

# Innovator ETFs® Playbook

JANUARY 2026

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## What are Buffer ETFs™?

Innovator Buffer ETFs™ are revolutionary risk-managed investment solutions that define your upside and downside return potential before you invest.

These ETFs track the price of a broad market asset to a cap and have a buffer on the downside, seeking protection over a defined time frame, after which they reset.

All Buffer ETFs™ are made up of three components:

REFERENCE ASSET The underlying ETF or Index.	SPY	QQQ	IWM
	EFA		EEM
BUFFER LEVEL The amount of loss the ETF is designed to mitigate.	9%	10%	15%
	20%	30%	100%
OUTCOME PERIOD The amount of time over which the defined investment outcome is realized.	3-mo	6-mo	
	1-yr	2-yr	

## Why Innovator?



We are the **creator and industry-leading provider** of both Buffer ETFs™ and Managed Floor ETFs®.



After launching the world's first Buffer ETFs™ in August 2018, our growing Defined Outcome ETF™ suite **now offers more than 140 ETFs**, spanning the industry's widest range of tenors, reference assets, and buffer levels. Following the success of our Buffer ETFs™, we **partnered with Parametric** in November 2022 to bring the first Managed Floor ETFs® to market.



**Buffer ETFs™ are in our DNA - they're what we specialize in.** Whether you want a deep-dive analysis into how Buffer ETFs™ fit into client portfolios or a simple Buffer ETF™ 101 overview, we're ready to work with you every step of the way.



## January 2026 Top Innovator ETF Ideas

### Fixed Income Diversification

#### JAJL

Equity Defined Protection ETF® -  
6 Mo Jan/Jul

- » 100% Buffer on SPY\*
- » 3.30% Cap
- » 6-Month Outcome Period

#### BALT

Defined Wealth Shield ETF

- » 20% Buffer on SPY  
(over 3 mos)
- » 2.09% Cap (over 3 mos)
- » 3-Month Outcome Period

### Hedged Equity

#### DDFJ

Equity Dual Directional 15 Buffer  
ETF™ - January

- » 15% Inverse Cap/Buffer
- » 8.96% Cap
- » 1-Year Outcome Period

#### PJAN

U.S. Equity Power Buffer ETF™ -  
January

- » 15% Buffer on SPY
- » 12.30% Cap
- » 1-Year Outcome Period

### Controlled Growth

#### SFLR

Sub-Adviser:  
Parametric

Equity Managed  
Floor ETF®

- » U.S. Large-Cap Equities
- » Laddered 10% Floors
- » Uncapped Upside Capture

#### QFLR

Sub-Adviser:  
Parametric

Nasdaq-100® Managed  
Floor ETF®

- » Nasdaq-100® Equities
- » Laddered 10% Floors
- » Uncapped Upside Capture

### Income

#### ACEI & ACII

Autocallable ETFs

- » Covered Call Complement
- » Laddered Exposure
- » Single-Ticker Solution

#### SPUT

Equity Premium Income –  
Daily PutWrite ETF

- » U. S. Large-Cap Equities
- » Daily Put Selling
- » Monthly Distributions



## Problem: Uncertainty is the Only Constant

With equity valuations stretched to near record highs, the market appears priced to perfection. Amidst this market fragility, consider maintaining exposure and locking in your gains with a floor to protect your portfolio.

## Solution: Equity Managed Floor ETFs®

Managed Floor ETFs® seek to provide uncapped exposure to the growth potential of large-cap stocks, while aiming to mitigate losses through a portfolio of 10% laddered floors.

Following a large market decline, it can take years to recover losses even in well-performing segments of the market. With Managed Floor ETFs®, investors are able to allocate towards large caps with built-in risk management against large declines.

### MANAGED FLOOR SUITE

**SFLR**

Equity Managed Floor ETF®

**QFLR**

Nasdaq-100® Managed Floor ETF®

**RFLR**

U.S. Small Cap Managed Floor ETF®

**IFLR**

International Developed Managed Floor ETF®

### SINCE INCEPTION PERFORMANCE

	SFLR	S&P 500	QFLR	NASDAQ-100
Annualized Return	17.20%	22.05%	17.61%	21.77%
Volatility	10.36%	15.56%	13.41%	21.23%
Return/Risk Ratio	1.66	1.42	1.31	1.03
Beta	0.64	1.00	0.59	1.00
Max Drawdown	-12.23%	-18.75%	-14.26%	-22.82%

**SFLR:** Source: Bloomberg L.P. Data from 11/9/2022 - 12/31/2025. **QFLR:** Source: Bloomberg L.P. Data from 1/24/2024 - 12/31/2025. Returns are based on NAV. 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/performance](https://innovatoretfs.com/performance) for current month-end performance.

### SFLR AND QFLR ARE DELIVERING...


**SFLR**

Upside Capture Relative to the S&amp;P 500

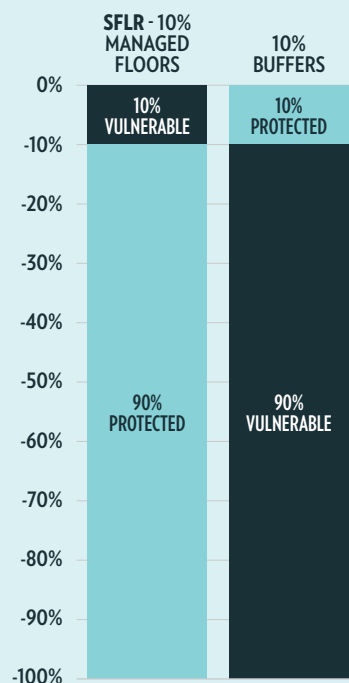

**QFLR**

Upside Capture Relative to the Nasdaq-100


**SFLR + QFLR**

Targeting two-thirds the Benchmark Volatility for Both

### SFLR RISK MANAGEMENT PROCESS



Managed Floor ETFs® put options are purchased 10% out-of-the-money and laddered quarterly to create a dynamic downside hedge that adapts to the market environment.



## Problem: Cash Yields Falling

With the recent Fed cuts, cash yields are falling. Factor in inflation and taxes, and cash has struggled to generate positive returns.

## Solution: 100% Buffer ETFs™

100% Buffer ETFs™ give clients the potential to outperform cash without adding downside risk.

These ETFs offer a number of benefits over competing structures:

- » Tax-alpha
- » No credit risk
- » Daily liquidity
- » No surrender charges
- » 100% buffer every outcome period, before fees & expenses

6-MONTH  
OUTCOME  
PERIOD

**JAJL** 3.30% Cap

1-YEAR  
OUTCOME  
PERIOD

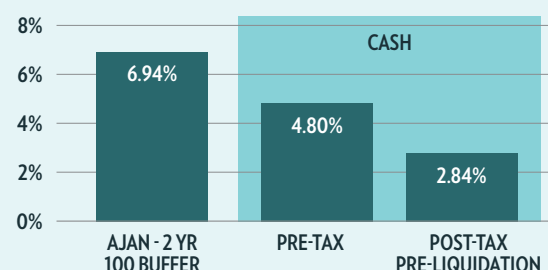
**ZJAN** 6.55% Cap

2-YEAR  
OUTCOME  
PERIOD

**AJAN** 13.30% Cap

### AJAN

100 BUFFER VS CASH SINCE JANUARY 2024



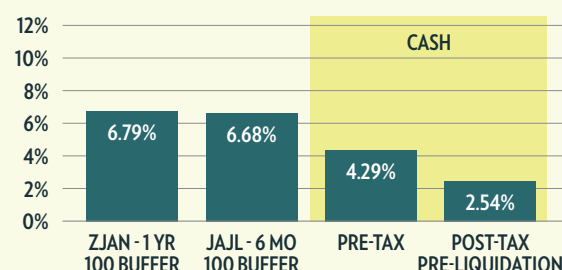
SINCE INCEPTION PERFORMANCE	AJAN - 2 YR 100 BUFFER	CASH*	
		PRE-TAX	POST-TAX PRE-LIQUIDATION
Annualized Return	6.94%	4.80%	2.84%
Volatility	3.77%	0.18%	
Sharpe Ratio	0.54	0.05	
Beta	0.22	0.00	

\*Cash = US 1-3 Month Treasury Index

Source: Bloomberg L.P. Data from 12/31/2023 - 12/31/2025.

### ZJAN & JAJL

100 BUFFER VS CASH SINCE JANUARY 2025



SINCE INCEPTION PERFORMANCE	ZJAN - 1 YR 100 BUFFER	JAJL - 6 MO 100 BUFFER	CASH*	
			PRE-TAX	POST-TAX PRE-LIQUIDATION
Total Return	6.79%	6.68%	4.29%	2.54%
Volatility	3.33%	2.62%	0.16%	
Sharpe Ratio	0.72	0.87	0.00	
Beta	0.13	0.09	0.00	

\*Cash = US 1-3 Month Treasury Index

Source: Bloomberg L.P. Data from 12/31/2024 - 12/31/2025.

Assumes a long-term capital gains tax rate of 23.8% and an ordinary income tax rate of 40.8%. 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 quoted. Visit [innovatoretf.com/performance](https://innovatoretf.com/performance) for current month-end.



# Problem: The Bond Dilemma

The bond market has entered a new regime of uncertainty and increased volatility.

U.S. debt has grown by over \$1 trillion since July, and about 60% will need refinancing in the next five years. With today’s higher rates, that debt would likely be issued at higher costs. While lowering short-term rates could ease near-term borrowing, it may also raise inflation risks and push longer-term yields higher.

We believe the bond market is not a fail-safe source of risk management.

## CORE BONDS

	Date Range: JAN 2012 to DEC 2021	Date Range: JAN 2022 to DEC 2025
Annualized Return	2.90%	-0.07%
Volatility	3.33%	6.36%
Return/Risk Ratio	0.87	-
Equity Down Capture	-9.35%	39.31%
Max Drawdown	-6.30%	-16.82%

## FED CUTS (Sept 2024 - Nov 2025)

Fed Funds Rate

150 BPS

10 Year Treasury Yield

30 BPS

Source: Bloomberg L.P. Data from 12/30/2011 - 12/31/2021 and 12/31/2021 - 12/31/2025. Core Bonds is represented by the Bloomberg U.S. Aggregate Bond Index.

# Solution: BALT: 20% Quarterly Buffer on SPY

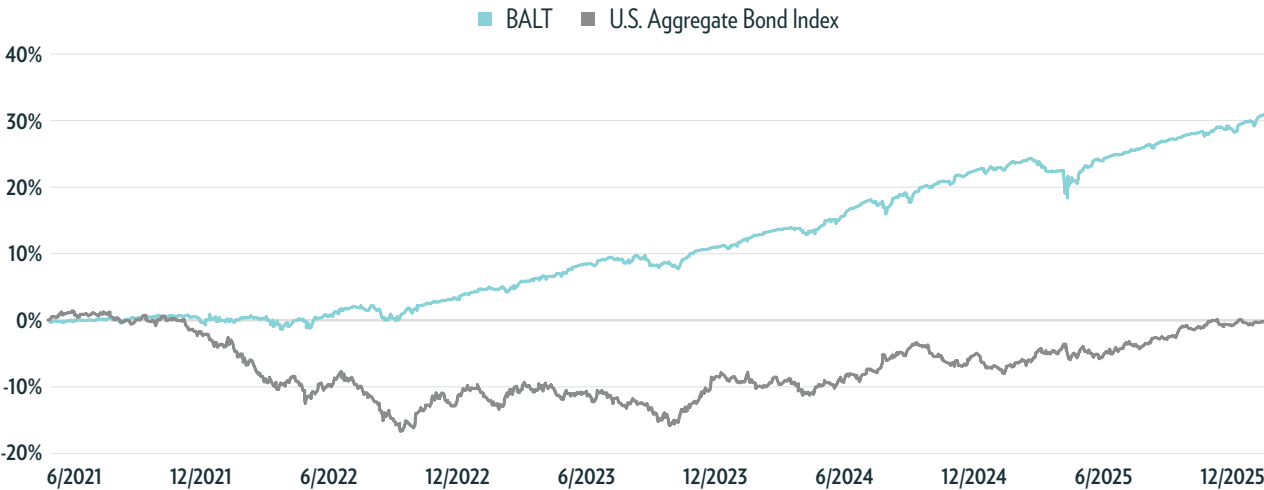
Since inception, BALT has outperformed core fixed income by more than 25% while exhibiting about half the volatility.

## SINCE INCEPTION PERFORMANCE

	BALT	U.S. AGGREGATE BOND INDEX
Annualized Return	6.06%	-0.05%
Cumulative Return	30.37%	-0.20%
Volatility	3.53%	6.12%
Return/Risk Ratio	1.72	-
Equity Down Capture	6.62%	37.29%
Max Drawdown	-4.80%	-17.89%

Source: Bloomberg L.P. Data from 6/30/2021 - 12/31/2025.

## A NEW REGIME: BALT VS CORE FIXED INCOME SINCE BALT INCEPTION



Source: Bloomberg L.P. Data from 6/30/2021 - 12/31/2025. Returns are based on NAV. 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/performance](https://innovatoretfs.com/performance) for current month-end performance.


**NEW CATEGORY ALERT**

## An Industry First: Dual Directional ETFs


**EXPAND THE GAIN ZONE**

Aim to make money in both negative and positive markets


**DEFINED OUTCOME APPROACH**

Clarity vs Hope


**ETF STRUCTURE**

All the benefits inherent to the ETF wrapper

*There is no guarantee that the Fund will meet these strategy goals.*

**ANNUAL OUTCOME PERIOD**
**DDFJ**

15% Dual Directional Buffer

15% INVERSE CAP/BUFFER  
8.96% Upside Cap

Aim to Make Money in  
**95%**  
of Markets

-15% or better

**DDTJ**

10% Dual Directional Buffer

10% INVERSE CAP/BUFFER  
12.80% Upside Cap

Aim to Make Money in  
**90%**  
of Markets

-10% or better

**QUARTERLY OUTCOME PERIOD**
**DDSQ**

Equity Dual Directional 5 Buffer ETF™

5% INVERSE CAP/BUFFER  
3.34% Upside Cap

Aim to Make Money in  
**85%**  
of Markets

-5% or better

**DDNQ**

Growth-100 Dual Directional 5 Buffer ETF™

5% INVERSE CAP/BUFFER  
4.69% Upside Cap

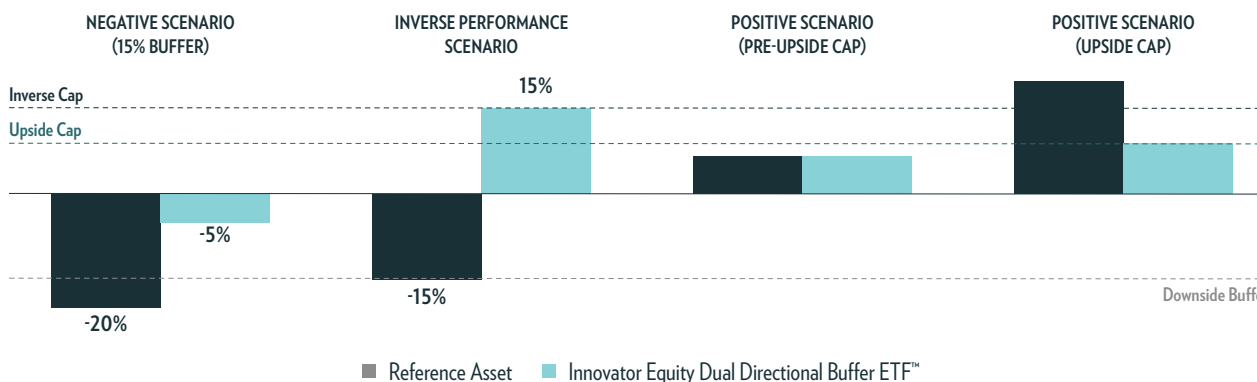
Aim to Make Money in  
**81%**  
of Markets

-5% or better

## The Case For Dual Directional ETFs

Dual Directional ETFs offer the potential for positive returns in both down and up markets, and a built-in buffer against loss in severely down markets.

- 1 1-TO-1 UPSIDE
- 2 UPSIDE IN DOWN MARKETS
- 3 DOWNSIDE BUFFER

**MARKET SCENARIOS**


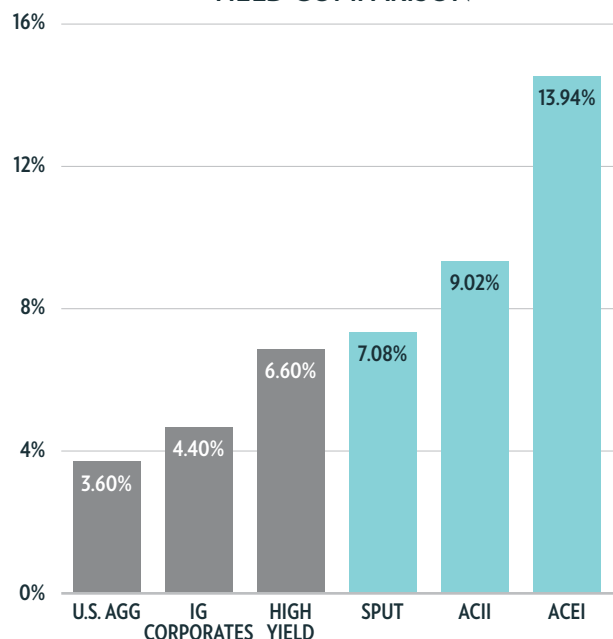
*For illustrative purposes only. This illustration is designed to illustrate the Outcomes that the Funds seek to provide if held for the entirety of the Outcome Period. There is no guarantee the Funds will be successful in providing the Outcomes. This illustration does not account for fees and expenses.*



## Income Solutions

Relative to other income sources, Innovator's autocallable income ETFs seek to offer competitive yields that stem from equity market factors rather than from traditional credit or interest-rate risk.

### YIELD COMPARISON

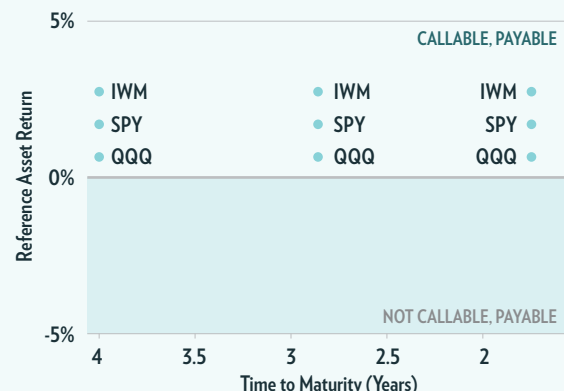


### ACII

Index Autocallable  
Income Strategy ETF

Average Coupon	9.8%
Income Distributions	Monthly
Exposure	SPY   QQQ   IWM
Tenors	2yr, 3yr, & 4yr
No-Call Period	6-Months
Barrier	30%

### CONSTITUENT SNAPSHOT



9.8%

Weighted Average Coupon

100%

Autocallables in the Payable Zone

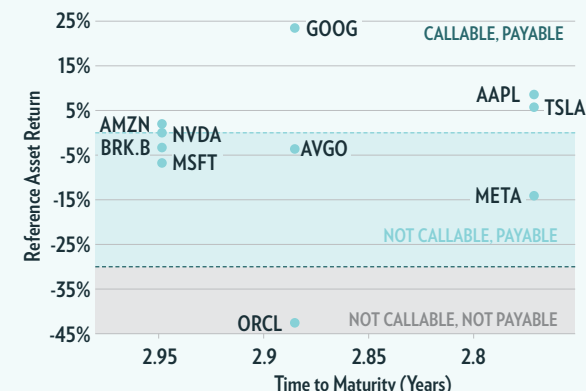
Data as of 12/17/2025

### ACEI

Equity Autocallable  
Income Strategy ETF

Average Coupon	14.3%
Income Distributions	Monthly
Exposure	Large-Cap U.S. Equities
Tenors	3yr
No-Call Period	6-Months
Barrier	30%

### CONSTITUENT SNAPSHOT



14.3%

Weighted Average Coupon

90%

Autocallables in the Payable Zone

Data as of 12/17/2025



#### PURSUE HIGH MONTHLY INCOME

Designed to deliver high rates of income, paid out monthly.



#### DERIVATIVE INCOME SLEEVE

A potential complement to covered call strategies



#### BUILT-IN RISK MANAGEMENT

Seeks to mitigate downside risk



#### EQUITY-BASED INCOME SOURCE

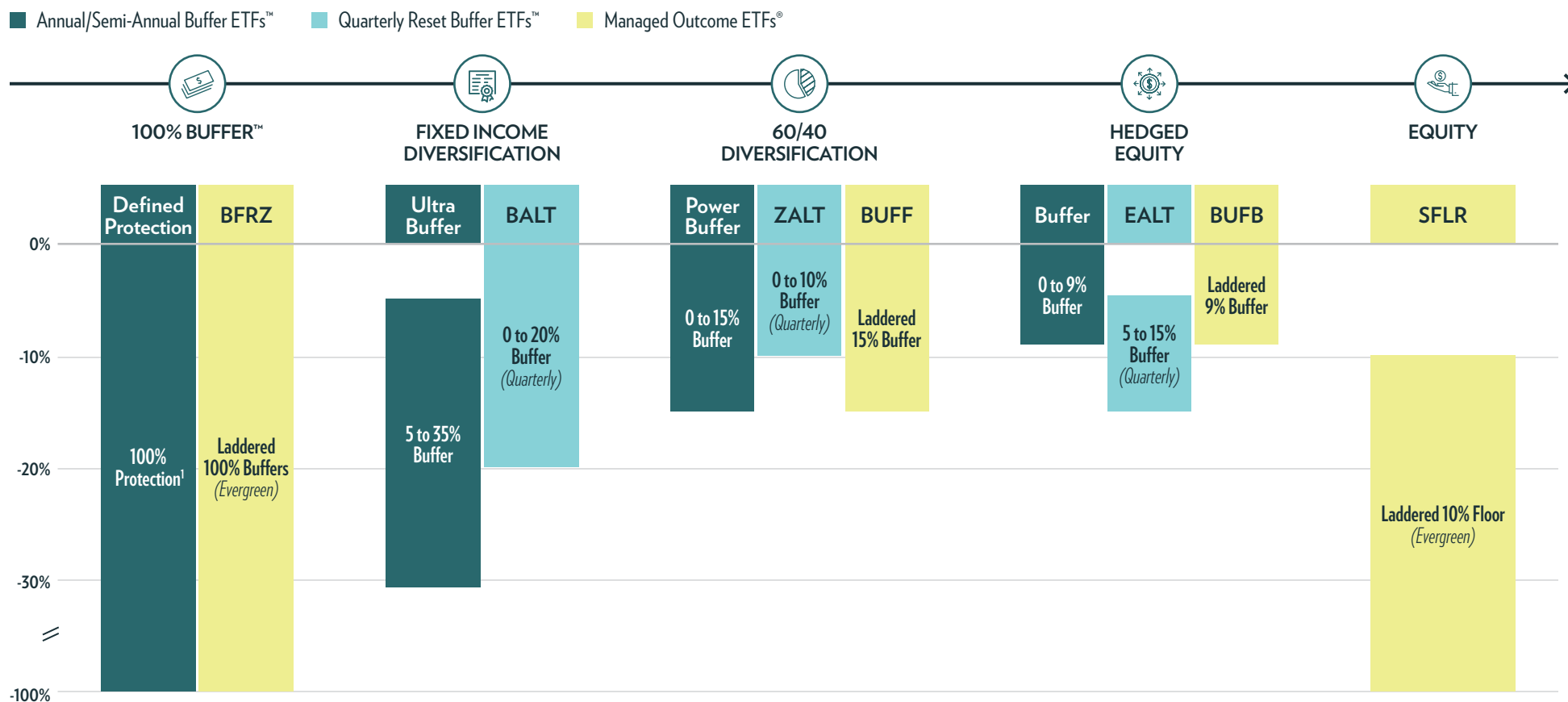
Seeks to diversify from interest-rate and credit risk

Source: Bloomberg, Innovator. As of 11/28/2025. High Dividend = MSCI USA High Div Yield Index, US Agg = Bloomberg U.S. Aggregate Bond Index, IG Corporates = Bloomberg U.S. Corp. Investment Grade Index, High Yield = Bloomberg U.S. Corp. High Yield Index. ACEI, ACII, SPUT SEC 30-Day Yields as of 11/30/25: 3.23%, 3.13%, 5.12%. 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 quoted. Visit [innovatoretf.com/performance](https://innovatoretf.com/performance) for current month-end and standardized performance.





## U.S. Large Cap Equity Risk-Managed Solutions



<sup>1</sup> Before fees and expenses.

**Buffer ETF™ Risk.** There is no guarantee the Funds will be successful in providing the sought-after protection. If the Outcome Period has begun and the Underlying ETF has increased in value, any appreciation of the Fund by virtue of increases in the Underlying ETF since the commencement of the Outcome Period will not be protected by the Buffer, and an investor could experience losses until the Underlying ETF returns to the original price at the commencement of the Outcome Period.

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.

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 Funds is right for you, please see “Investor Suitability” in the applicable prospectus.

Investors purchasing shares after an Outcome Period has begun may experience very different results than Funds’ investment objective. Following the initial Outcome Period, each subsequent Outcome Period will begin on the first day of the month the Fund was inception. 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.



## U.S. Large Cap Equity Risk-Managed Solutions

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
<b>1-YEAR OUTCOME SERIES</b>													<b>MANAGED OUTCOME ETFs®</b>
Buffer (0 to 9% Buffer)	BJAN	BFEB	BMAR	BAPR	BMAY	BJUN	BJUL	BAUG	BSEP	BOCT	BNOV	BDEC	SFLR 10% Floor Protection
Power Buffer (0 to 15% Buffer)	PJAN	PFEB	PMAR	PAPR	PMAY	PJUN	PJUL	PAUG	PSEP	POCT	PNOV	PDEC	BFRZ 100% Buffer Protection
Ultra Buffer (5 to 35% Buffer)	UJAN	UFEB	UMAR	UAPR	UMAY	UJUN	UJUL	UAUG	USEP	UOCT	UNOV	UDEC	BUFF 15% Buffer Protection
<b>100% BUFFER SERIES</b>													BUFB 9% Buffer Protection
6-Month	JA1L			APOC			JA1L			APOC			
1-Year	ZJAN	ZFEB	ZMAR	ZAPR	ZMAY	ZJUN	ZJUL	ZAUG	ZSEP	ZOCT	ZNOV	ZDEK	
2-Years	AJAN TJAN			AAPR TAPR			AJUL TJUL			AOCT TOCT			
<b>QUARTERLY BUFFER SERIES</b>													
BALT (0 to 20% Buffer)	BALT			BALT			BALT			BALT			
ZALT (0 to 10% Buffer)	ZALT			ZALT			ZALT			ZALT			
EALT (5 to 15% Buffer)	EALT			EALT			EALT			EALT			
<b>1-YEAR DUAL DIRECTIONAL SERIES</b>													
10% Inverse Cap / Buffer	DDTJ						DDTL		DDTS	DDTO	DDTN	DDTD	
15% Inverse Cap / Buffer	DDFJ						DDFL		DDFS	DDFO	DDFN	DDFD	
<b>QUARTERLY DUAL DIRECTIONAL SERIES</b>													
Equity (5% Inverse Cap/Buffer)	DDSQ			DDSQ			DDSQ			DDSQ			
Growth-100 (5% Inverse Cap/Buffer)	DDNQ			DDNQ			DDNQ			DDNQ			

**SFLR & QFLR Risk.** The Fund seeks to provide risk-managed investment exposure to the U.S. Large Capitalization Companies represented by the Solactive GBS United States 500 Index and the Nasdaq-100 Index (the "Indices"), respectively, through its hedging strategy. There is no guarantee that the Funds will be successful in implementing their strategy to provide a hedge against overall market exposure. The Funds seek to achieve their investment objectives by purchasing a series of four, one-year Flex Options packages with "laddered" expiration dates that are 3 months apart. The Funds will also systemically sell short-dated call option contracts, which have an expiration date of approximately two weeks, with an objective of funding the purchases of put option contracts. The Funds do not provide principal protection or non-principal protection, and an investor may experience significant losses on their investment. In a market environment where the Indices are generally appreciating, the Funds may underperform the Indices and/or similarly situated funds.

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 detailed list of Fund risks see the prospectus.

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 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.



## January Defined Outcome ETFs™

### QUARTERLY BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
BALT	SPY	20%	3 mo.	2.09%
ZALT	SPY	10%	3 mo.	3.01%
EALT	SPY	10% (-5 to -15%)	3 mo.	5.75%
QBUF	QQQ	10%	3 mo.	3.79%
RBUF	IWM	10%	3 mo.	4.02%
IBUF	EFA	10%	3 mo.	2.49%
EBUF	EEM	10%	3 mo.	3.07%

### BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
BJAN	SPY	9%	1 yr.	16.46%
PJAN	SPY	15%	1 yr.	12.30%
UJAN	SPY	30% (-5 to -35%)	1 yr.	11.40%
NJAN	QQQ	15%	1 yr.	14.65%
KJAN	IWM	15%	1 yr.	17.33%
IJAN	EFA	15%	1 yr.	13.79%
EJAN	EEM	15%	1 yr.	14.45%

### 100% BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
JAJL	SPY	100%	6 mo.	3.30%
ZJAN	SPY	100%	1 yr.	6.55%
AJAN	SPY	100%	2 yr.	13.30%

### FLOOR ETF®

TICKER	REF. ASSET	FLOOR	OUTCOME PERIOD	STARTING CAP
TFJL	TLT	5% Floor	3 mo.	UNCAPPED

### DUAL DIRECTIONAL BUFFER ETFs™

TICKER	REF. ASSET	INVERSE CAP/ BUFFER	OUTCOME PERIOD	STARTING CAP
DDNQ <small>NEW</small>	QQQ	5%	3 mo.	4.69%
DDSQ <small>NEW</small>	SPY	5%	3 mo.	3.34%
DDTJ <small>NEW</small>	SPY	10%	1 yr.	12.80%
DDFJ <small>NEW</small>	SPY	15%	1 yr.	8.96%

### QUARTERLY ACCELERATED ETFs®

TICKER	REF. ASSET	UPSIDE/ DOWNSIDE	OUTCOME PERIOD	STARTING CAP
XDQQ	QQQ	2x/1x	3 mo.	8.08%
XDSQ	SPY	2x/1x	3 mo.	6.24%

### ANNUAL ACCELERATED ETFs®

TICKER	REF. ASSET	UPSIDE/ DOWNSIDE	OUTCOME PERIOD	STARTING CAP
QTJA	QQQ	3x/1x	1 yr.	19.35%
XBJA	SPY	2x/1x + 9% Buffer	1 yr.	11.94%
XTJA	SPY	3x/1x	1 yr.	15.36%

### INCOME BARRIER AND BUFFER ETFs

TICKER	REF. ASSET	BUFFER/ BARRIER	OUTCOME PERIOD	STARTING CAP
JANJ	SPX	30% Barrier	1 yr.	5.83%
JANH	SPX	20% Barrier	1 yr.	7.10%
LJAN	SPY	15% Buffer	1 yr.	5.68%

### BITCOIN ETFs

TICKER	REF. ASSET	FLOOR	OUTCOME PERIOD	PARTICIPATION RATE
QBF	CBTX - Bitcoin	20% Floor	3 mo.	72.00%



STANDARDIZED PERFORMANCE	NAV				MARKET PRICE			
	YTD	1 YEAR	3 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	INCEPTION
<b>ACEI</b>	-	-	-	-1.94%	-	-	-	-0.08%
<b>ACII</b>	-	-	-	-0.57%	-	-	-	0.46%
<b>AJAN</b>	4.67%	5.47%	-	7.24%	4.79%	5.42%	-	7.23%
<b>BALT</b>	4.38%	6.43%	8.38%	5.90%	4.46%	6.45%	8.37%	5.93%
<b>JAHL</b>	5.19%	7.42%	-	8.00%	5.06%	7.38%	-	7.96%
<b>QFLR</b>	13.34%	20.18%	-	18.16%	13.40%	20.30%	-	18.27%
<b>SFLR</b>	10.73%	13.87%	-	17.91%	10.68%	13.73%	-	17.94%
<b>SPUT</b>	-	-	-	11.57%	-	-	-	11.72%
<b>ZJAN</b>	5.09%	-	-	5.09%	5.02%	-	-	5.02%

As of 9/30/2025. Returns less than one year are cumulative. 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/performance](https://innovatoretfs.com/performance) for current month-end performance.

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's portion 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 fund shares are listed.

**SPUT Risk.** The Fund seeks to provide current income while providing the potential for capital appreciation. The Fund's income is expected to be received primarily from its purchases of ELNs that implement a put-write option strategy. The Equity-Linked Notes (ELNs) provide the Fund with monthly distributions comprised of premiums generated from selling single-day expiration, out of the money put option contracts on the S&P 500 Price Return Index (SPX) that provides exposure to approximately 100% of the Fund's assets. The Fund also expects to receive income generated by its investments in U.S. Treasuries and dividends, if any, from its investments equity securities primarily comprising components of the Solactive GBS United States 500 Index (U.S. Equity Index). The Fund's investments in equity securities also seek to provide the potential for capital appreciation.

The Fund will also be subject to the downside performance of the U.S. Equity Index and SPX through its respective holdings in equity securities and ELNs. The Fund's monthly income payments to investors may not be sufficient to offset any such losses on a total return basis. There can be no guarantee that the Fund will be successful in its objective to provide current income while maintaining the potential for capital appreciation.

**Equity-Linked Notes Risk.** Investing in ELNs may be more costly to the Fund than if the Fund had invested in the underlying instruments directly. Investments in ELNs often have risks similar to the underlying instruments, which include market risk. In addition, since ELNs are in note form, ELNs are subject to risks of debt securities, such as credit and counterparty risk, including the risk that issuers and/or counterparties will fail to make payments when due or default completely. Should the prices of the underlying instruments move in an unexpected manner, the Fund may not achieve the anticipated benefits of an investment in an ELN, and may realize losses, which could be significant and could include the Fund's entire principal investment. However, the Fund's exposure to losses in its investments in the ELNs is limited to its principal investment in such ELNs. Investments in ELNs are also subject to liquidity risk, which may make ELNs difficult to sell and value. A lack of liquidity may also cause the value of the ELN to decline. In addition, ELNs may exhibit price behavior that does not correlate with the underlying securities.

**Put-Write Index Risk.** The ELNs in which the Fund will invest will provide leveraged exposure to an index or indices that implements the options strategy and the performance of a portfolio of the daily put contracts (Put-Write Index). The Put-Write Index sells one-day maturity put option contracts on SPX on a daily basis that generally seeks to provide income through premiums received. The Put-Write Index subjects the ELNs, and therefore the Fund, to the risk of loss associated with price decreases of SPX below the strike price. If the Put-Write Index experiences any losses based off the price movements of SPX, as a result of the 100% notional

value utilized by the Put-Write Index, the losses incurred by the ELNs the Fund invests in will be greater than those experienced by SPX.

**While the Put-Write Index seeks to minimize the risk associated with the written put option contracts, the Put-Write Index and ELNs subject the Fund to risk of loss, including the risk that the Fund may lose the entirety of its principal amount invested in an ELN.**

**Floor ETFs® Risk.** The Sub-Adviser will seek to "ladder" the Funds' option contracts by entering into new purchased put option contracts packages every three-months. After such put option contracts expire, the Fund will enter into new put option contracts with one-year expiration dates that are staggered every three months.

As a result of the Fund's laddered investment approach, on an ongoing basis the Fund will experience investment floors that are expected to be greater or less than the 10% floor provided by an individual Options Portfolio.

**ACEI & ACII Risk.** The Funds are actively managed ETFs that seek to provide investors with income distributions and the potential to limit downside investment exposure, as determined by the following: (1) For ACEI, the performance of reference assets consisting of a basket of the largest stocks by market capitalization selected from a broad based large capitalization U.S. equity index; and (2) For ACII, the performance of the worst performing reference asset (SPY, QQQ, and IWM).

The Funds seek to principally invest in a laddered portfolio of over-the-counter (OTC) swap agreements that seek to replicate the defined return characteristics of autocallable notes (Autocallable Instruments). The Autocallable Instruments are designed to provide the potential for periodic investment payments contingent upon the performance of the reference asset and the potential to limit losses unless the reference asset exceeds a pre-determined investment barrier, in which case the Fund would experience the losses of the reference asset over the duration of the Autocallable Instrument offset by any income payments received.

**The investment results of an Autocallable Instruments depends on the performance of the reference asset(s), with the payouts being in the form of coupon payments rather than capital appreciation related to the reference asset.**

**Fund shareholders can lose money by investing in the Funds. There can be no assurance that the Funds' investment objectives will be achieved.**

The Funds face numerous principal risks, including autocallable strategy risk, autocallable

returns risk, barrier risk, call risk, equity basket risk, significant exposure risk, derivatives risk, counterparty risk, credit risk, OTC derivatives risk, swap agreements risk, distribution tax risk, U.S. government securities risk, money market fund risk, concentration risk, cash transactions risk, trading issues risk, tax risk, and valuation risk. For a detailed list of each Fund's risks, see the prospectus.

**FLEX Options Risk.** The Funds 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 Funds could suffer significant losses. Additionally, FLEX Options may be less liquid than standard options. In a less liquid market for the FLEX Options, the Funds 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.

This material does not constitute tax or investment advice. Investors should consult with tax professionals for tax advice and not rely upon information disseminated by Innovator. Past distributions are not indicative of future distributions. Transactions in ETF shares may result in brokerage commissions and will generate tax consequences.

Investing involves risk. Principal loss is possible. Innovator ETFs are distributed by Foreside Fund Services, LLC.

*The Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus and summary prospectus contain this and other important information, and it may be obtained at [innovatoretfs.com](https://innovatoretfs.com). Read it carefully before investing.*

The following marks: Accelerated ETFs®, Accelerated Plus ETF®, Accelerated Return ETFs®, Barrier ETF®, Buffer ETF®, Defined Income ETF®, Defined Outcome Bond ETF®, Defined Outcome ETFs®, Defined Protection ETF®, Define Your Future®, Enhanced ETF®, Floor ETF®, Innovator ETFs®, Leading the Defined Outcome ETF Revolution®, Managed Buffer ETFs®, Managed Outcome ETFs®, Step-Up®, Step-Up ETFs®, 100% Buffer ETFs® and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator Capital Management, LLC, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization.

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