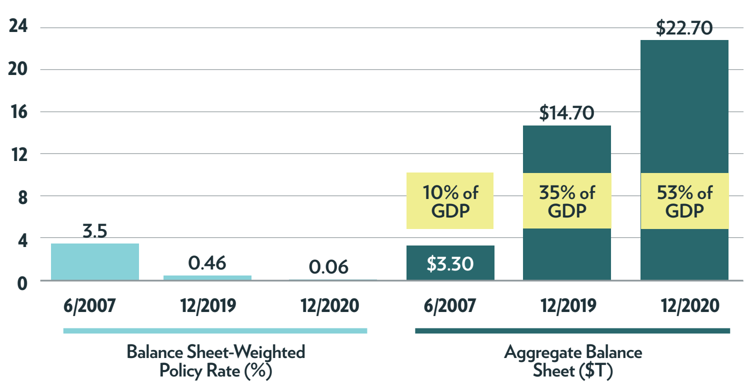
3 Reasons for the S&P 500 Buffer ETFs - April Series

As investors look ahead amidst a backdrop of a record fast recovery fueled by the government and Fed, stretched valuations, and record low bond yields, we believe the Innovator S&P 500 Buffer ETFs – April Series can serve as practical tools to keep investors both invested but with built-in buffers against losses. Below we highlight three reasons for our April Series ETFs.

	BAPR INNOVATOR S&P 500 BUFFER ETF - APRIL	PAPR INNOVATOR S&P 500 POWER BUFFER ETF - APRIL	UAPR INNOVATOR S&P 500 ULTRA BUFFER ETF - APRIL
STARTING CAP	14.00%	8.55%	6.38%
BUFFER	9%	15%	30% (-5% to -35%)

1 TAKE RISK MANAGEMENT INTO YOUR OWN HANDS

FEDERAL RESERVE, EUROPEAN CENTRAL BANK & BANK OF JAPAN: POLICY POTENCY THEN AND NOW



5-YR INFLATION EXPECTATIONS

The financial crisis of 2008 was the catalyst for what has become the gradual dilution of central bank policy potency. In 2007, prior to the crisis, the Fed, ECB[1] and BoJ[2] had an average policy rate of 3.5% and an aggregate balance sheet of $3.3 trillion.

With each successive threat to the economy and/or stock market, these central banks have pushed their policy rates lower and their balance sheets higher.

At the end of 2020, after massive policy responses to the economic implications of covid-related lockdowns, their average policy rate was 0.06% and their aggregate balance sheet was $21.7 trillion, representing 55% of their combined GDP.

This matters because it brings into question how much ability the central banks still have to respond to economic crises. How much more money can central banks pump into the system without causing that money to lose its value? The bond market, via its expression of inflation expectations, seems to be wrestling with the same question:

To the extent that central banks are losing their ability to come to the stock market's rescue, we believe investors will do well to begin to take portfolio risk management into their own hands.

One way they can do this is by using Innovator Buffer ETFs, enabling them to maintain exposure to the upside potential of the stock market, to a cap, but with known built-in buffer on the downside over the outcome period.

Source for all charts: Bloomberg.

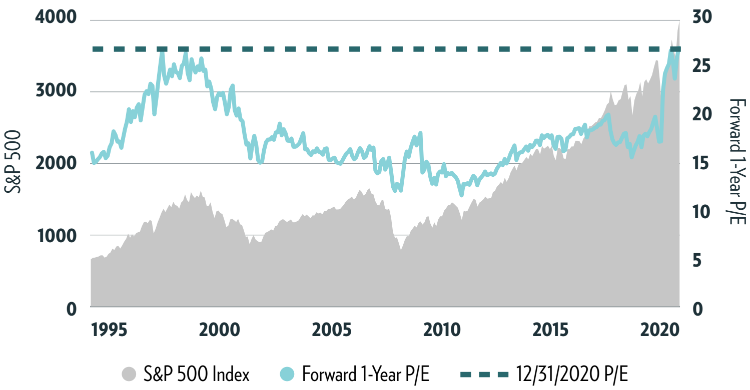
Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective.

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.

2 BUBBLE BURST VS. FOMO

Heading into 2021, the P/E ratio[3] of the S&P 500 was hovering at a level not seen since the tech bubble in 1999:

S&P 500 AT RECORD HIGH VALUATIONS



RECORD LOW RATES CAN'T EXPLAIN HIGH VALUATIONS IN 2021

12/31/20 PE: **27**

10-Yr Treasury Yield: **0.92%**

10-Yr U.S. Treasury Yield	Average	Median[4]	90th Percentile
0% to 1%	24	25.3	26.2
1% to 3%	16.1	16.6	18.6
3% to 5%	16.5	16.2	19.6

Even if the effect of interest rates on valuations is accounted for, current valuations are still exceptionally high by historical standards. For investors who are concerned about the potential for equity valuations to compress, but also have fear of missing out (FOMO) on further market upside, Innovator Buffer ETFs might be just the tool to thread that needle.

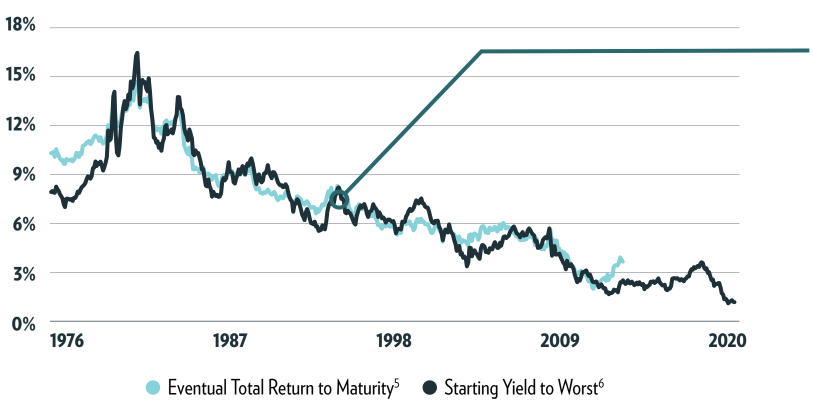
3 BUFFERED ETFS AS A BOND ALTERNATIVE

YTD bonds have dropped over 3%, yet yields remain firmly below 2%. Buffered ETFs don't distribute investment income, but the current rate environment makes the opportunity cost of moving out of bonds relatively low. Furthermore, bond yields have proven to be predictive of future bond fund returns; if history is a guide, the low bond yields in 2021 suggest that investors may be in for a multi-year stretch of below-average bond returns.

For the Barclay's U.S. Aggregate Bond Index, 2020 marked the seventh consecutive calendar year without a negative return, and the 41st out of the last 44. Having started 2021 at 1.1%, the yield on the Index appears to have much more room to rise than to fall.

STARTING YIELDS ARE INDICATIVE OF FUTURE RETURNS

Barclays U.S. AGG Bond Index: Starting Yield vs. Subsequent Total Return



FEBRUARY 1995: Index yield was 7.5% and average maturity was 8.8 years.

The annualized return over the next 8.8 years (Feb 1995 through Dec 2003) was 7.7%.

In 2021, bonds still offer the potential diversification benefit against a declining stock market. What bonds lack, however, is the ability to generate the same meaningful returns that they did when yields were higher.

Facing such low projected bond returns, investors might consider the Innovator Buffer ETFs as an alternative.

For example, the Innovator Power Buffer ETFs have an average upside cap of 11.8%[1] and a built-in buffer against the first 15% of losses on the S&P 500, over the full outcome period. With an average cap that is more than 5x the yield of the Barclay's Agg, the Power Buffer ETFs offer the potential for meaningful return while also providing a built-in source of meaningful downside risk mitigation.

[1] The average upside cap is as of 3/25/21 and is calculated by adding the starting cap for each series and dividing by twelve. The outcomes that a 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 beginning at inception.

Source for all charts: Bloomberg.

1 **ECB:** The European Central Bank (ECB) is the central bank of the 19 European Union countries which have adopted the euro.

2 **BofJ:** The Bank of Japan is the central bank of Japan.

3 **P/E ratio:** The ratio of a company's share price to the company's earnings per share. The ratio is used for valuing companies, to help determine whether they are overvalued or undervalued.

4 **Median:** The middle number in a sorted list of numbers.

5 **Eventual total return to maturity:** The annualized total return of the index, from the date of the starting yield to worst, through the subsequent number of years to maturity.

6 **Starting yield to worst:** The yield to worst of the index at the corresponding date in the chart.

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.

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 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 incepted. 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 reference asset losses during the Outcome Period. You will bear all reference asset 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 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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