

Defined Outcome ETF Trade Idea: Short-Term Bond/Cash Alternative

During the course of an outcome period, Defined Outcome ETFs have exhibited their versatility in a variety of ways. One emerging use case has been as a short-term bond/cash alternative when a reference index is trading above the cap intra-period. When these scenarios occur, they can create appealing payout structures for investors relative to short term-bond/cash positions. Below we explore two such scenarios.

SCENARIO 1

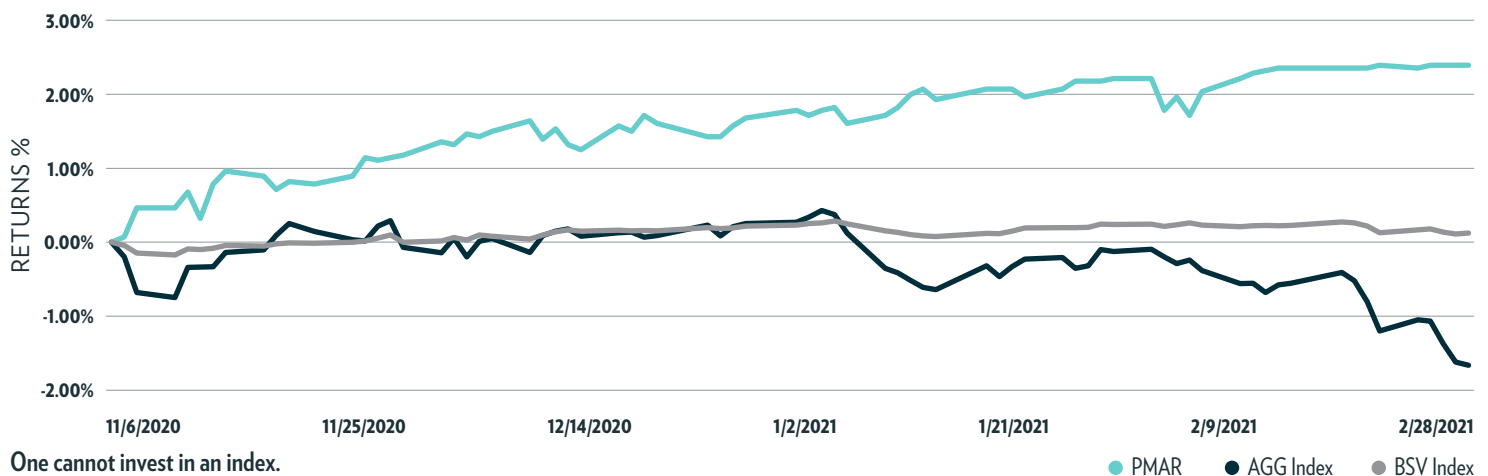
On 11/6/2020, PMAR had 114 days remaining in its outcome period. At this point in the series, SPX (reference index) has returned 19% and PMAR has returned 7.6%. SPX is trading well above the series cap of 11.01%, yet PMAR still has 2.4% remaining upside before it reaches its cap. Unless SPX falls >6.5% by the end of the outcome period (114 days remaining), investors who purchased on 11/6/20 are expected to receive the remaining upside (2.6%) if they hold through the end of the outcome period.

See below for PMAR's performance over this 114-day period (NAV returns, net of fees). As expected, PMAR delivered its remaining cap and provided investors with better absolute & risk-adjusted returns than core-bond exposures.

11/6/2020 - 2/28/2021	PMAR	BLOOMBERG BARCLAYS US AGGREGATE BOND INDEX (AGG)	BLOOMBERG BARCLAYS CAPITAL 1-5 YEAR GOVERNMENT/ CREDIT INDEX (BSV)
Return (114 Days)	2.39%	-1.73%	-0.07%
Sharpe	3.27	-1.59	-0.31
Volatility	2.36%	3.44%	0.94%
Max Drawdown	-0.49%	-2.96%	-0.55%

There is no guarantee the funds will achieve their investment objectives. The funds have characteristics unlike other traditional investment products and may not be suitable for all investors. Please see "investor suitability" in the prospectus. Unlike a bond fund, Defined Outcome ETFs do not provide investment income.

PERFORMANCE OVER REMAINING OUTCOME PERIOD (114 DAYS)



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 lower or higher. For most recent month-end performance visit www.innovatoretfs.com/define.

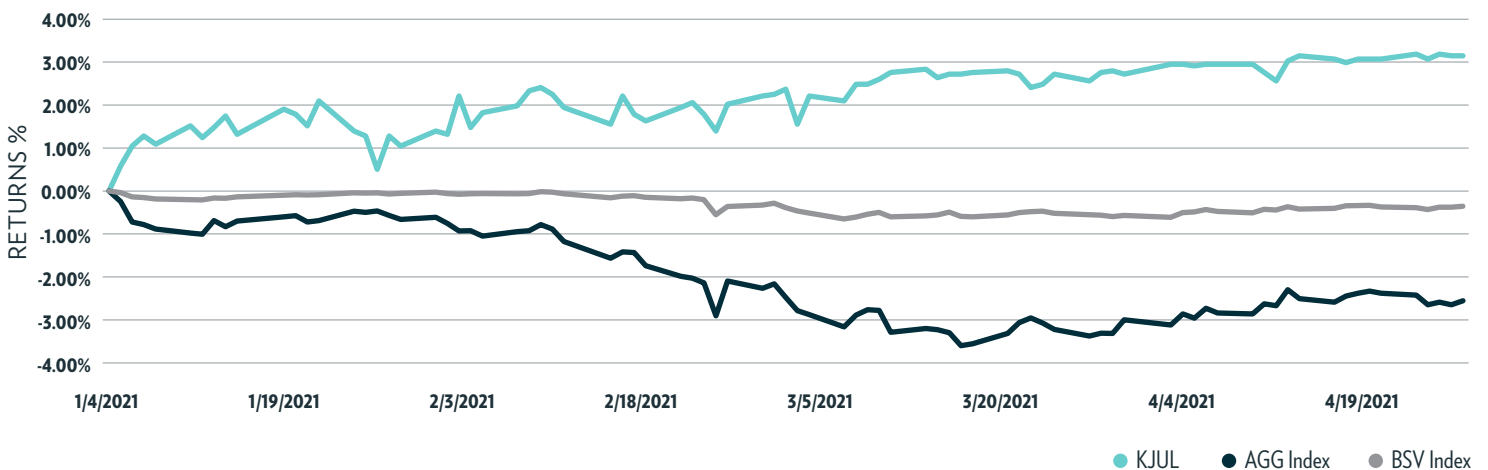
SCENARIO 2

On 01/4/2021, KJUL had 177 days remaining in its outcome period. At this point in the series, RUT (reference index) is up 35% and KJUL is up 11.6%. RUT is trading significantly above the series cap of 16.11%, yet KJUL still has 3.2% remaining upside before it reaches the cap. Unless RUT falls >14% by the end of the outcome period (177 days remaining), investors who purchased on 1/4/21 are expected to receive the remaining upside (3.2%) if they hold through the end of the outcome period.

See below for KJUL's performance relative to core bond exposures (82 days into the 177-day period):

1/4/2021 - 4/30/2021	KJUL	BLOOMBERG BARCLAYS US AGGREGATE BOND INDEX (AGG)	BLOOMBERG BARCLAYS CAPITAL 1-5 YEAR GOVERNMENT/ CREDIT INDEX (BSV)
Total Return	3.15%	-2.55%	-0.35%
Sharpe	1.92	-2.19	-1.07
Volatility	5.26%	3.56%	1.06%
Max Drawdown	-1.56%	-3.60%	-0.70%

PERFORMANCE: 82 DAYS INTO THE 177-DAY REMAINING OUTCOME PERIOD

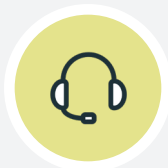


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CONCLUSION

Innovator's Defined Outcome ETFs may offer a compelling payout structure & alternative for short-term bond/cash exposure in scenarios where the reference index is trading above the cap intra-period. Instead of parking funds in cash or taking on duration risk in a short-term bond fund, consider a Defined Outcome ETF when the above opportunities present themselves. These funds are still subject to risk and investors may lose money.



REACH OUT TO THE INNOVATOR TEAM TODAY

Learn more about the current opportunities available intra-period and for help implementing these types of strategies with Defined Outcome ETFs. Email info@innovatoretfs.com or speak with an Innovator consultant at 800.208.5212.



ETF PERFORMANCE & INDEX HISTORY (%)

PMAR	YTD	1 Year	3 year	5 year	Inception
PMAR NAV	3.56%	22.85%	-	-	12.41%
PMAR Closing Price	3.83%	22.85%	-	-	12.38%
S&P 500 Price Return Index	5.77%	53.71%	-	-	31.31%
KJUL NAV	2.05%	-	-	-	14.74%
KJUL Closing Price	2.42%	-	-	-	14.61%
Russell 2000 Index	12.44%	-	-	-	54.06%

Data as of 3/31/2021. PMAR inception on 2/28/2020 and its expense ratio is 0.79%. KJUL inception on 6/30/2020 and its expense ratio is 0.79%. 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. One cannot invest directly in an index. Closing price returns are based on the bid/ask spread at p.m. ET and do not represent the returns an investor would receive if shares were traded at other times.

The Bloomberg Barclays U.S. Aggregate Bond Index is a broad-based benchmark that measures the investment-grade, U.S.-dollar-denominated, fixed-rate taxable bond market, including Treasuries, government-related and corporate securities, mortgage-backed securities (agency fixed-rate and hybrid adjustable-rate mortgage pass-throughs), asset-backed securities, and commercial mortgage-backed securities.

The Bloomberg Barclays US 1-5 year Government/Credit Float-Adjusted Bond Index is a float-adjusted version of the US 1-5 year Government/Credit Index, which tracks the market for investment grade, US dollar-denominated, fixed-rate treasuries, government-related and corporate securities.

Sharpe Ratio is defined as the difference between the returns of the investment and the risk-free return, divided by the standard deviation of the investment.

Volatility is a statistical measure of the dispersion of returns for a given security or market index.

Max drawdown is the maximum observed loss from a peak to a trough of a portfolios, before a new peak is attained.

Small Cap Risk. Small cap companies may be more volatile and susceptible to adverse developments than their mid and large cap counterpart. In addition, the small cap companies may be less liquid than larger companies.

Investing involves risks. Loss of principal is possible. 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.

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.

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately 1-year 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 inception. 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, 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 Index losses during the Outcome Period. You will bear all Index losses exceeding 9, 15 or 30%. 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.

The Innovator Russell 2000 Power Buffer ETF (the "Fund") has been developed solely by Innovator Capital Management, LLC. The "Fund" is not in any way connected to or sponsored, endorsed, sold or promoted by the London Stock Exchange Group plc and its group undertakings (collectively, the "LSE Group"). FTSE Russell is a trading name of certain of the LSE Group companies. All rights in the Russell 2000 Index (the "Index") vest in the relevant LSE Group company which owns the Index. "FTSE[®]", "Russell[®]", and "FTSE Russell[®]" are trade marks of the relevant LSE Group company and are used by any other LSE Group company under license.

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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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