

FIRST OUTCOME PERIOD RECAP

Innovator S&P 500 Defined Outcome ETFs™ - October Series

The patent pending Innovator S&P 500 Defined Outcome ETFs™ are the first ETFs in the world that provide S&P 500 performance over a defined outcome period, to a cap, with downside buffers. The ETFs provide defined outcomes over one-year periods, are rebalanced annually, and can be held indefinitely. They are among the fastest growing ETFs in the market today. The S&P 500 October Series successfully completed its first outcome period on September 30th, 2019 and the Defined Outcome ETF lineup now has over \$1.38 billion in AUM.

1. DID THE ETFS ACHIEVE THE DEFINED OUTCOME RESULTS AT THE END OF THE OUTCOME PERIOD?

Yes. The ETFs seek to match positive returns of the S&P 500 Index to a cap, and in down markets, buffer investors against losses of 9%, 15% or 30% at the end of the outcome period. The S&P 500 Index was positive over the full outcome period and below the stated caps. As anticipated, each of the ETFs matched the returns of the S&P 500 Index, before fees and expenses.

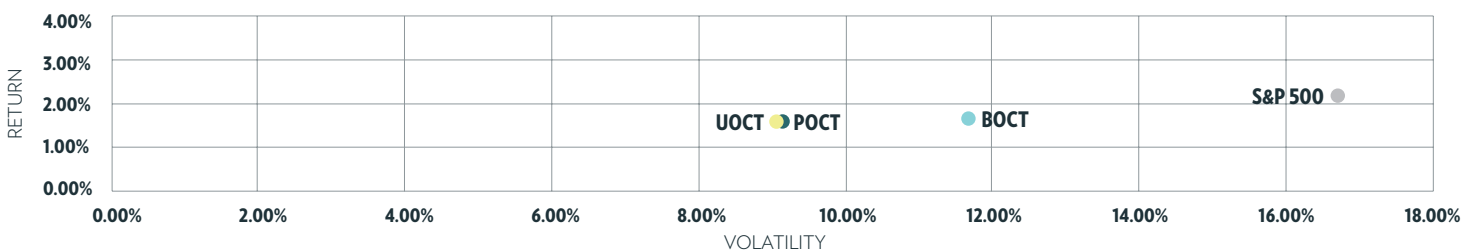
10/1/2018 - 9/30/2019	INNOVATOR S&P 500 BUFFER ETF - OCTOBER (BOCT)	S&P 500 INDEX	INNOVATOR S&P 500 POWER BUFFER ETF - OCTOBER (POCT)	S&P 500 INDEX	INNOVATOR S&P 500 ULTRA BUFFER ETF - OCTOBER (UOCT)	S&P 500 INDEX
Gross Return	2.15%	2.15%	2.15%	2.15%	2.15%	2.15%
Net Return	1.62%	2.15%	1.61%	2.15%	1.58%	2.15%

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. For the most recent month-end performance go to www.innovatoretfs.com. Standardized performance can be found at the end of this document. Gross Return represents the fund's return before fees and expenses.

2. HOW DID THE ETFS PERFORM DURING THE OUTCOME PERIOD?

The ETFs experienced significantly less volatility and drawdowns than the S&P 500 Index while matching its return, before management fees.

ETFS MATCH THE RETURNS OF THE S&P 500 WITH LESS RISK



	INNOVATOR S&P 500 BUFFER ETF - OCTOBER (BOCT)	S&P 500 INDEX	INNOVATOR S&P 500 POWER BUFFER ETF - OCTOBER (POCT)	S&P 500 INDEX	INNOVATOR S&P 500 ULTRA BUFFER ETF - OCTOBER (UOCT)	S&P 500 INDEX
Net Return	1.62%	2.15%	1.61%	2.15%	1.58%	2.15%
Volatility	11.69%	16.69%	9.24%	16.69%	9.15%	16.69%
Return/Risk	0.14	0.13	0.17	0.13	0.17	0.13
Max Drawdown	-13.87%	-19.63%	-10.15%	-19.63%	-8.16%	-19.63%
Beta	0.67	-	0.51	-	0.49	-
Outcome Period	10/1/2018-9/30/2019	-	10/1/2018-9/30/2019	-	10/1/2018-9/30/2019	-

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. There is no guarantee the Funds will achieve their investment objectives.

3. DID THE ETFs MATURE?

No, they will never mature. The ETFs rebalanced into a new outcome period (10/1/2019 to 9/30/2020), purchasing a new set of one-year options with a fresh upside cap and re-established downside buffers.

4. DID SHAREHOLDERS NEED TO TAKE ANY ACTION AT THE REBALANCE?

No. Existing shareholders received a fresh upside cap and re-established downside buffers.

Investors purchasing the fund after its launch date will achieve a different cap and buffer than those who entered on day one. Real-time caps and buffers can be accessed at www.innovatoretfs.com/define.

5. HOW WERE THE NEW CAPS COMMUNICATED?

Two weeks prior to the rebalance, a cap range was shared with financial advisors and the public via email, a press release, the Innovator ETFs website, and SEC filings. On Monday, September 30th when the final caps were known, updated communications were distributed to these groups. Email rates@innovatoretfs.com to receive these communications going forward.

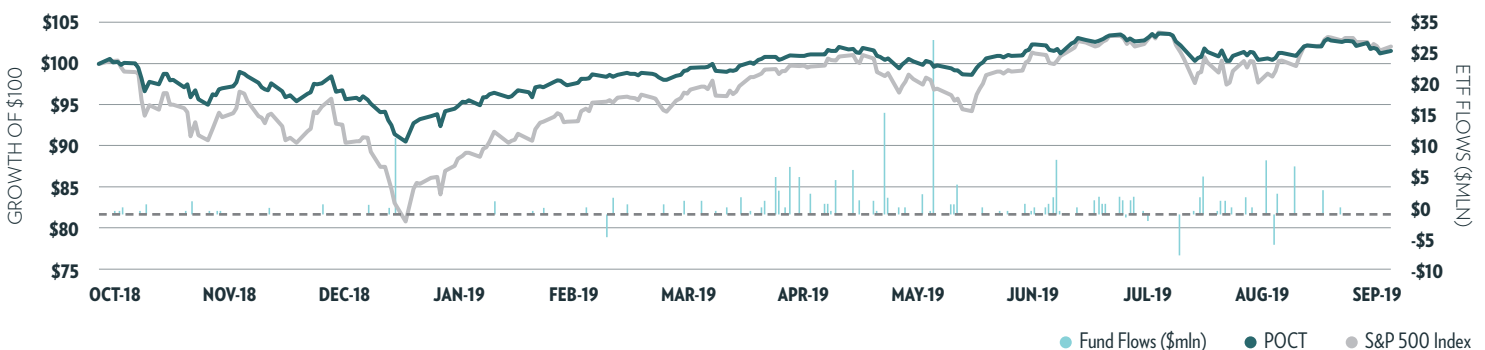
	Starting Cap	Starting Buffer
INNOVATOR S&P 500 BUFFER ETF - OCTOBER (BOCT)	14.12%	9%
INNOVATOR S&P 500 POWER BUFFER ETF - OCTOBER (POCT)	9.20%	15%
INNOVATOR S&P 500 ULTRA BUFFER ETF - OCTOBER (UOCT)	7.70%	30% (-5% to -35%)

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Important information relating to the cap and buffer can be found on page 4.

6. DID CREATIONS OR REDEMPTIONS IMPACT THE STATED DEFINED OUTCOME OR THE DEFINED OUTCOME OF EXISTING SHAREHOLDERS?

No. Through the ETF structure, existing shareholders were not impacted by creation or redemption activity in the ETF. This is highlighted below by the Innovator S&P 500 Power Buffer ETF – October (POCT) example, which experienced significant creations and redemptions throughout the outcome period and still achieved its defined outcome.

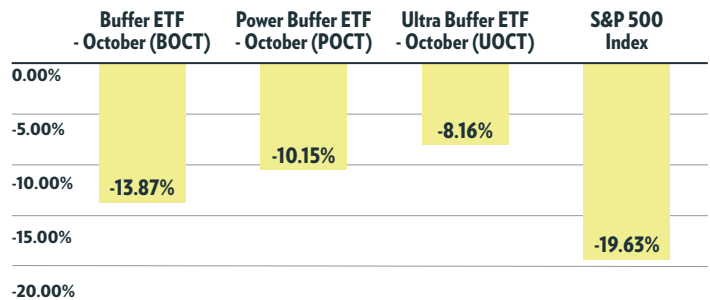
INNOVATOR S&P 500 POWER BUFFER ETF, OCTOBER (POCT) OUTCOME PERIOD: 10/1/2018 - 9/30/2019



7. WERE THE ETFs NEGATIVELY IMPACTED BY THE HEIGHTENED VOLATILITY IN Q4 2018?

No. In fact, the merit of the ETFs was exemplified during this stretch, significantly reducing the drawdown experienced during the market correction. The liquidity of the ETFs' underlying holdings, Cboe S&P 500 Index FLEX® Options (SPX Index Options) supported the ETF in the secondary market during this period and the ETFs continued to trade at or near NAV.

S&P 500 Q4 CORRECTION (NET OF FEES): 10/1/2018 - 12/24/2018



8. WHAT WAS THE LIQUIDITY PROFILE OF THE ETFs AND THE UNDERLYING OPTIONS THROUGHOUT THE OUTCOME PERIOD?

There was substantial liquidity available in the ETFs throughout the outcome period due to the considerable liquidity in the underlying constituents. The ETFs hold S&P 500 Index FLEX® Options, which are among the most liquid and highly-traded investment vehicles in the world. During the outcome period, average daily volume in SPX Index options was \$272bln with open interest regularly above \$4trln. As a result of this liquidity, investors are able to buy and sell the Defined Outcome ETFs efficiently in size. One example was a +\$30mln trade into Power Buffer ETF (BOCT) in May.

9. WHAT ARE SOME KEY BENEFITS ADVISORS, RIAs, AND INSTITUTIONS IDENTIFIED WITH THE ETFs?

- » **Liquidity:** Rather than hold an illiquid bank or insurance product, the ability to buy and sell allows advisors to access unique defined outcomes during the outcome period as well as rotate across the various ETF Series and Buffer levels. There is a competitive secondary market for the ETFs, and the ETF structure ensures they are trading near NAV and there are no surrender charges or commissions.
- » **Access:** Simply buy and sell the ETFs on an exchange rather than rely on the issuing entity for a non-transparent price.
- » **Scale:** Advisors can buy large blocks of the ETFs and allocate across hundreds or thousands of client accounts in a single trade. In addition, they can add the ETFs to existing models or build new ones.
- » **Eliminate credit risk:** Unlike traditional bank and insurance products that provide defined outcomes, the ETFs do not carry any credit risk.
- » **Lower Fees:** The ETFs offer lower fees (both implicit and explicit) than traditional structures, often through higher upside caps.

DO YOU HAVE ADDITIONAL QUESTIONS ABOUT DEFINED OUTCOME ETFs?

Email us at info@innovatoretfs.com or speak with an Innovator consultant at 800.208.5212.

STANDARDIZED PERFORMANCE

	TICKER	NAV			MARKET PRICE		
		YTD	1 YEAR	INCEPTION	YTD	1 YEAR	INCEPTION
<u>Innovator S&P 500 Buffer ETF</u>	<u>BOCT</u>	11.91%	1.62%	1.61%	12.69%	1.55%	1.54%
<u>Innovator S&P 500 Power Buffer ETF</u>	<u>POCT</u>	8.60%	1.61%	1.60%	8.98%	1.63%	1.62%
<u>Innovator S&P 500 Ultra Buffer ETF</u>	<u>UOCT</u>	8.31%	1.58%	1.57%	8.13%	1.68%	1.67%

Data as of 9/30/2019. Each ETF's expense ratio is 0.79% and each ETF's inception date is 10/1/2018. 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.



Volatility is a statistical measure of the dispersion of returns for a given security or market index. The **return/risk** is a ratio used to compare the expected returns of an investment with the amount of risk undertaken to capture these returns. **Max drawdown** is the maximum observed loss from a peak to a trough of a portfolio, before a new peak is attained. **Beta** is a measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market.

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.

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 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.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 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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