

■ Defined Outcome ETFs<sup>™</sup> ■ Managed Outcome ETFs<sup>®</sup> ■ Other ETFs

## U.S. EQUITY BUFFER ETFs<sup>™</sup>

9% Buffer | 1-Year Outcome Period | S&P 500 ETF

BJAN	BFEB	BMAR	BAPR	BMAY	BJUN
BJUL	BAUG	BSEP	BOCT	BNOV	BDEC

## U.S. EQUITY POWER BUFFER ETFs<sup>™</sup>

15% Buffer | 1-Year Outcome Period | S&P 500 ETF

PJAN	PFEB	PMAR	PAPR	PMAY	PJUN
PJUL	PAUG	PSEP	POCT	PNOV	PDEC

## U.S. EQUITY ULTRA BUFFER ETFs<sup>™</sup>

30% (-5 to -35%) Buffer | 1-Year Outcome Period | S&P 500 ETF

UJAN	UFEB	UMAR	UAPR	UMAY	UJUN
UJUL	UAUG	USEP	UOCT	UNOV	UDEC

## GROWTH-100 POWER BUFFER ETFs<sup>™</sup>

15% Buffer | 1-Year Outcome Period | Nasdaq-100<sup>®</sup> ETF

NJAN	NFEB	NMAR	NAPR	NMAY	NJUN
NJUL	NAUG	NSEP	NOCT	NNOV	NDEC

## U.S. SMALL CAP POWER BUFFER ETFs<sup>™</sup>

15% Buffer | 1-Year Outcome Period | Russell 2000 ETF

KJAN	KFEB	KMAR	KAPR	KMAY	KJUN
KJUL	KAUG	KSEP	KOCT	KNOV	KDEC

## INTERNATIONAL DEVELOPED POWER BUFFER ETFs<sup>™</sup>

15% Buffer | 1-Year Outcome Period | MSCI EAFE ETF

IJAN	IFEB	IMAR	IAPR	IMAY	IJUN
IJUL	IAUG	ISEP	IOCT	INOV	IDEC

## EMERGING MARKETS POWER BUFFER ETFs<sup>™</sup>

15% Buffer | 1-Year Outcome Period | MSCI EM ETF

EJAN	EAPR	EJUL	EOCT
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## QUARTERLY BUFFER ETFs<sup>™</sup>

3-Month Outcome Period

### S&P 500 ETF

BALT (20%) | EALT (-5 to -15%) | ZALT (10%)

### 10% Buffer

QBUF (Nasdaq-100 ETF) | RBUF (Russell 2000 ETF) | IBUF (MSCI EAFE ETF) | EBUF (MSCI EM ETF)

## 100% BUFFER ETFs<sup>™</sup>

100% Buffer | S&P 500 ETF

### 6-Month Outcome Period

JAJL | APOC

### 1-Year Outcome Period

ZJAN	ZFEB	ZMAR	ZAPR	ZMAY	ZJUN
ZJUL	ZAUG	ZSEP	ZOCT	ZNOV	ZDEK

### 2-Year Outcome Period

AJAN	AAPR	AJUL	AOCT	TJAN	TAPR
TJUL	TOCT				

## DUAL DIRECTIONAL ETFs<sup>™</sup>

Upside In Down Markets | 1-Year Outcome Period | S&P 500 ETF

### 10% Buffer/Inverse Cap

DDTL | DDTS | DDTO | DDTN | DDTD

### 15% Buffer/Inverse Cap

DDFL | DDFS | DDFO | DDFN | DDFD

## INCOME ETFs

1-Year Outcome Period

### 15% Buffer | S&P 500 ETF

LJAN | LAPR | LJUL | LOCT

### 20% or 30% Barrier | S&P 500 Price Index

JANH | JANJ | APRH | APRJ | JULH | JULJ  
OCTH | OCTJ

## ACCELERATED ETFs<sup>®</sup>

QTJA	QTAP	QTJL	QTOC	XBJA	XBAP
XBJL	XBOC	XTJA	XTAP	XTJL	XTOC
XDSQ	XDQQ				

## MANAGED FLOOR & BUFFER ETFs<sup>™</sup>

Sub-Adviser:  
▶ Parametric

Equity Managed Floor ETF <sup>®</sup>	SFLR
Nasdaq-100 <sup>®</sup> Managed Floor ETF <sup>®</sup>	QFLR
U.S. Small Cap Managed Floor ETF <sup>®</sup>	RFLR
International Developed Managed Floor ETF <sup>®</sup>	IFLR
Equity Managed 100 Buffer ETF <sup>™</sup>	BFRZ

## MANAGED OUTCOME ETFs<sup>®</sup>

Laddered Allocation Buffer ETF <sup>™</sup>   9% Buffer	BUFB
Laddered Allocation Power Buffer ETF <sup>™</sup>   15% Buffer	BUFF
Buffer Step-Up <sup>™</sup> Strategy ETF   9% Buffer	BSTP
Power Buffer Step-Up <sup>™</sup> Strategy ETF   15% Buffer	PSTP
Hedged Nasdaq-100 <sup>®</sup> ETF	QHDG

## OTHER ETFs

Equity Autocallable Income Strategy ETF	ACEI
Index Autocallable Income Strategy ETF	ACII
Equity Premium Income - Daily PutWrite ETF	SPUT
S&P Investment Grade Preferred ETF	EPRF
20+ Year Treasury Bond 5 Floor ETF <sup>®</sup>	TFJL
20+ Year Treasury Bond 9 Buffer ETF <sup>™</sup>	TBJL
Uncapped Accelerated U.S. Equity ETF	XUSP
Uncapped Bitcoin 20 Floor ETF <sup>®</sup>	QBF
Deepwater Frontier Tech ETF	LOUP
Gradient Tactical Rotation Strategy ETF	IGTR
IBD <sup>®</sup> Breakout Opportunities ETF	BOUT
IBD <sup>®</sup> 50 ETF	FFTY



Buffers, barriers, and floors are shown before fees and expenses.

**Accelerated ETFs®:** Seek to offer approximately 2 or 3 times the upside return of SPY or QQQ, to a cap, with approximately single exposure to the downside, over a 3-month or 1-year Outcome Period.

**Buffer ETFs™:** Seek to provide investors with equity market appreciation, up to a cap, and downside buffer levels, over a 3-month, 6-month, 1-year, or 2-year Outcome Period.

**Dual Directional ETFs™:** Seek the potential for positive returns in both up and down markets, and a built-in buffer against losses in severely down markets.

**Laddered Buffer ETFs™:** Seek to provide exposure to an equal-weight allocation to each of the 12 Innovator U.S. Equity Power Buffer ETFs™ or 12 Innovator U.S. Equity Buffer ETFs™.

**Step-Up ETFs®:** The Funds seeks long-term capital gains while mitigating overall market risk.

**20+ Year Treasury Bond 5 Floor ETF®:** The floor represents the maximum amount of loss the fund seeks to provide over its quarterly Outcome Period.

**Barrier ETFs®:** Seek to offer investment performance over each Outcome Period that is equal to the Defined Distribution Rate, subject to the losses experienced by the U.S. Equity Index, if such losses exceed the Barrier at the end of the Outcome Period.

**100% Buffer ETFs™:** Seek to track the return of SPY, to a cap, with a 100% downside buffer over the Outcome Period, before fees and expenses.

**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 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.

**Buffer ETFs™ Risk.** 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 each Fund 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 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.

**Barrier ETFs® Risk.** Over each Outcome Period, shareholders will also be subject to U.S. Equity Index losses that are based upon an investment “barrier,” which is an investment strategy whereby a payoff depends on whether an underlying asset has breached a predetermined performance level. The Funds seek to provide a pre-determined barrier at [respectively 10, 20, 30, or 40]% of U.S. Equity Index losses for each Outcome Period (the “Barrier”) by selling FLEX Options that reference the U.S. Equity Index for each Outcome Period (the “Barrier Options”). There is no guarantee that the Funds will be successful in their attempts to implement the Barrier. At the commencement of the new Outcome Period, the Funds will sell new Barrier Options with an expiration date of approximately one year and invest in U.S. Treasuries with a maturity date that aligns with the expiration of the new 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 Funds 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 the 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.

**SFLR, QFLR, & RFLR Risk.** The Funds seek to provide risk-managed investment exposure to the equity securities represented by the Solactive GBS U.S. 500 Index, Nasdaq-100 Index, and the Solactive U.S. 2000 Index, respectively, through their hedging strategy. There is no guarantee that the Funds will be successful in implementing their strategy to provide a hedge against overall market exposure.

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 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.

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.

*The Funds’ investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus and summary prospectus contains this and other important information, and it may be obtained at [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.*

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

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