



Define Your Future®

# Innovator ETFs® Playbook

MARCH 2025

FOR FINANCIAL PROFESSIONAL USE ONLY



## Table of Contents

What are Buffer ETFs™? Why Innovator? .....	3
March 2025 Top Innovator ETF Ideas .....	4
<b><i>Three Problems Facing Advisors</i></b>	
Stay Invested. Be Protected .....	5
Cash on the Sidelines .....	6
Bonds Have Disappointed .....	7
<b>NEW PRODUCT ALERT</b> QBF - Uncapped Bitcoin 20 Floor ETF® .....	8
U.S. Large Cap Equity Risk-Managed Solutions .....	9-10
March Defined Outcome ETFs™ .....	11



## 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, protecting you over a defined time frame, after which they reset.

All Buffer ETFs™ are made up of three components:

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

## Why Innovator?



Innovator is the *creator and industry-leading provider* of Buffer ETFs™.



After launching the world's first Buffer ETFs™ in August 2018, Innovator's growing suite *now offers more than 130 Defined Outcome ETFs™*, spanning the industry's widest range of tenors, reference assets, and buffer levels.



*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.



## March 2025 Top Innovator ETF Ideas

NEW PRODUCT ALERT

QBF

Innovator Uncapped Bitcoin 20 Floor ETF®

BITCOIN EXPOSURE

20% MAX LOSS<sup>1</sup>

3-MONTH OUTCOME PERIOD

<sup>1</sup>Before Fees and Expenses

### Cash/Bonds

#### ZMAR

Equity Defined Protection ETF™ 1 Yr March

- » 100% Buffer on SPY
- » 7.77% Cap
- » 1-Year Outcome Period

#### BALT

Defined Wealth Shield ETF

- » 20% Buffer on SPY
- » 2.41% Cap
- » 3-Month Outcome Period

### Hedged Equity

#### ZALT

U.S. Equity 10 Buffer ETF™

- » 10% Buffer on SPY
- » 3.31% Cap
- » 3-Month Outcome Period

#### PMAR

U.S. Equity Power Buffer ETF™

- » 15% Buffer on SPY
- » 12.13% Cap
- » 1-Year Outcome Period

### Controlled Growth

#### SFLR

Equity Managed Floor ETF®

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

#### QFLR

Nasdaq-100® Managed Floor ETF®

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



## Problem: Stay Invested. Be Protected

Equity markets continue to broadly rise, but valuations are stretched. Any unforeseen disruption to the growth narrative has the potential to reveal market fragility and uncertainty.

## Solution: SFLR: Equity Managed Floor ETF®

SFLR seeks to enable investors to access uncapped 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 SFLR, investors are able to allocate towards large caps with built-in risk management against large declines.

### FULL MANAGED FLOOR SUITE

<b>SFLR</b>	Equity Managed Floor ETF®
<b>QFLR</b>	Nasdaq-100® Managed Floor ETF®
<b>RFLR</b>	U.S. Small Cap Managed Floor ETF®

### SINCE INCEPTION PERFORMANCE

	SFLR	S&P 500
Annualized Return	19.42%	24.55%
Volatility	9.90%	13.85%
Return/Risk Ratio	1.96	1.77
Beta	0.70	1.00
Max Drawdown	-7.66%	-9.94%

Source: Bloomberg L.P. Data from 11/9/2022 - 1/31/2025. 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/SFLR](https://innovatoretfs.com/SFLR) for current month-end performance.

**SFLR IS DELIVERING...**  
Relative to the S&P 500

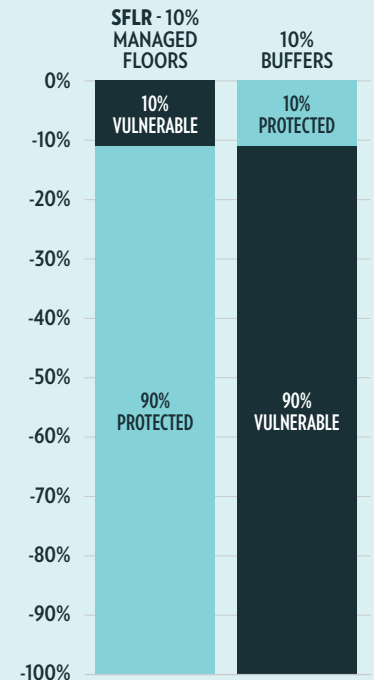
**79%**

UPSIDE CAPTURE

**2/3**

TWO-THIRDS THE VOLATILITY

### 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 on the Sidelines

Idle cash may lose purchasing power rather than maintain it.

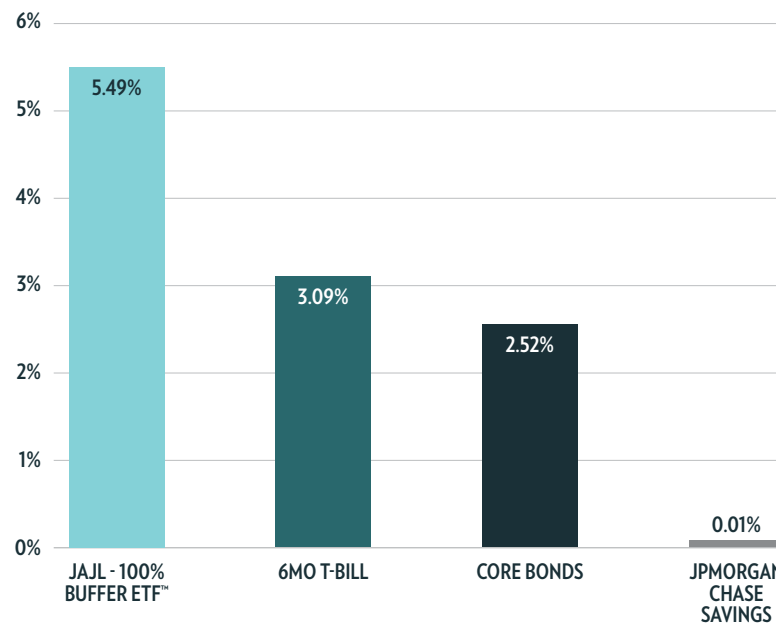
## Solution: 100% Buffer ETFs™

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

These ETFs offer a number of benefits over competing structures:

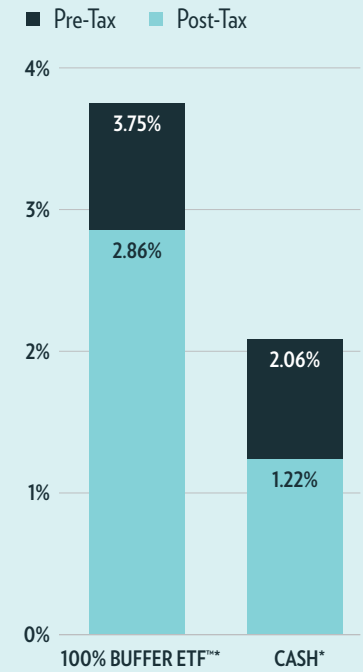
- » Tax-alpha
- » No credit risk
- » Daily liquidity
- » No surrender charges
- » 100% buffer every outcome period, before fees & expenses

6 MONTH 100% BUFFER OUTPERFORMANCE



Source: Bloomberg L.P. Data from 6/30/2024 - 1/31/2025. Core Bonds represented by the Bloomberg U.S. Aggregate Bond Index. Performance quoted represents past performance, which is no guarantee of future results. Returns are based on NAV. 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/JAJL](http://innovatoretfs.com/JAJL) for current month-end performance.

LONG-TERM CAP GAINS POTENTIAL OF 100% BUFFER ETFs™



\*Bloomberg L.P. Data as of 1/31/2025. 100% Buffer ETF is JAJL, Equity Defined Protection ETF 6-Mo January. For illustrative purposes only, not representative of any investment. The pre-tax returns are assumed rates that are not guaranteed.



## Problem: Bonds Have Disappointed

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

The bond market's post-2021 performance has deteriorated sharply from its performance during the 10 years prior.

With recent economic data pointing to the need for the Fed to hold steady, the path of bonds continues to be challenged.

We believe that the bond market is no longer a fail-safe source of risk management.

### CORE BONDS

	Date Range: JAN 2012 to DEC 2021	Date Range: JAN 2022 to JAN 2025
Annualized Return	2.90%	-2.17%
Volatility	3.33%	6.84%
Return/Risk Ratio	0.87	-
Equity Down Capture	-9.35%	48.11%
Max Drawdown	-6.30%	-16.82%

### SINCE FIRST FED CUT IN SEPT 2024

Fed Funds  
Rate



100 BPS

10 Year  
Treasury Yield



86 BPS

Source: Bloomberg L.P. Data from 12/30/2011-12/31/2021 and 12/31/2021-1/31/2025. Core Bonds is represented by the Bloomberg US Aggregate Bond Index.

## Solution: BALT: 20% Quarterly Buffer on SPY

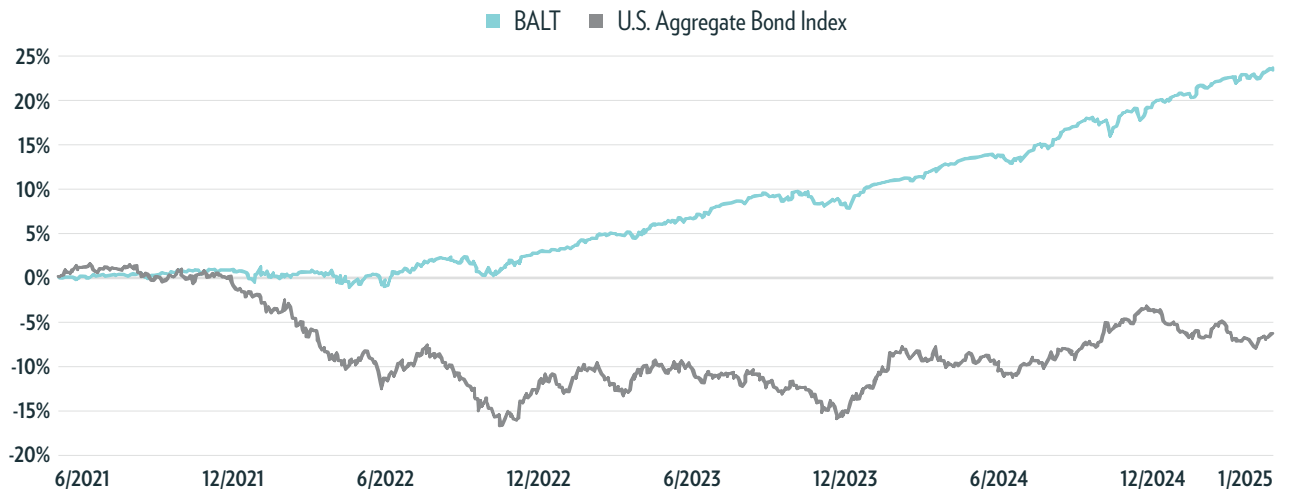
Since inception, BALT has outperformed core bonds by more than 25% while exhibiting less than half the volatility.

### SINCE INCEPTION PERFORMANCE

	BALT	U.S. AGGREGATE BOND INDEX
Annualized Return	6.01%	-1.85%
Cumulative Return	23.32%	-6.50%
Volatility	3.16%	6.49%
Return/Risk Ratio	1.90	-
Equity Down Capture	6.10%	45.20%
Max Drawdown	-2.30%	-17.90%

Source: Bloomberg L.P. Data from 6/30/2021 - 1/31/2025

### A NEW REGIME: BALT VS CORE BONDS SINCE BALT INCEPTION



Source: Bloomberg L.P. Data from 6/30/2021 - 1/31/2025. 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/balt](https://innovatoretfs.com/balt) for current month-end performance.



**NEW PRODUCT ALERT**

# QBF: Innovator Uncapped Bitcoin 20 Floor ETF®

**UNCAPPED POTENTIAL**  
Bitcoin average quarterly gain is 60.6%<sup>2</sup>

**20% MAX LOSS<sup>1</sup>**  
Hedge against catastrophic drawdowns

**QUARTERLY RESET**  
Seek to lock-in gains with a single-ticker solution

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

<sup>2</sup> Represents the simple average of positive calendar quarter returns for the Bloomberg Bitcoin Spot Index since 12/31/2013.

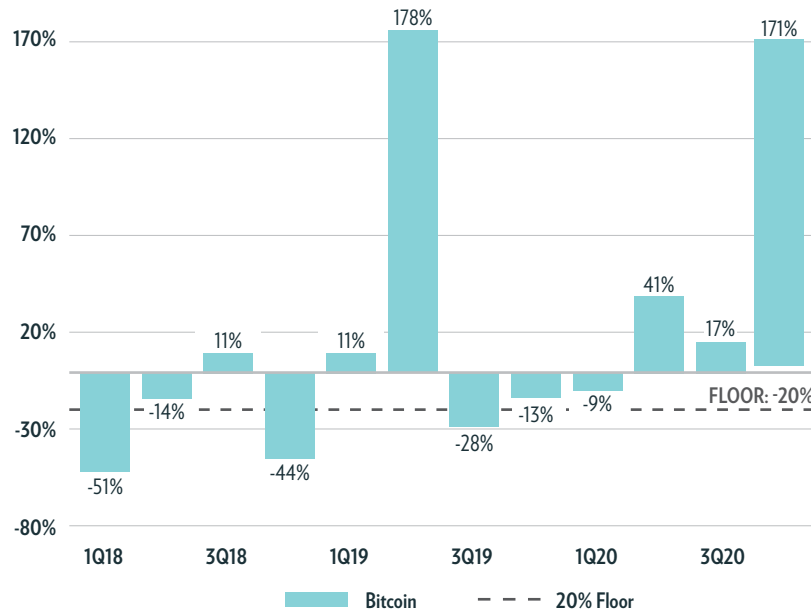
## Case Study

Examining the sequence-of-returns during a recent 70%+ selloff period can help illuminate the synergies of the strategy.

### SYNERGY OF THE STRATEGY

- WIN BY LOSING LESS**  
FLOOR PROTECTION
- KEEP THE HOT IN THE HOT SAUCE**  
NO CAP
- LOCK IN GAINS**  
QUARTERLY RESET

### A VOLATILE RIDE: BITCOIN'S 2018-2020 DRAWDOWN



Source: Bloomberg, Innovator. Bloomberg Bitcoin Spot Index shows chart data from 12/31/2017 - 12/31/2020. Max Drawdown reflects the most significant loss from a peak to trough prior to the start of a new peak. Past performance is not necessarily indicative of future results.

**BITCOIN UNHEDGED CAN HURT**

**74%**

**2018 MAX DRAWDOWN**

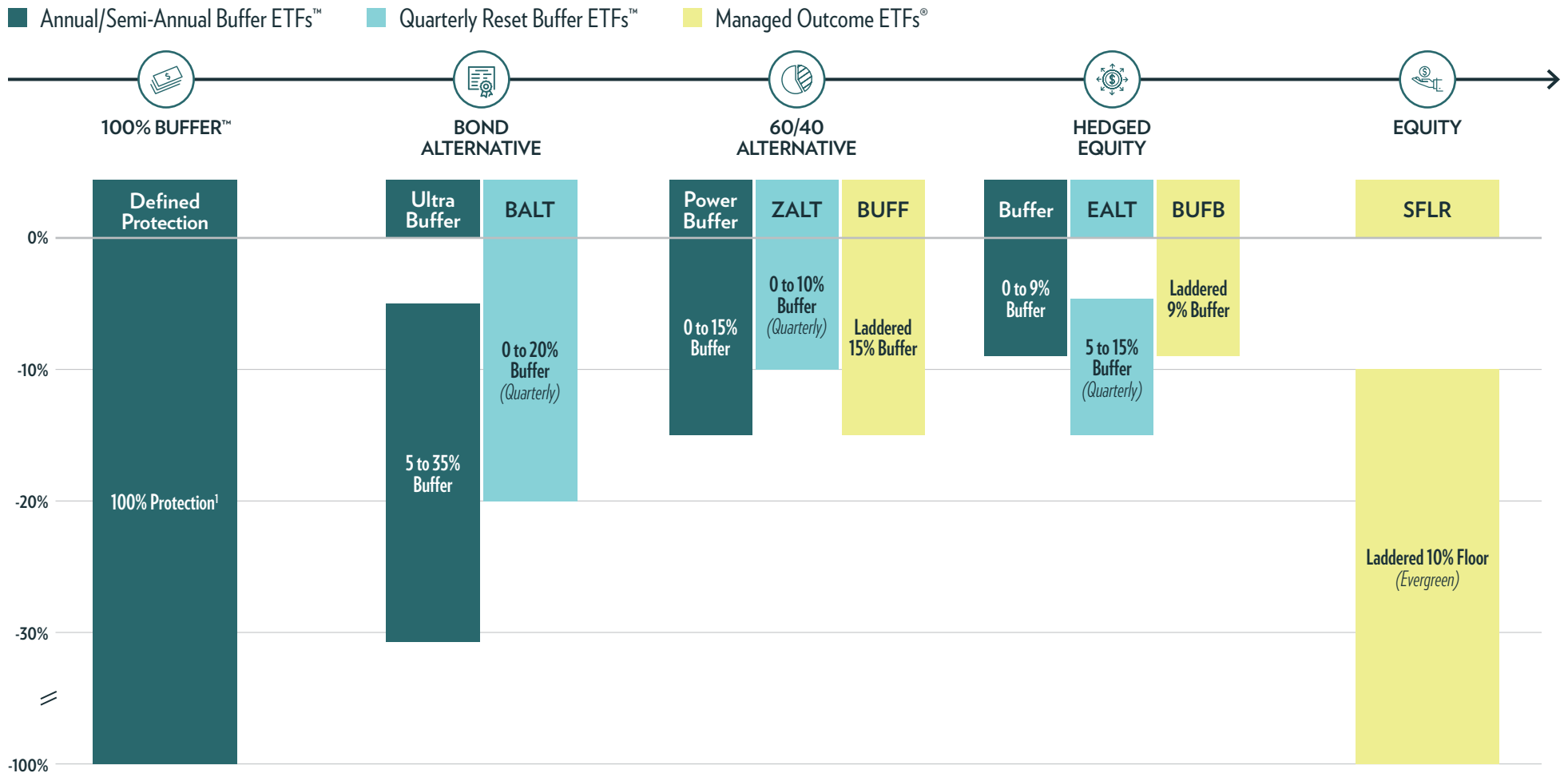
**12**

**QUARTERS TO RECOVER**





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



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



## 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 FUNDS</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	BUFF	15% Buffer Protection
Ultra Buffer (5 to 35% Buffer)	UJAN	UFEB	UMAR	UAPR	UMAY	UJUN	UJUL	UAUG	USEP	UOCT	UNOV	UDEC	BUFB	9% Buffer Protection
<b>100% BUFFER SERIES</b>														
6-Month	JAJL			APOC			JAJL			APOC				
1-Year	ZJAN	ZFEB	ZMAR	ZAPR*	ZMAY*	ZJUN*	ZJUL	ZAUG	ZSEP	ZOCT	ZNOV	ZDEK		
2-Years	AJAN			AAPR			AJUL			AOCT				
	TJAN			TAPR*			TJUL			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				

ZAPR, ZMAY, ZJUN, TAPR, AND TOCT ARE NOT YET AVAILABLE FOR TRADING. VISIT EACH URL BELOW FOR EACH FUND'S LATEST SEC FILINGS. INFORMATION CONTAINED HEREIN IS SUBJECT TO COMPLETION OR AMENDMENT. A REGISTRATION STATEMENT RELATING TO THESE SECURITIES HAS BEEN FILED WITH THE SECURITIES AND EXCHANGE COMMISSION BUT HAS NOT YET BECOME EFFECTIVE. THESE SECURITIES MAY NOT BE SOLD NOR MAY OFFERS TO BUY BE ACCEPTED PRIOR TO THE TIME THE REGISTRATION STATEMENT BECOMES EFFECTIVE. THIS COMMUNICATION SHALL NOT CONSTITUTE AN OFFER TO BUY OR THE SOLICITATION OF AN OFFER TO BUY NOR SHALL THERE BE ANY SALE OF THESE SECURITIES IN ANY STATE IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER SECURITIES LAWS OF ANY SUCH STATE. AN INDICATION OF INTEREST IN RESPONSE TO THIS ADVERTISEMENT WILL INVOLVE NO OBLIGATION OR COMMITMENT OF ANY KIND.

**ZAPR:** [https://www.sec.gov/Archives/edgar/data/1415726/000121390024045939/ea0206625-04\\_485apos.htm](https://www.sec.gov/Archives/edgar/data/1415726/000121390024045939/ea0206625-04_485apos.htm) | **ZMAY:** [https://www.sec.gov/Archives/edgar/data/1415726/000121390024062979/ea0209685-07\\_485apos.htm](https://www.sec.gov/Archives/edgar/data/1415726/000121390024062979/ea0209685-07_485apos.htm) | **ZJUN:** [https://www.sec.gov/Archives/edgar/data/1415726/000121390024062982/ea0209685-08\\_485apos.htm](https://www.sec.gov/Archives/edgar/data/1415726/000121390024062982/ea0209685-08_485apos.htm) | **TAPR:** [https://www.sec.gov/Archives/edgar/data/1415726/000121390024045946/ea0206625-07\\_485apos.htm](https://www.sec.gov/Archives/edgar/data/1415726/000121390024045946/ea0206625-07_485apos.htm) | **TOCT:** [https://www.sec.gov/Archives/edgar/data/1415726/000121390024045947/ea0206625-08\\_485apos.htm](https://www.sec.gov/Archives/edgar/data/1415726/000121390024045947/ea0206625-08_485apos.htm)



## March Defined Outcome ETFs™

### 100% BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
ZMAR <span>NEW</span>	SPY	100%	12 mo.	7.77%

### BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
BMAR	SPY	9%	12 mo.	15.85%
PMAR	SPY	15%	12 mo.	12.13%
UMAR	SPY	30% (-5 to -35%)	12 mo.	11.73%
NMAR <span>NEW</span>	QQQ	15%	12 mo.	15.16%
KMAR <span>NEW</span>	IWM	15%	12 mo.	17.54%
IMAR	EFA	15%	12 mo.	16.11%

STANDARDIZED PERFORMANCE	NAV					MARKET PRICE				
	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION
<b>SFLR</b>	19.84%	19.84%	-	-	19.08%	19.99%	19.99%	-	-	19.16%
<b>JAJL</b>	-	-	-	-	4.72%	-	-	-	-	4.80%
<b>BALT</b>	10.03%	10.03%	6.63%	-	5.90%	9.98%	9.98%	6.61%	-	5.91%

As of 12/31/2024. 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.



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.

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 detail list of fund risks see the prospectus.

**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.

Investors purchasing shares after an outcome period has begun may experience very different results than funds’ investment objective. Initial outcome periods are approximately 3-months, 6-months, 1-year, or 2-years beginning on the Funds’ inception date. Following the initial outcome period, each subsequent outcome period will begin on the first day of the month the fund was inceptioned. 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.

The Funds only seeks 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.

**QBF Risk:**

The Fund seeks to provide shareholders with investment results that participate in a percentage of any positive price returns of bitcoin (the “Participation Rate”) while pursuing a maximum loss of 20% of any bitcoin price return losses (the “Floor”), before fees and expenses, over the Outcome Period. The Fund provides exposure to bitcoin price returns by investing in FLEX Options that reference one or more exchange-traded products that hold bitcoin directly or that reference the CBOE Bitcoin U.S. ETF Index. **The Fund does not directly invest in bitcoin.**

**The Fund will not participate in the entirety of gains experienced by the bitcoin price and Fund shareholders will forfeit any gains in the bitcoin price that exceed the Participation Rate. The Participation Rate should be considered before investing in the Fund.**

The Participation Rate is a result of the Fund’s sought-after downside protection and is dependent upon market conditions at the time the Fund enters into its FLEX Options for the Outcome Period and is likely to rise or fall from one Outcome Period to the next. It is possible that the Participation Rate in a subsequent Outcome Period could be substantially lower or higher than the current Participation Rate.

**The Fund will experience the losses of the bitcoin price on a one-to-one basis prior to the Floor. If the Outcome Period has begun and the Fund has increased in value, an investor purchasing shares at that price may experience additional losses prior to the Floor to the extent the price of Shares has appreciated since the commencement of the Outcome Period. An investment in the Fund is only appropriate for shareholders willing to bear those losses.**

**Bitcoin Investing Risk.** The further development of the Bitcoin Network and the acceptance and use of bitcoin are subject to a variety of factors that are difficult to evaluate. The value of bitcoin has been, and may continue to be, substantially dependent on speculation. The slowing, stopping or reversing of the development of the Bitcoin Network or the acceptance of bitcoin may adversely affect the price of bitcoin. Bitcoin is subject to the risk of fraud, theft, manipulation or security failures, operational or other problems that impact the digital asset trading venues on which bitcoin trades. The Bitcoin Blockchain may contain flaws that can be exploited by hackers. Cryptocurrency exchanges have stopped operating and have permanently shut down due to fraud, technical glitches, hackers, or malware. Cryptocurrencies operate without central authority, are not backed by any government, and may experience very high volatility.

**SFLR 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 through its hedging strategy. There is no guarantee that the Fund will be successful in implementing its strategy to provide a hedge against overall market exposure. The fund seeks to achieve its investment objective by purchasing a series of four, one-year Flex Options packages with “laddered” expiration dates that are 3 months apart. The Fund will also systematically sell short-dated call option contracts, which have an expiration date of approximately two weeks, with an objective of generating incremental returns above and beyond the premium outlay of the protective put option contracts. **The Fund does not provide principal protection or non-**

**principal protection, and an investor may experience significant losses on its investment. In a market environment where the Solactive GBS United States 500 Index is generally appreciating, the Fund may underperform the Solactive GBS United States 500 Index and/or similarly situated funds.**

The Sub-Adviser will seek to “ladder” the Fund’s 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.

An investment in the Funds involves significant risks not associated with investment in cash or bonds. The Funds are not equivalent to cash or bonds.

**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 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. Investors should consider their current and anticipated investment horizon and income tax bracket when making an investment decisions as illustrations herein do not reflect these factors. This material assumes a long-term capital gains tax rate of 20% and an ordinary income tax rate of 37%.

*The Funds’ investment objectives, risks, charges and expenses should be carefully considered before investing. The prospectus and summary prospectus contain this and other important information, and it may be obtained at [innovoretfs.com](http://innovoretfs.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®, Stacker ETF™, Step-Up™, Step-Up ETFs®, Target Protection ETF™, 100% Buffer ETFs™ and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization. All rights reserved.

**Investing involves risks. Loss of principal is possible.** Innovator ETFs® are distributed by Foreside Fund Services, LLC.

Copyright © 2025 Innovator Capital Management, LLC