

Innovator Triple Stacker ETF™

AS OF OCTOBER 1, 2020

OCTOBER SERIES

OVERVIEW

The Innovator Triple Stacker ETF seeks to provide triple upside exposures of 100% SPY + 100% QQQ + 100% IWM, to a cap, and downside exposure to SPY only, over the one-year outcome period, before fees and expenses. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

Innovator Defined Outcome ETFs™ are the first ETFs that allow investors to take advantage of market growth while maintaining defined levels of downside exposure.

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 outcomes that the Fund seeks to provide may only be realized if you are holding shares on the first day of the Outcome Period and continue to hold them on the last day of the Outcome Period, approximately one year. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.

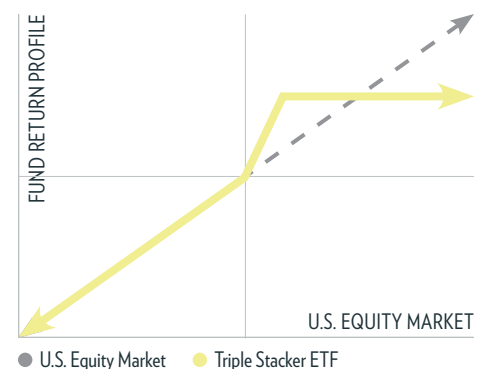
DETAILS

Ticker	TSOC
Listing date	October 1, 2020
Exposure	SPY + QQQ + IWM ¹
Starting cap	21.42%
Underlying ETF cap	7.14% each of SPY, QQQ, & IWM
Outcome period	10/1/2020 - 9/30/2021
Rebalance frequency	Annual
Expense ratio	0.79%
Net assets	\$2.5M
Exchange	Cboe BZX
Series	October

KEY POINTS

- » Upside exposure to three U.S. equity markets (to a cap)
- » Single downside exposure to S&P 500 only
- » Low cost, flexible, liquid, and transparent
- » Tax-efficient
- » No credit risk
- » Rebalances annually and can be held indefinitely

PAYOFF PROFILE (1 YEAR)³



For information purposes only. Does not represent actual fund performance. Intended to illustrate the return profile the investment objective seeks to achieve relative to the U.S. Equity Market. Illustration does not account for fund fees and expenses.

PERFORMANCE

	YTD	1yr	3yr	5yr	10yr	Inception
Innovator Triple Stacker ETF, October (NAV)	-	-	-	-	-	-
Innovator Triple Stacker ETF, October (Mkt Price)	-	-	-	-	-	-
S&P 500 Price Index ²	-	-	-	-	-	-

Data as of 10/1/2020. The fund inception on 9/30/2020. 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/define for current month-end performance. One cannot invest directly in an index.

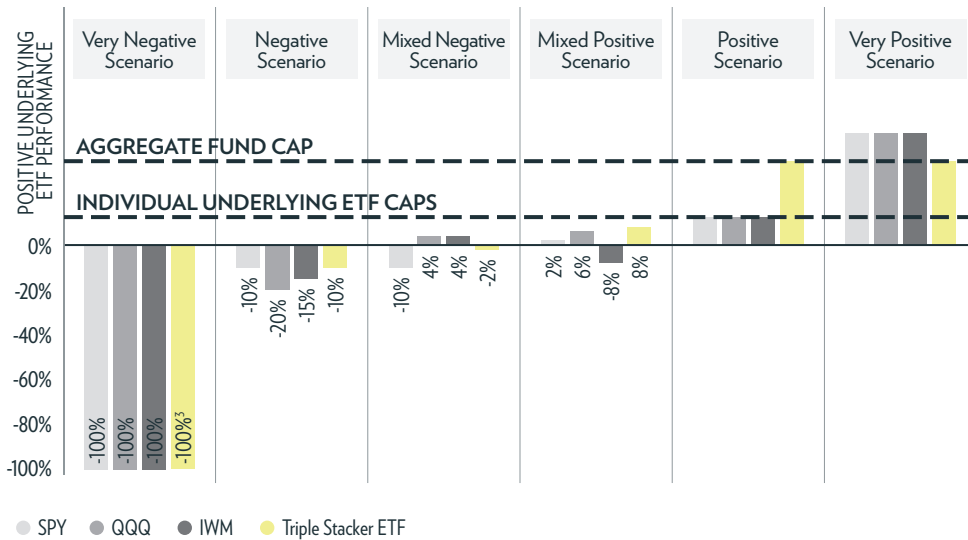
ANALYSIS

	St. Dev.	Beta	Sharpe
Innovator Triple Stacker ETF, October	-	-	-
S&P 500 Price Index ²	-	-	-

Data as of 10/1/2020. Since inception.



MARKET SCENARIOS (1 YEAR)



HOLDINGS

Position	Strike	Expiration
SPY Purchased Call Option	2.69	9/30/2021
QQQ Purchased Call Option	278.11	9/30/2021
IWM Purchased Call Option	149.79	9/30/2021
SPY Sold Call Option	358.80	9/30/2021
QQQ Sold Call Option	297.96	9/30/2021
IWM Sold Call Option	160.49	9/30/2021

Subject to change.

It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. Illustrated results do not include fund fees and expenses. Upside participation and downside participation are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track SPY, QQQ, or IWM.

¹ SPY is the SPDR S&P 500 ETF Trust, which tracks the S&P 500 Index. QQQ is the Invesco QQQ Trust, which tracks the Nasdaq-100 Index. IWM is the iShares Russell 2000 ETF, which tracks the Russell 2000 Index.

² The S&P 500 Price Index is a broad measure of U.S. large cap stocks, and does not include the reinvestment of dividends.

³ This graph is provided merely to illustrate the outcomes that the Fund seeks to provide based upon the performance of the SPY, QQQ, and IWM. Shareholders may experience loss of their entire investment. There is no guarantee that these Outcomes will be achieved over the course of the Outcome Period.

Standard Deviation is a statistical measure of the dispersion of returns for a given security or market index relative to its mean. **Beta** is a measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market. **Shape ratio** is the average return earned in excess of the risk-free rate per unit of volatility or total risk.

Market Disruptions Resulting from COVID-19. The outbreak of COVID-19 has negatively affected the worldwide economy, individual countries, individual companies and the market in general. The future impact of COVID-19 is currently unknown, and it may exacerbate other risks that apply to the Fund.

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.

Technology Sector Risk Companies in the technology sector are often smaller and can be characterized by relatively higher volatility in price performance when compared to other economic sectors. They can face intense competition which may have an adverse effect on profit margins.

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.

While the Fund will not participate in any QQQ or IWM ETF (as applicable) losses over the duration of the Outcome Period as whole, a decrease in the value of the QQQ or IWM ETF share price will cause a decrease in the Fund's NAV while an Outcome Period is ongoing. In the event an Outcome Period has begun, and the QQQ or IWM ETF share price has increased in value, such an increase will be reflected in the value of the Fund's purchased call option on the QQQ or IWM ETF. Accordingly, in the event that the QQQ or IWM ETF share price were to subsequently decrease in value, that decrease would also be reflected in the value of that option, and therefore the Fund's NAV. **An investor that purchases Fund Shares after the QQQ or IWM ETF has increased in value during an Outcome Period may be negatively affected by future decreases during the remainder of the Outcome Period.**

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.

These Funds are designed to provide point-to-point exposure to the price return of the Index via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the Index 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 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.innovatoretf.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' 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 innovatoretf.com. Read it carefully before investing.

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