Innovator International Developed Power Buffer ETF™

DECEMBER SERIES

OVERVIEW

The Innovator Int’l Developed Power Buffer ETF™ seeks to track the return of the iShares MSCI EAFE ETF (EFA), up to a predetermined cap while buffering investors against the first 15% of losses over the outcome period before fees and expenses. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

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.

The outcomes that the Fund seeks to provide may only be realized if you are holding shares on the first day of the Outcome Period and continue to hold them on the last day of the Outcome Period, approximately one year. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.

DETAILS

- Ticker: IDEC
- Listing date: December 1, 2023
- Exposure: EFA
- Starting cap: 19.12%
- Starting buffer: 15%
- Outcome period: 12/1/2023-11/30/2024
- Rebalance frequency: Annual
- Expense ratio: 0.85%
- Net assets: $1.25M
- Exchange: NYSE Arca
- Series: December

KEY POINTS

- Defined downside buffer levels
- Exposure to MSCI EAFE via the EFA's upside performance (to a cap)
- Cost effective, flexible, liquid, and transparent
- Tax-efficient†
- No credit risk†
- Rebalances annually and can be held indefinitely

PAYOFF PROFILE (1 YEAR)

For information purposes only. Does not represent actual fund performance. Intended to illustrate the return profile the investment objective seeks to achieve relative to EFA. Illustration does not account for fund fees and expenses.

PERFORMANCE

ETF NAV

<table>
<thead>
<tr>
<th>YTD</th>
<th>1yr</th>
<th>3yr</th>
<th>5yr</th>
<th>10yr</th>
<th>Inception</th>
</tr>
</thead>
</table>

ETF Market Price

MSCI EAFE Index (PR)†

Data as of. The fund inception on 11/30/2023. 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 for current month-end performance. One cannot invest directly in an index. Index returns do not represent the returns of the underlying reference asset and do not account for fund fees and expenses.

ANALYSIS

<table>
<thead>
<tr>
<th>ETF</th>
<th>MSCI EAFE Index (PR)†</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Dev.</td>
<td>Beta</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
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</tbody>
</table>

Data as of. Since inception.
MARKET SCENARIOS (1 YEAR)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Cap Level</th>
<th>Targeted 15% Buffer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very negative</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Negative</td>
<td>15%</td>
<td>0%</td>
</tr>
<tr>
<td>Positive (pre-cap)</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Positive (capped)</td>
<td>0%</td>
<td>15%</td>
</tr>
</tbody>
</table>

DEFINED OUTCOME PROCESS

- **Set market exposure**
  - EFA
- **Set buffer level**
  - 15%
- **Set outcome period**
  - APPROX. 1 YEAR
- **Construct basket to match index exposure, buffer level, and term.**
  - FLEX OPTIONS (FLexible EXchange)
- **Determine maximum growth opportunity (cap).**
  - 19.12%

POWERED BY:

ETFs are creation units, which allow for the purchase and sale of assets in the fund collectively. Consequently, ETFs usually generate fewer capital gain distributions overall, which can make them somewhat more tax-efficient than mutual funds. Defined Outcome ETFs are not backed by the full credit of an issuing institution, so they are not exposed to credit risk.

Investing involves risk. Loss of principal is possible. The Funds face numerous market trading risks, including active market risks, authorized participant concentration risk, buffer loss risk, cap change risk, capped upside return risk, correlation risk, liquidity risk, management risk, market risk, market risk, market risk, non-diversification risk, operation risk, options risk, trading issues risk, upside participation risk and valuation risk. For a detailed 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.

Shares are bought and sold at market price, not net asset value (NAV), and are not individually redeemable from the fund. NAV represents the value of each share of the fund’s underlying assets and cash at the end of the trading day. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where such assets are traded.

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 fund’s inception date. Following the initial outcome period, each subsequent outcome period will begin on the first day of the month the fund was invested. After the conclusion of an outcome period, another will begin.

Fund share classes are subject to an upside return cap (the “Cap”) that represents the maximum percentage return an investor can achieve from an investment in the fund’s 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 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, provides important Fund information as well as information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Funds only solicit to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against losses of the EFA 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 considered carefully before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.

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1 The MSCI EAFE Index (PR) is a broad measure of developed markets outside of the U.S. & Canada, and does not include the reinvestment of dividends.

Standard Deviation is a statistical measure of the dispersion of returns for a given security or market index relative to its mean. Beta is a measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market. Sharpe ratio is the average return earned in excess of the risk-free rate per unit of volatility or total risk.