

The Innovator IBD® 50 ETF, FFTY, provides a high conviction portfolio that seeks to track the IBD® 50 Index. The IBD® 50 Index utilizes Investor’s Business Daily’s signature CAN SLIM systematic stock selection process. The CAN SLIM methodology leverages both fundamental and technical analysis to select companies on a weekly basis, that are generating attractive profit growth, large sales increases, wide profit margins and a high return on equity.

**CAPTURE EMERGING TRENDS**

**“While the work-from-home paradigm has also been a contributing factor, the drivers of increased retail activity are part of a long-term secular trend, which has been accelerated by events this year.”**

*DOUG CIFU, CEO OF VIRTU*

With one quarter to go in 2020, a year full of surprises and challenges, few, if any, would have anticipated the rapid rise and return of the Retail Day Trader. Retail day traders reemerged in large numbers and volume, and were largely successful in influencing stock prices not seen since the dot.com days. The market volatility and steep selloff was all but too tempting for stay-at-home workers not to log-in and test their luck day trading on commission free brokerage platforms.

One of the largest beneficiaries of the rise of retail day traders and commission free trading platforms are market makers, providers of market liquidity, like Virtu Financial, a stock held by FFTY as of August 31, 2020. The company executes around 30% of all US

retail stock trades. We believe Virtu Financial is well position to continue to capitalize on potential market volatility heading into the last few weeks before the US election. Year-to-date, through August 31, 2020, Virtu Financial has returned 66.78% relative to the S&P 500 Index return of 9.74%, on a total return basis. Investor’s Business Daily CAN SLIM systematic process identified and capitalized on the emerging theme of retail trading.

**Volatility brings Opportunity. Opportunity creates Alpha.**

**HOW ACTIVE IS THE PORTFOLIO?**

The Innovator IBD 50® ETF offers investors a truly agile portfolio exhibiting a high tracking error<sup>1</sup> of 15.69%, year-to-date, relative to the S&P 500 Index.

Innovator IBD 50 ETF, FFTY, serves as an alternative to other active strategies, providing a high conviction portfolio, with the benefits of intra-day liquidity, daily transparency in the tax efficient ETF wrapper.

**TRACKING POSITION CHANGES IN AUGUST**

Time	Adds	Deletes
Week 1	9	9
Week 2	12	12
Week 3	13	13
Week 4	5	5
Week 5	12	12

**DO YOU HAVE ADDITIONAL QUESTIONS ABOUT INNOVATOR IBD 50 ETF?**

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



STANDARDIZED PERFORMANCE	YTD	1 Year	3 Year	5 Year	Inception
ETF NAV	-0.91%	0.39%	8.44%	6.61%	6.36%
ETF Closing Price	-0.89%	0.38%	8.23%	6.55%	6.34%
IBD <sup>®</sup> 50 Index	-1.17%	0.60%	9.64%	7.71%	-
S&P 500 Index	-3.08%	7.51%	10.73%	10.73%	10.14%

Data as of 6/30/2020. Expense ratio: 0.80%. The Fund inception on 4/8/2015. 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. The fund began tracking the IBD<sup>®</sup> 50 Index on Nov 20, 2017. The index inception on 10/27/2017.

1 Tracking error is the standard deviation, or variation, of the difference between the returns of the portfolio and the returns of the benchmark.

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 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 Innovator IBD<sup>®</sup> 50 ETF 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 CAN SLIM<sup>®</sup> Investing Methodology is a system for selecting stocks created by Investor's Business Daily founder William J. O'Neil.

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***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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