

Innovator Equity Managed Floor ETF™

WHY SFLR?

- » Seeks participation in U.S. large-cap equities
- » Actively managed by Parametric
- » Seeks to limit losses through a portfolio of 10% floors, laddered to reset quarterly

ANTICIPATED ETF DETAILS

Ticker	SFLR
Listing Date	11/9/22
Expense Ratio	0.89%
Exchange	NYSE Arca
Laddered Floor Level	10%
Subadvisor	Parametric

INVESTMENT STRATEGY

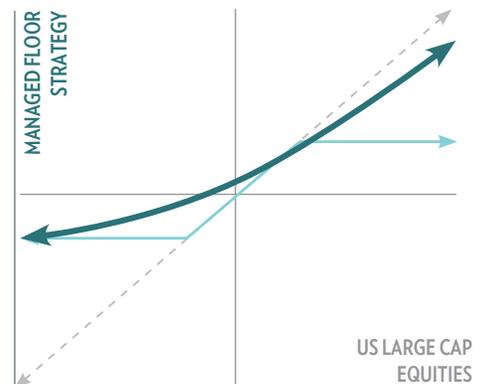
The Innovator Equity Managed Floor ETF™ is actively managed to seek equity upside participation while limiting the potential for maximum losses to 10% on a rolling 12-month basis.

MANAGED-OUTCOME FOCUS

SFLR does not seek a defined outcome. Rather, the investment strategy as illustrated seeks to reduce volatility and limit downside risks, while seeking upside participation.

In addition to holding U.S. large-cap equities, SFLR seeks to buy laddered put options to help limit losses, and sells short-dated calls to offset the cost of the puts.

There is no guarantee the Fund will be successful in providing the sought-after protection of the floor. The Fund's option strategy may cause the Fund to forego a portion of any upside returns of the Equity Portfolio.



For illustrative purposes only. Does not represent or predict fund performance.

- Managed Floor Strategy
- US Large Cap Equities
- "Traditional" 10% Floor Strategy

PORTFOLIO APPLICATION

Long-term, strategic core equity

Income potential

Tail-risk hedge

HOW DOES SFLR WORK?



Due to laddering, the Fund will experience investment floors that are expected to be greater or less than the 10% floor provided by an individual options portfolio.



BENEFITS OF SHORT-DATED CALL WRITING

In contrast with our Buffer ETFs™ that sell one call per annual outcome period, SFLR sells multiple laddered short-dated calls.

The benefit of selling one call for the outcome period is the ability to create a clearly defined investment outcome before investing.

1

of calls Buffer ETFs™ sell per annual outcome period

78

Approximate # of 2-week calls SFLR sells per year

The benefit of selling multiple short-dated calls is the ability to spread out the timing risk and reduce the likelihood and effect of getting capped out.

PARAMETRIC

Founded in 1987, Parametric Portfolio Associates® LLC (“Parametric”), is one of the world’s foremost risk managers, providing systematic portfolio management services and investment solutions for institutional and individual investors. Parametric’s team of 180 financial professionals currently service more than \$376B global assets under management as of 6/30/2022.

IMPORTANT RISK INFORMATION

The Fund seeks to provide risk-managed investment exposure to the S&P 500 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 substantially all of its assets in a series of four, one-year Flex Options packages with “laddered” expiration dates that are 3 months apart. The Fund will also systemically 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 S&P 500 is generally appreciating, the Fund may underperform the S&P 500 and/or similarly situated funds.

Investing involves risks. Loss of principal is possible.

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.

The Fund is actively managed and seeks to provide capital appreciation through participation in the large-capitalization U.S. equity securities of the S&P 500® Index (the “S&P 500”) while limiting the potential for maximum losses.

Because the Fund ladders its option contracts and the Fund’s put option contracts will have different terms (including expiration dates), different tranches of put option contracts may produce different returns, the effect of which may be to reduce the Fund’s sought-after protection. Therefore, at any given moment the Fund may not receive the benefit of the sought-after protection on losses that could be available from Options Portfolio with a single expiration date.

FLEX Options Risk. The Fund 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 Fund could suffer significant losses. Additionally, FLEX Options may be less liquid than standard options. In a less liquid market for the FLEX Options, the Fund 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 Funds’ investment objectives, risks, charges and expenses should be considered before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.

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