

- » Single-ticket exposure to the IBD[®] 50
- » Fundamental and technical research
- » High conviction - selects top 50 growth stocks
- » Rebalanced weekly

QUICK FACTS

Ticker	FFTY
Launch date	4/9/2015
Expense ratio	0.80%
Exchange	NYSE
Market value*	\$190.4M

The expense ratio shown represents a contractual fee waiver in effect through 8/31/2021.

*As of 9/30/2020

WHERE DOES FFTY FIT IN MY PORTFOLIO?

Investable access to IBD[®] research

Highly selective U.S. growth exposure

Active mutual fund replacement

Smart beta ETF solution

The Innovator IBD[®] 50 ETF (FFTY) is the only ETF based on the Investor's Business Daily signature investing system - the IBD 50[®]. The IBD 50[®] methodology is based on legendary investor, and IBD[®] founder, William J. O'Neil's groundbreaking analysis which marries both fundamental and technical research to create a tactical, high conviction list of growth stocks.

IBD'S TIME-TESTED INVESTING METHODOLOGY & TRACK RECORD

IBD[®] combines fundamentals and technicals to provide a more comprehensive investment selection approach. The time-tested combination results in IBD's familiar CAN SLIM[®] Investing System that many investors have grown accustomed to using for their investment decisions.



Through IBD's CAN SLIM[®] Investing System, the IBD[®] 50 holds companies that are generating outstanding profit growth, significant sales increases, wide profit margins and a high return on equity.



Although the CAN SLIM[®] market timing indicator has the ability to raise 50% cash, this is rare. The following metrics are considered in the proprietary formula for long term market sell signals:

MOVING TO 50% IBD[®] 50 AND 50% CASH



1. Increase of year-over-year margin debt of at least 55% as reported by brokerages;
2. S&P 500* more than tripling in value over a 5-year time period;
3. The average closing prices of the last 5 weeks of the S&P 500* having a lower value than the average closing prices of the last 50 weeks of the S&P 500*; or
4. Falling relative price performance of the S&P 500* in relation to itself over an 89-week time period.

MOVING BACK TO 100% IBD[®] 50



1. The value of the S&P 500* declining by 50%;
2. The index price of the S&P 500* being greater than its average monthly closing price over the last 6 months; or
3. The S&P 500's* average price for the previous 10 weeks approaches its average price for the previous 50 weeks.

* S&P 500 Price Return Index

INVESTOR'S BUSINESS DAILY[®]

CONTACT US

To learn more about IBD[®], the IBD[®] 50 and FFTY, visit innovatoretf.com/FFTY, call 800.208.5212 or email info@innovatoretf.com.

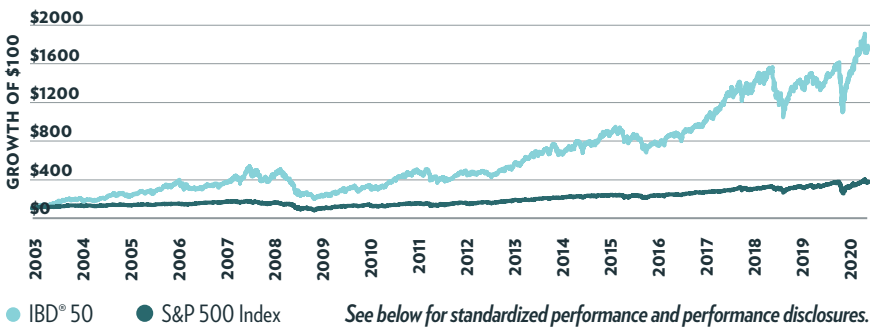


IBD'S PROVEN TRACK RECORD

Since 1984, IBD® has been providing tools to help investors make better investing decisions. For nearly 15 years, IBD® has published the IBD® 50, delivering significant alpha against the S&P 500 Index. One cannot directly invest in an index.

IBD® 50 VS. S&P 500 INDEX

As of 9/30/2020



TRUST THE PROCESS - ADD CONVICTION TO YOUR PORTFOLIO

FFTY is different from most alpha-seeking ETFs and mutual funds because it seeks higher returns through a combination of high concentration (50 stocks from a universe of 8,000 securities) and a high conviction weighting scheme. Many alpha-seeking ETFs and mutual funds are closet indexed funds with minimal stock selection. By only investing in broad benchmark and actively-managed funds, investors are often creating significant overlap within their portfolios. Adding FFTY as a complement to your broad indexed or actively managed funds can provide diversification benefits.

HIGH CONVICTION

Innovator IBD® 50 ETF

BROAD BENCHMARK

Diversified indexed ETFs

BROAD ACTIVELY MANAGED

Diversified actively managed funds

	YTD	1yr	3yr	5yr	10yr	Inception
Innovator IBD 50 ETF (NAV)	7.08%	15.39%	5.73%	11.29%	-	7.57%
Innovator IBD 50 ETF (Closing Price)	7.41%	15.59%	5.71%	11.35%	-	7.61%
IBD® 50 Index	7.01%	15.63%	6.64%	11.96%	-	8.89%
S&P 500 Index	5.57%	15.15%	12.28%	14.15%	-	11.38%

Data as of 9/30/2020. 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. Visit innovatoretfs.com/FFTY for current month-end performance. One cannot invest directly in an index. FFTY's model-driven weekly rebalances will result in a significant turnover ratio. The fund began tracking the IBD® 50 Index on Nov 20, 2017. The index inception on 10/27/2017.

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 Innovator IBD® 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.

TOP 10 FFTY HOLDINGS As of 9/30/2020

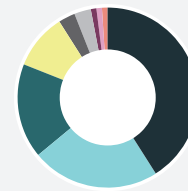
1	NVIDIA Corp	3.74%
2	Advanced Micro Devices Inc	3.68%
3	DR Horton	3.56%
4	Palomar Holdings Inc	3.52%
5	Lowe's Cos Inc	3.51%
6	Adobe Systems Inc	3.49%
7	Veeva Systems Inc	3.48%
8	PennyMac Financials Services Inc	3.46%
9	West Pharmaceuticals Inc	3.43%
10	Big Lots Inc	3.38%

Holdings are subject to change

SECTOR WEIGHTS As of 9/30/2020

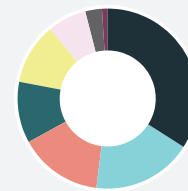
The Innovator IBD® 50 ETF does not have sector or industry constraints, allowing it to provide uninhibited exposure to the IBD® strategy.

SEPT 2020



Information Technology	40.84%
Consumer Discretionary	22.89%
Health Care	17.29%
Financials	11.79%
Materials	2.95%
Consumer Staples	2.74%
Communication Services	0.51%
Real Estate	0.50%
Industrials	0.49%

SEPT 2019



Information Technology	34.21%
Consumer Discretionary	17.72%
Industrials	15.20%
Health Care	11.00%
Financials	10.99%
Real Estate	6.62%
Materials	3.36%
Communication Services	0.91%

Sector weights are subject to change

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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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