

Seek to invest in tomorrow's tech leaders — today.

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

Major technology shifts historically occur every 10-15 years. The '80s had the PC revolution, the '90s had the Internet, and the mid-2000s had the smartphone. We believe the next major shift is due – and AI is at the center of this Automation Age.¹

The **Innovator Loup Frontier Tech ETF (LOUP)** seeks to track, before fees and expenses, the performance of the Loup Frontier Tech Index. The stocks in this index are chosen by Loup Ventures, a research-based tech investment firm led by renowned² tech equity analyst Gene Munster. (Join him in a quarterly webinar where he and the Loup team share their tech insights and forecasts at <https://bit.ly/38dolVM>).

LOUP INVESTS IN TECH COMPANIES SPECIALIZING IN AREAS SUCH AS



ARTIFICIAL INTELLIGENCE



AUGMENTED REALITY



AUTONOMOUS VEHICLES



BLOCKCHAIN



CRYPTOCURRENCY



NEUROTECH



RETAIL



ROBOTICS



VIRTUAL REALITY



GAMING



LOUP VENTURES' GENE MUNSTER AND HIS EQUITY RESEARCH TEAM

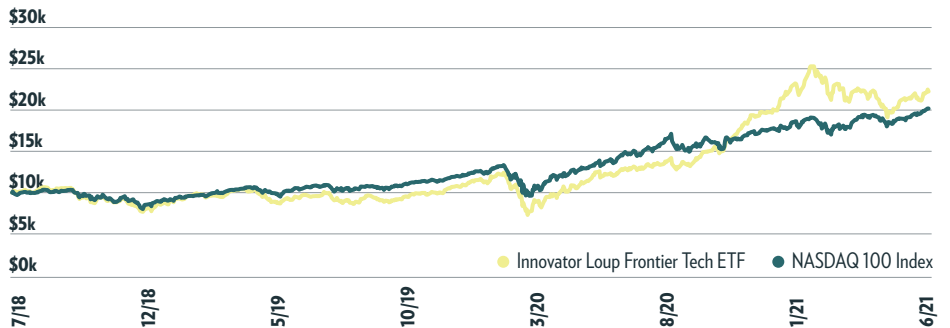
Gene Munster is widely regarded as one of the top 10 tech analysts³ on Wall Street, particularly for his insights on Apple Inc. He had a successful track record as of 2015, his last full year on the Street, according to analyst-ranking firm TipRanks.

After 21 years at Piper Jaffray, he announced his departure in 2016 to launch a research-driven venture capital firm the following year that invests in companies at the frontier of technology. He and his team choose the stocks that comprise the Loup Frontier Tech Index. The Innovator Loup Frontier Tech ETF invests in the stocks in this index.

Gene's team has decades of collective sector experience as tech equity analysts, startup founders, venture capitalists, and risk managers.

CATCH GENE MUNSTER ON CNBC, BLOOMBERG, THE WALL STREET JOURNAL, AND OTHER MAJOR MEDIA.

GROWTH OF \$10,000



Data is from 7/25/2018 to 6/30/2021. Growth of \$10,000 chart reflects a hypothetical \$10,000 investment and assumes reinvestment of dividends and capital gains. Fund expenses, including management fees and other expenses were deducted.

ETF PERFORMANCE & INDEX HISTORY

	YTD	1 Year	3 Year	Inception
ETF NAV	11.30%	79.81%	-	31.18%
ETF CLOSING PRICE	11.26%	79.65%	-	31.19%
LOUP FRONTIER TECH INDEX	11.65%	81.14%	-	32.03%
NASDAQ-100 INDEX	13.34%	44.36%	-	27.11%

Data as of 6/30/2021. The Fund inception on 7/24/2018. 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 for current month-end performance. One cannot invest directly in an index.

LOUP invests in the Loup Frontier Tech Index, which focuses on companies with less public exposure and outside the widely owned mega-cap tech stocks such as Apple, Google, and Facebook.

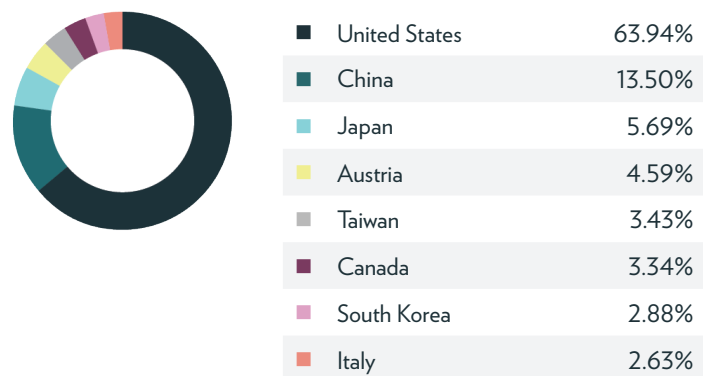
LOW OVERLAP TO EXISTING TECHNOLOGY ETFs

LOUP offers investors exposure to frontier tech companies, rather than focus on widely held, large-cap tech names. LOUP relies on the research of Loup Ventures to choose companies we believe are driving the next wave of technology.

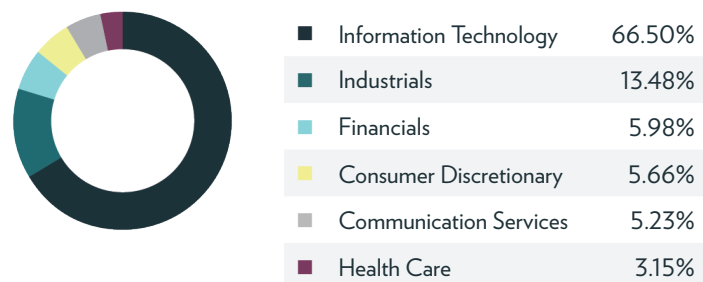
OVERLAP TO INNOVATOR LOUP FRONTIER TECH ETF (LOUP)	NASDAQ 100 INDEX	S&P 500 INFORMATION TECHNOLOGY INDEX
% Weight Overlap	1.92%	2.53%
# of Names	3 out of 30	4 out of 30

Source: Innovator & Bloomberg L.P. as of 6/30/2021

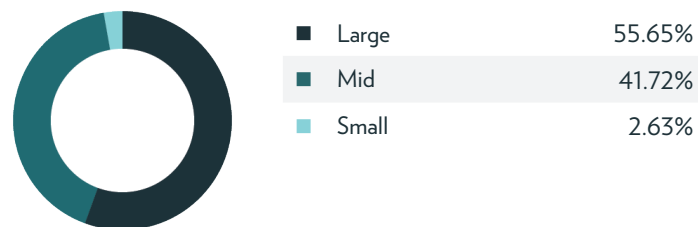
COUNTRY EXPOSURE



SECTOR EXPOSURE



MARKET CAPITALIZATION



Source: Bloomberg L.P. as of 6/30/2021

TOP 10 HOLDINGS

As of 6/30/2021

HUYA	HUYA Inc	5.23%
BIDU	Baidu Inc	5.23%
AFRM	Affirm Holdings Inc	5.21%
SIX: AMS	ams AG	4.59%
AVAV	AeroVironment Inc	4.29%
HIMX	Himax Technologies Inc	3.43%
AXON	Axon Enterprise Inc	3.39%
AMD	Advanced Micro Devices Inc	3.37%
TSE: GLXY	Galaxy Digital Holdings Ltd	3.34%
SNAP	Snap Inc	3.28%

Subject to change

SNAPSHOT OF TOP 5 HOLDINGS

- » **HUYA (HUYA)** is a video game live-streaming service, one of the largest in China. It also airs live broadcasts of other genres, such as cooking.
- » **Baidu (BIDU)** is the Google and Netflix of China. It has a 75% share of online search on all platforms and its majority-owned iQiyi is one of the country's top video streaming platforms.
- » **Affirm Holdings (AFRM)** is a fintech installment payment service for shoppers that promises upfront transparency on total interest charged with no late payment or annual fees.
- » **ams AG (SIX: AMS)** develops high-performance sensors and sensing solutions incorporated into autonomous vehicles, 3D face recognition systems, robotics, among others.
- » **AeroVironment (AVAV)** is a robotics company that develops unmanned military and commercial aerial drones.

THE INVESTMENT OPPORTUNITY OF FRONTIER TECHNOLOGY

\$85
BILLION

Robotics 2025 industry revenue estimate, according to the International Federation of Robotics and Loup Ventures.

60%

Labor market at risk for long-term automation.

\$5
TRILLION





Potential impact on US wages from automation.

\$103
BILLION

AR/VR software industry revenue estimate by 2025.

Source: Loup Ventures

LOUP VENTURES PROCESS

01		UNIVERSE	Global equity market includes recent IPOs, screen for liquidity
02		SELECTION	Ranked by Revenue Growth and Revenue Growth Acceleration relative to Frontier technologies
03		WEIGHTING	Select top 30 ranked names
04		REBALANCE	Conviction weighted and rebalanced monthly



**LOUP FRONTIER
TECH INDEX**

¹ Harvard Business Review. 2016. <https://hbr.org/insight-center/the-automation-age>

² Business Insider. <https://www.businessinsider.com/author/gene-munster>

³ Benzinga, citing TipRanks. March 2, 2015. The Top 10 Analysts On Wall Street. <https://www.benzinga.com/analystratings/analystcolor/15/03/5289125/thetop10analys>

The Nasdaq 100 Index consists of the 100 largest, most actively traded U.S. companies listed on the Nasdaq stock exchange.

The S&P 500 Information Technology comprises those companies included in the S&P 500 that are classified as members of the GICS information technology sector.

Important Risk Information

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 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.

Innovator ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2021 Innovator Capital Management, LLC.