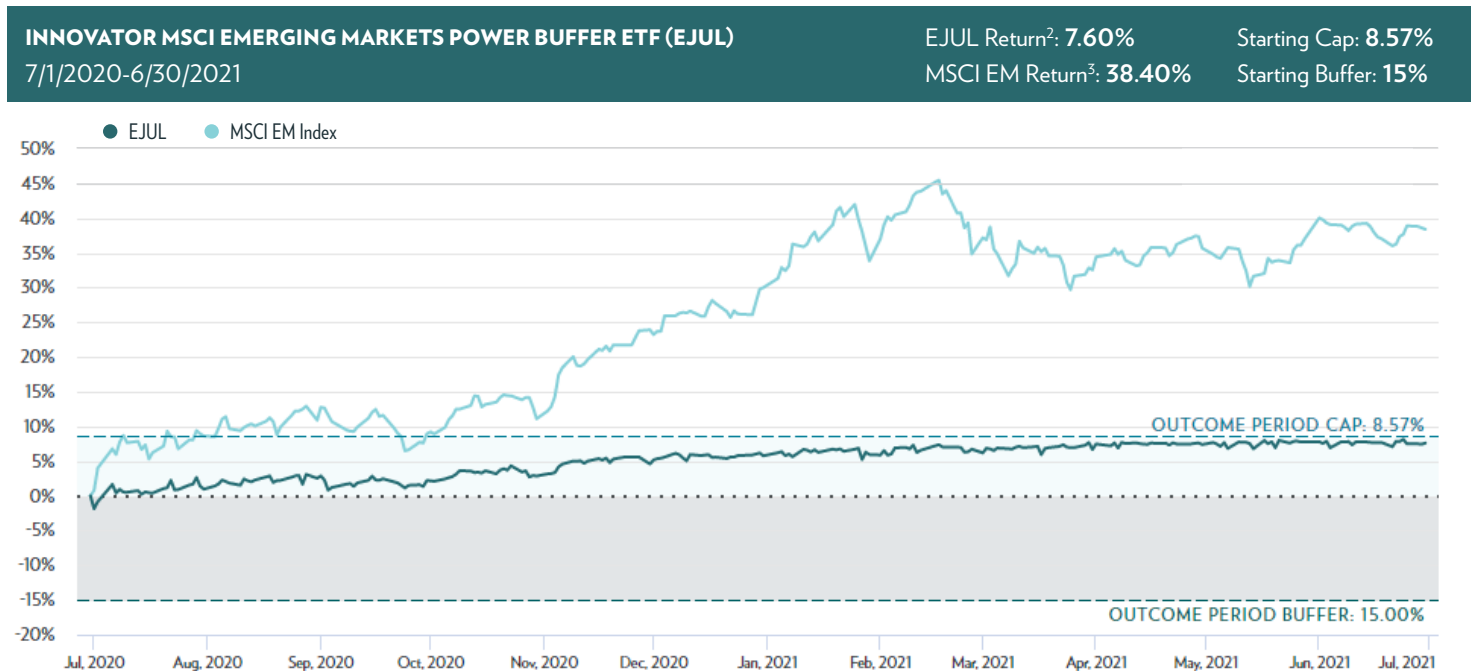
**9. WHAT ARE SOME KEY BENEFITS ADVISORS, RIAs, AND INSTITUTIONS IDENTIFIED WITH THE ETFs?**

- » **Liquidity:** The ability to buy and sell allows advisors to access unique defined outcomes during the outcome period as well as rotate across the various ETF Series and Buffer levels. There is a competitive secondary market for the ETFs, and the ETF structure ensures they are trading near NAV and there are no surrender charges or commissions.
- » **Access:** Simply buy and sell the ETFs on an exchange rather than rely on the issuing entity for a non-transparent price.
- » **Scale:** Advisors can buy large blocks of the ETFs and allocate across hundreds or thousands of client accounts in a single trade. In addition, they can add the ETFs to existing models or build new ones.
- » **Eliminate credit risk:** By only investing in S&P FLEX options, the ETFs eliminate credit risk typically associated with credit-linked instruments.
- » **Lower Fees:** The ETFs offer lower fees (both implicit and explicit) than traditional structures, often through higher upside caps.

**DO YOU HAVE ADDITIONAL QUESTIONS ABOUT DEFINED OUTCOME ETFs?**

Email us at [info@innovatoretfs.com](mailto:info@innovatoretfs.com) or speak with an Innovator consultant at 800.208.5212.

The Innovator MSCI Emerging Markets Power Buffer ETF - July Series completed its second outcome period on June 30, 2021. As illustrated below, the July Series ETF performed as expected.



**CURRENT OUTCOME PERIOD VALUES (CURRENT/NET) ①**

**AS OF 6/30/2021**

| Fund Price ① | Fund Return ② | MXEF Return ③ | Remaining Cap ④ | Remaining Buffer ⑤ | Downside Before Buffer ⑥ | Remaining Outcome Period ⑦ |
|--------------|---------------|---------------|-----------------|--------------------|--------------------------|----------------------------|
| \$26.78      | 7.60%         | 38.40%        | 0.01% / 0.01%   | 30.63% / 30.63%    | -7.96% / -7.96%          | 0 days                     |

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 may be higher or lower than that quoted. The most recent month-end performance can be found at [innovatoretfs.com](http://innovatoretfs.com).

**The Funds have 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**



## STANDARDIZED PERFORMANCE

|                                    | Ticker | NAV   |        |           | MARKET PRICE |        |           | Inception Date |
|------------------------------------|--------|-------|--------|-----------|--------------|--------|-----------|----------------|
|                                    |        | YTD   | 1 Year | Inception | YTD          | 1 Year | Inception |                |
| Innovator MSCI EM Power Buffer ETF | EJUL   | 1.73% | 7.60%  | 3.25%     | 2.10%        | 8.28%  | 3.33%     | 6/28/2019      |

Data as of 6/30/2021. The ETF's expense ratio is 0.89%. 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 may be higher or lower than that quoted. Visit [innovatoretfs.com/define](http://innovatoretfs.com/define) for current month-end performance. One cannot invest directly in an index.

- Fund price:** The current bid/ask midpoint of the Fund, after fees and expenses.
- Fund return:** The current NAV return of the Fund, after fees and expenses, since the start of the Outcome Period.
- Index return:** The return since the start of the Outcome Period.
- Remaining Cap:** The cumulative maximum potential return available at the ETF's current price if held to the end of the current Outcome Period.
- Remaining Buffer:** The current amount of downside protection the fund seeks to provide if held to the end of the Outcome Period.
- Downside Before Buffer:** The amount of loss a Fund will incur before seeking protection from the remaining buffer.
- Remaining Outcome Period:** The amount of days remaining until the last day of the Outcome Period.
- Volatility:** A statistical measure of the dispersion of returns for a given security or market index.
- Return/risk:** A ratio used to compare the expected returns of an investment with the amount of risk undertaken to capture these returns.
- Max drawdown:** The maximum observed loss from a peak to a trough of a portfolio, before a new peak is attained.
- Beta:** A measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market.

The Funds have 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.

**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 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.innovatoretfs.com](http://www.innovatoretfs.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 reference asset losses during the Outcome Period. You will bear all reference asset losses exceeding 9, 15, or 30%. 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 considered before investing. The prospectus contains this and other important information, and it may be obtained at [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.*

Innovator ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2021 Innovator Capital Management, LLC | 800.208.5212