

Innovator S&P Investment Grade Preferred ETF

THE ONLY INVESTMENT GRADE PREFERRED ETF

Ticker	EPRF
Expense ratio	0.47%
Listing date	5/24/2016
Dividend yield	4.99% distributed monthly
SEC 30 day yield	5.01%
Index	S&P U.S. High Quality Preferred Stock Index
AUM	\$54.1M
iNAV ticker	EPRFV

As of 7/31/2020

WHAT'S IN YOUR PREFERRED ETF?

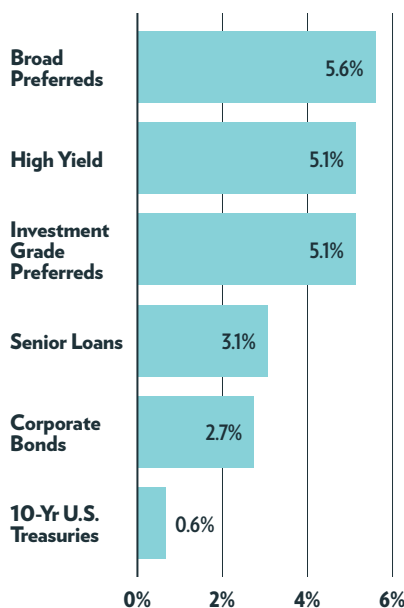
Many preferred stock ETFs hold a large allocation to junk-rated preferreds. Like fixed-income, credit quality matters and its importance is highlighted during periods of market stress. Over the last year, EPRF has outperformed the broader preferred market by over 4%. EPRF currently maintains a >5% yield, similar to the broader preferred market, despite the higher credit quality, and can serve as a core component of an investors income-oriented portfolio.



WHY EPRF?

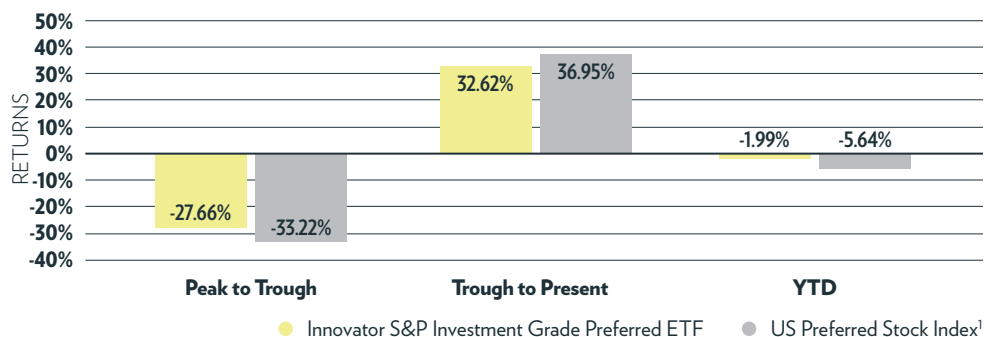
- » Investment Grade: Credit quality matters in preferreds and the ETF is 100% investment grade
- » High Income: In a low-rate environment, preferreds offer attractive income
- » Diversified: Exposure to fixed, floating and variable investment grade preferreds
- » 61% QDI, enhancing after-tax yield

YIELD (%)



Performance During COVID-19: Less volatility, lower drawdowns, the benefit of higher credit quality highlighted.

2020 - CREDIT QUALITY MATTERS IN PREFERRED



Source: Bloomberg L.P. as of June 30, 2020. 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. For the most recent month-end performance go to innovatoretfs.com/epf.

WHERE DOES IT FIT IN MY PORTFOLIO?



HIGH INCOME

In a low-yield environment, preferreds are one of the few asset classes still providing a meaningful source of income.



IMPROVE PREFERRED CREDIT QUALITY

Complement existing preferred exposure by adding EPRF to improve overall preferred credit quality.



CORPORATE BOND ALTERNATIVE

Corporate bonds are now yielding less than 3%. Investors can maintain an investment grade portfolio while increasing yield through EPRF.



HIGH YIELD BOND REPLACEMENT

EPRF's yield is similar to high yield bonds, but is 100% investment grade rather than below investment grade, and has significant exposure to QDI-preferreds.



Since its inception, EPRF has exhibited lower drawdowns and better risk adjusted returns than the broader preferred market.

CREDIT QUALITY, YIELD, PERFORMANCE & RISK METRICS

AS OF JUNE 30TH, 2020	INNOVATOR S&P INVESTMENT GRADE PREFERRED ETF	US PREFERRED STOCK INDEX ¹
% Investment Grade	100%	50.69%
% Junk / NR	-	49.31%
12-Mo Yield	5.07%	5.68%
30-Day SEC Yield	5.14%	-
YTD Return	-1.99%	-5.64%
Volatility	36.27%	40.39%
Return / Risk	-0.05	-0.14
1 Year Return	3.62%	-0.87%
Volatility	25.59%	28.68%
Return / Risk	0.14	-0.03
3 Year Return	3.64%	2.13%
Volatility	15.04%	16.67%
Return / Risk	0.24	0.13
Since Inception Return	3.39%	3.19%
Volatility	13.37%	14.69%
Return / Risk	0.25	0.22
Max Drawdown	-27.7%	-32.7%

Source: Bloomberg L.P. as of June 30th, 2020.

EPRF METHODOLOGY

	YTD	1-Yr	3-Yr	5-Yr	Inception
EPRF NAV	-2.00%	3.62%	3.64%	-	3.40%
EPRF Closing Price	-1.40%	3.82%	3.83%	-	3.52%

Data as of 6/30/2020. The Fund inception on 5/23/2016.



1 US Preferred Stock Index is represented by the ICE Exchange-Listed Preferred & Hybrid Securities Index

2 The S&P U.S. Investment Grade Preferred Stock Index is comprised of preferred stocks that are included in the S&P U.S. Preferred Stock Index and are considered Investment Grade with a credit rating minimum of BBB-/Baa3/BBB- issued by S&P, Moody's, and Fitch. For an issue rated by S&P, Moody's, and Fitch, the lowest of the three ratings is used as the issue's credit rating. When there are two ratings, the lower of the two ratings must be considered investment grade. When there is only one rating, that rating must be considered investment grade.)

Distribution yield is the rate is calculated by annualizing the most recent distribution and dividing by the fund NAV from the as of date.

SEC 30 Day yield is standard yield calculation developed by the Securities and Exchange Commission that allows for a common ground comparison of yield performance. It is based on the most recent 30-day period. It is calculated by dividing the net investment income (less expenses) per share over a 30-day period by the current maximum offering price.

Volatility is a statistical measure of the dispersion of returns for a given security or market index.

Max drawdown is the maximum observed loss from a peak to a trough of a portfolio, before a new peak is attained. Maximum drawdown is an indicator of downside risk over a specified time period.

Return/risk is the relationship between the amount of return gained on an investment and the amount of risk undertaken in that investment

Market Disruptions Resulting from COVID-19. The outbreak of COVID-19 has negatively affected the worldwide economy, individual countries, individual companies and the market in general. The future impact of COVID-19 is currently unknown, and it may exacerbate other risks that apply to the Fund.

Investing involves Risks. Principal loss is possible. Along with general market risks, an ETF that investing involves risks. Principal loss is possible. The Fund's return may not match the return of the Index. Along with general market risks, an ETF that concentrates its investments in the securities of a particular industry, market, sector, or geographic area may be more volatile than a fund that invests in a broader range of industries. Additionally, the Fund may invest in securities that have additional risks. Foreign companies can be more volatile, less liquid, and subject to the risk of currency fluctuations. This risk is greater for emerging markets. Small- and mid-cap

companies can have limited liquidity and greater volatility than large-cap companies. Also, ETFs face numerous market trading risks, including the potential lack of an active market for Fund shares, losses from trading in secondary markets, periods of high volatility and disruption in the creation/ redemption process of the Fund. Unlike mutual funds, ETFs may trade at a premium or discount to their net asset value. ETFs are bought and sold at market price and not individually redeemed from the fund. Brokerage commissions will reduce returns.

The fund invests in preferred securities which may be subject to many of the risks associated with debt securities, including interest rate risk. The fund invests in equity securities which may be subject to volatile price fluctuations. Because the fund is non-diversified and can invest a greater portion of its assets in securities of individual issuers than a diversified fund, changes in the market value of a single investment could cause greater fluctuations in share price.

Credit ratings apply the Index, not the fund itself. S&P and Moody's study the financial condition of an entity to ascertain its creditworthiness. The credit ratings reflect the rating agency's opinion of the holdings financial condition and histories. For information on the rating agencies methodology, visit <http://www.standardandpoors.com> or <https://www.moody.com>.

The Fund's investment objectives, risks, charges and expenses must be considered carefully before investing. The prospectus contains this and other important information, and may be obtained by calling 800.208.5212 or visiting innovatoretfs.com. Read it carefully before investing.

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