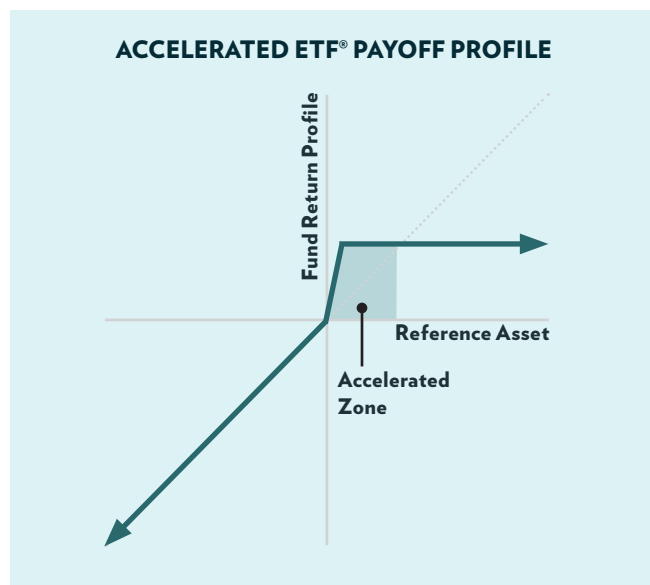


Accelerated ETF[®] Basics

WHAT ARE ACCELERATED ETFs[®]?

Accelerated ETFs[®] enable investors to reshape the return profile of an equity index. The funds offer enhanced upside potential with no additional downside risk, and in some cases with a downside buffer to protect against losses. Accelerated ETFs[®] seek to improve the likelihood of meeting client return targets while maintaining a 1:1 downside risk profile.



UPSIDE CAP: The maximum return the fund can earn over the full outcome period.



UPSIDE ENHANCEMENT: Either a 2x or 3x upside multiplier, up to the upside cap.



OUTCOME PERIOD: The period of time over which the upside cap and upside enhancement are in effect. The cap and enhancement reset at the end of each outcome period.



REFERENCE ASSET: The market in which the Accelerated ETF[®] pursues its defined investment outcome.

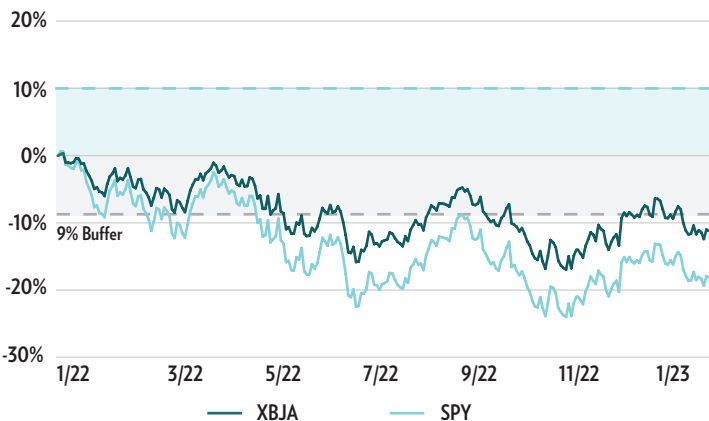
Innovator offers the industry's widest ranging lineup of Accelerated ETFs[®], spanning a variety of exposures and enhancement levels:

EXPOSURE	OUTCOME PERIOD	UPSIDE ENHANCEMENT	BUFFER	ACCELERATED RESET	
S&P 500	3 Months	2x	-	JAN	APR
	12 Months	2x	-		
		2x	9%		
	3x	-			
Nasdaq 100 ETF	3 Months	2x	-	JUL	OCT
	12 Months	3x	-		



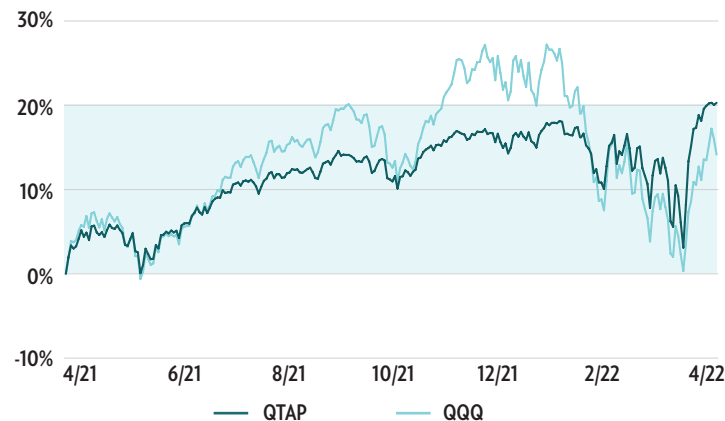
WHAT TO EXPECT

The chart below shows the return of XBJA against the return of its reference asset, the SPDR S&P 500 ETF Trust (SPY). XBJA combines 2x upside with a 9% downside buffer. Over the course of the outcome period, XBJA outperformed SPY by 8.27%, and exhibited less volatility.



	XBJA	S&P 500
Return	-11.21%	-19.48%
Volatility	19.21%	24.22%

The chart below shows the return of QTAP against the return of its reference asset, the Invesco QQQ Trust (QQQ). Over the course of the outcome period, QTAP outperformed QQQ by 6.69% with less volatility.



	QTAP	QQQ
Return	20.29%	13.60%
Volatility	16.55%	20.56%

STANDARDIZED PERFORMANCE

	YTD	1 Year	3 Year	Since Inception
XBJA NAV	6.01%	-3.41%	-	-4.74%
XBJA Closing Price	6.46%	-3.41%	-	-4.52%
QTAP NAV	20.66%	-12.14%	-	2.81%
QTAP Closing Price	20.94%	-11.93%	-	2.81%

Data as of 3/31/2023. XBJA inception on 1/3/2022. QTAP inception on 4/1/2021. Both have an expense ratio of 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.

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.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 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 reference asset losses exceeding the buffer. 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 predetermined 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 innovatoretf.com. Read it carefully before investing.

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