

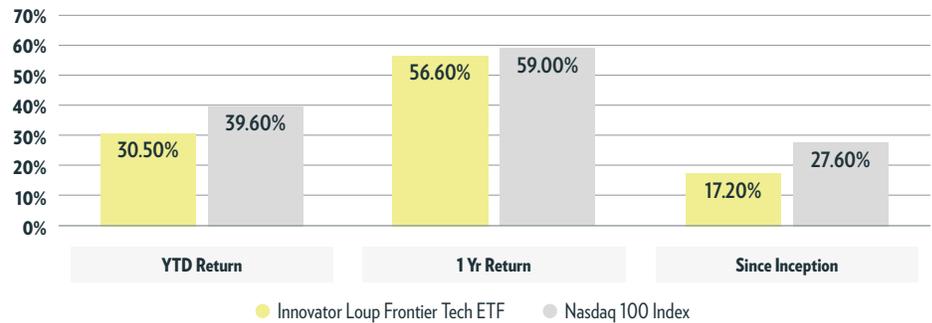
# Big Tech has boomed. Are you invested in the future of tech?

Ticker	LOUP
Inception Date	7/24/2018
Expense Ratio	0.70%
Index Provider / Research Group	Loup Ventures
# Holdings	30

Large-cap technology's best days may not yet be behind them, but it may be prudent to begin diversifying technology exposures. The Innovator Loup Frontier Tech ETF (LOUP) is a rules-based ETF using the expertise of tech analyst icon Gene Munster and his team at Loup Ventures to select firms driving the future of technology across:

				
<b>ARTIFICIAL INTELLIGENCE</b>	<b>ROBOTICS</b>	<b>AUTONOMOUS VEHICLES</b>	<b>COMPUTER PERCEPTION</b>	<b>AUGMENTED REALITY</b>

Large-cap tech continues to be the driving force behind much of the stock market rally and has been a boon for U.S. equity investors. Given the incredible run, we believe advisors should also begin investing in the companies that will drive the innovation of tomorrow.



Source: Bloomberg L.P. as of 8/31/2020. 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. Returns less than one year are cumulative. Visit [innovatoretfs.com/LOUP](http://innovatoretfs.com/LOUP) for current monthend performance. One cannot invest directly in an index.

## LARGE-CAP TECH CONTINUES TO DRIVE MARKET HIGHER

### 10-YEAR RETURNS

Nasdaq 100	+22.6%
S&P 500	+15.2%
S&P 400 Midcap	+12.0%
S&P 600 Smallcap	+12.3%

## WHY LOUP?

INDUSTRY BREAKDOWN	LOUP	NASDAQ 100
Semiconductors	22.3%	11.7%
Auto Manufacturers	11.7%	4.0%
Electronics	9.6%	-
Auto Parts & Equipment	8.1%	-
Internet	7.7%	27.5%
Machinery-Diversified	6.7%	-
Misc. Manufacturers	6.7%	-
Software	5.9%	18.6%
Home Furnishings	5.6%	-
Electrical Components	5.0%	-
Computers	4.9%	14.8%
Transportation	2.9%	0.5%
Aerospace/Defense	2.7%	-

### Expertise:

**Loup Ventures** specializes in identifying firms poised to lead the future of technology.

### Diversify:

Low overlap to the Nasdaq 100 and other technology themed investments makes LOUP a compelling solution to diversify.

### OVERLAP WITH THE NASDAQ 100

LOUP 4 names (6.98% weight)

### Look Ahead:

Get exposure to the themes driving the future of technology focused on smaller firms that may be overlooked by large cap weighted methodologies.

Source: Bloomberg L.P. as of 08/31/2020



## IMPLEMENTATION

LOUP provides a more balanced exposure to large, mid and small cap global tech stocks.

### TOP 10 HOLDINGS As of 8/27/2020

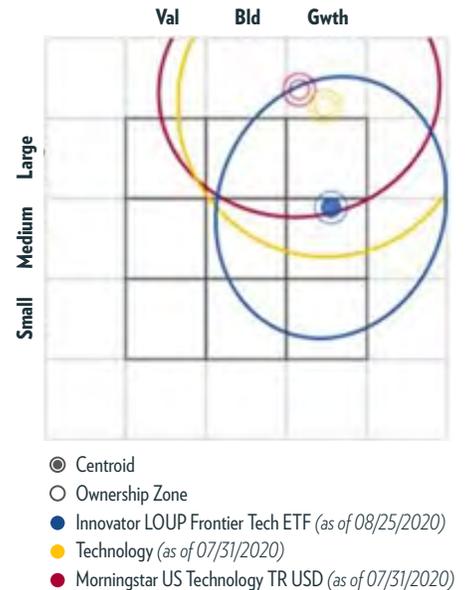
Tesla Inc	TSLA
Baidu Inc - Depositary Receipt	BIDU
Lumentum Holding Inc	LITE
<b>1</b> Yaskawa Electric Corp	<b>6506</b>
Advanced Micro Devices Inc	AMD
<b>2</b> Axon Enterprise Inc	<b>AAXN</b>
NVIDIA Corp	NVDA
Nuance Communications Inc	NUAN
Sony Corp - Depositary Receipt	SNE
Trimble Inc	TRMB

Looking forward, we believe technology will continue to be a driving force behind stock market growth but it may come from lesser-known areas of the market.

Over the last 10-years, the Nasdaq 100 Index has returned over 22% per year compared to 15% for the S&P 500. This run, however, is largely attributable to just a few stocks.

While LOUP only contains 30 names and is more concentrated than broad market tech indices, they are providing more targeted exposure to up and coming tech firms that are often overlooked by cap-weighted strategies.

As large cap tech growth has created some concentrated positions for investors, shifting some assets into LOUP can provide significant diversification within the technology sector.



Source: Morningstar as of August 25, 2020

### HOLDINGS SPOTLIGHT FROM LOUP VENTURES

Teradyne with \$14B in market cap is a leader in cobots (collaborative robots). They continue to the robotics buildout in manufacturing will be an important reaction to COVID. More automation means more protection from future human-related work issues. Other robotics names like Yaskawa **1** and Harmonic Drive are also likely to benefit.

Axon **2** is another LOUP holding with \$5B market cap. Axon provides body cameras for police departments. We view body cameras as an important real world application of augmented reality as AR happens through the camera. The application of cameras for the use of public safety is likely to be a continued focus for police departments, both to protect citizens and police officers. Even in the event of budget cuts, we think camera systems are likely to survive those cuts.

STANDARDIZED PERFORMANCE	NAV					CLOSING PRICE				
	YTD	1 Year	3 Year	5 Year	Inception	YTD	1 Year	3 Year	5 Year	Inception
As of 6/30/2020										
Loup Frontier Tech ETF	15.18%	27.82%	-	-	11.45%	15.34%	28.07%	-	-	11.51%

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. 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'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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