

	TICKER	FUND RETURN/RA RETURN	REMAINING CAP ¹	REMAINING BUFFER ¹	DOWNSIDE BEFORE BUFFER ¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD	
Innovator Accelerated ETF [®]	XDSQ	3.78%/3.27%	1.81%	-	-	7/1/2024 - 9/30/2024	17 days	
	XDQQ	-0.20%/-0.79%	8.24%	-	-	7/1/2024 - 9/30/2024	17 days	
	XBJA	9.30%/18.24%	2.56%	13.98%	-9.06%	1/1/2024 - 12/31/2024	109 days	
	XTJA	11.98%/18.25%	2.92%	-	-	1/1/2024 - 12/31/2024	109 days	
	XDJA	12.99%/18.24%	3.17%	-	-	1/1/2024 - 12/31/2024	109 days	
	QTJA	13.37%/16.07%	4.69%	-	-	1/1/2024 - 12/31/2024	109 days	
	XBAP	5.79%/7.45%	6.32%	9.47%	-5.83%	4/1/2024 - 3/31/2025	199 days	
	XTAP	7.30%/7.45%	7.71%	-	-	4/1/2024 - 3/31/2025	199 days	
	XDAP	7.72%/7.44%	8.63%	-	-	4/1/2024 - 3/31/2025	199 days	
	QTAP	7.61%/7.05%	11.30%	-	-	4/1/2024 - 3/31/2025	199 days	
	XBJL	2.73%/3.27%	9.17%	9.06%	-2.82%	7/1/2024 - 6/30/2025	290 days	
	XTJL	3.27%/3.27%	11.46%	-	-	7/1/2024 - 6/30/2025	290 days	
	XDJL	3.37%/3.27%	12.44%	-	-	7/1/2024 - 6/30/2025	290 days	
	QTJL	0.30%/-0.79%	18.93%	-	-	7/1/2024 - 6/30/2025	290 days	
	XBOC	13.17%/31.47%	0.15%	18.39%	-12.40%	10/1/2023 - 9/30/2024	17 days	
	XTOC	16.47%/31.48%	0.14%	-	-	10/1/2023 - 9/30/2024	17 days	
	XDOC	17.72%/31.47%	0.14%	-	-	10/1/2023 - 9/30/2024	17 days	
	QTOC	20.69%/32.68%	0.12%	-	-	10/1/2023 - 9/30/2024	17 days	
Innovator Hedged TSLA Strategy ETF	TS LH	9.88%/17.69%	1.57%	81.74%	-18.26%	7/1/2024 - 9/30/2024	17 days	
Innovator 20+ Year Treasury Bond ETF	TBJL	5.84%/9.00%	17.41%	10.83%	-5.68%	7/1/2024 - 6/30/2025	290 days	
	TFJL	8.70%/9.00%	4.37%	87.23%	-12.77%	7/1/2024 - 9/30/2024	17 days	
Innovator Growth-100 Power Buffer ETF™	NJAN	10.10%/16.07%	4.89%	17.04%	-9.73%	1/1/2024 - 12/31/2024	109 days	
	NAPR	5.45%/7.06%	10.24%	15.07%	-5.53%	4/1/2024 - 3/31/2025	199 days	
	NJUN	4.00%/5.46%	11.40%	15.33%	-4.07%	6/1/2024 - 5/31/2025	260 days	
	NJUL	0.73%/-0.79%	15.20%	13.44%	-0.88%	7/1/2024 - 6/30/2025	290 days	
	NAUG	1.22%/0.91%	14.26%	14.46%	-1.30%	8/1/2024 - 7/31/2025	321 days	
	LISTED 9/3!	NSEP	0.09%/-0.20%	14.59%	14.72%	-0.12%	10/1/2023 - 9/30/2024	352 days
	NOCT	17.11%/32.68%	0.16%	20.57%	-15.37%	10/1/2023 - 9/30/2024	17 days	
Innovator Russell 2000 Power Buffer ETF	KJAN	6.59%/8.03%	10.61%	14.58%	-6.74%	1/1/2024 - 12/31/2024	109 days	
	KAPR	3.02%/3.11%	14.61%	14.27%	-3.29%	4/1/2024 - 3/31/2025	199 days	
	KJUN	3.78%/5.37%	13.50%	15.47%	-3.87%	6/1/2024 - 5/31/2025	260 days	
	KJUL	3.96%/6.87%	13.69%	16.49%	-3.98%	7/1/2024 - 6/30/2025	290 days	
	KAUG	-0.87%/-3.14%	20.56%	13.03%	0.00%	8/1/2024 - 7/31/2025	321 days	
	LISTED 9/3!	KSEP	-0.55%/-1.48%	17.65%	14.26%	0.00%	10/1/2023 - 9/30/2024	352 days
	KOCT	17.01%/22.68%	1.03%	15.42%	-15.30%	10/1/2023 - 9/30/2024	17 days	
Innovator MSCI EAFE Power Buffer ETF	IJAN	6.78%/8.20%	7.08%	14.50%	-6.95%	1/1/2024 - 12/31/2024	109 days	
	IFEB	7.42%/8.69%	8.89%	14.36%	-7.44%	2/1/2024 - 1/31/2025	140 days	
	IMAR	5.26%/5.54%	12.88%	14.01%	-5.45%	3/1/2024 - 2/28/2025	168 days	
	IAPR	2.50%/2.09%	13.57%	13.92%	-2.82%	4/1/2024 - 3/31/2025	199 days	
	IMAY	5.34%/5.51%	14.51%	14.06%	-5.38%	5/1/2024 - 4/30/2025	229 days	
	IJUN	1.67%/0.43%	18.51%	13.48%	-1.89%	6/1/2024 - 5/31/2025	260 days	
	IJUL	2.61%/4.09%	13.66%	15.62%	-2.72%	7/1/2024 - 6/30/2025	290 days	
	IAUG	0.86%/1.46%	15.07%	15.26%	-0.96%	8/1/2024 - 7/31/2025	321 days	

(RATES, CONTINUED)

		TICKER	FUND RETURN/RA RETURN	REMAINING CAP ¹	REMAINING BUFFER ¹	DOWNSIDE BEFORE BUFFER ¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator MSCI EAFE Power Buffer ETF (Continued)	REBALANCED 9/3!	ISEP	-0.83%/-1.75%	16.06%	14.30%	0.00%	9/1/2023 - 8/31/2024	352 days
		IOCT	16.03%/18.30%	1.13%	13.51%	-14.63%	10/1/2023 - 9/30/2024	17 days
		INOV	17.04%/21.83%	1.89%	14.93%	-15.30%	11/1/2023 - 10/31/2024	48 days
		IDEC	11.33%/12.58%	6.32%	13.65%	-10.85%	12/1/2023 - 11/30/2024	78 days
Innovator MSCI Emerging Markets Power Buffer ETF™		EJAN	5.14%/6.52%	10.25%	14.68%	-5.52%	1/1/2024 - 12/31/2024	109 days
		EAPR	3.39%/4.26%	12.40%	14.79%	-3.68%	4/1/2024 - 3/31/2025	199 days
		EJUL	0.33%/0.56%	14.84%	14.97%	-0.51%	7/1/2024 - 6/30/2025	290 days
		EOCT	11.88%/12.86%	6.91%	13.21%	-11.47%	10/1/2023 - 9/30/2024	17 days
Innovator Quarterly Buffer ETFs		RBUF	3.13%/6.87%	1.03%	12.59%	-3.20%	7/1/2024 - 9/30/2024	17 days
		QBUF	0.56%/-0.79%	3.24%	8.56%	-0.72%	7/1/2024 - 9/30/2024	17 days
		IBUF	2.35%/4.09%	0.83%	11.06%	-2.48%	7/1/2024 - 9/30/2024	17 days
		EBUF	0.87%/0.56%	2.44%	9.46%	-1.05%	7/1/2024 - 9/30/2024	17 days
		BALT	1.74%/3.27%	0.83%	20.68%	-1.85%	7/1/2024 - 9/30/2024	17 days
		EALT	2.80%/3.27%	3.59%	9.96%	-7.73%	7/1/2024 - 9/30/2024	17 days
		ZALT	2.10%/3.27%	1.07%	10.65%	-2.20%	7/1/2024 - 9/30/2024	17 days
Innovator Equity Defined Protection ETFs		JAJL	1.84%/3.27%	2.94%	98.03%	-1.97%	7/1/2024 - 12/31/2024	109 days
		ZJUL	2.43%/3.26%	6.74%	97.47%	-2.53%	7/1/2024 - 6/30/2025	290 days
		ZAUG	1.66%/2.03%	6.95%	98.27%	-1.73%	8/1/2024 - 7/31/2025	321 days
	LISTED 9/3!	ZSEP	0.32%/-0.30%	7.16%	99.65%	-0.35%	8/1/2024 - 7/31/2025	352 days
		AJUL	3.53%/3.27%	14.01%	96.43%	-3.57%	7/1/2024 - 6/30/2026	655 days
		AJAN	6.66%/18.24%	8.02%	93.19%	-6.81%	1/1/2024 - 12/31/2025	474 days
		AAPR	5.24%/7.44%	11.76%	94.66%	-5.34%	4/1/2024 - 3/31/2026	564 days
		TJUL	10.01%/24.66%	5.08%	89.98%	-10.02%	7/18/2023 - 6/30/2025	290 days
Innovator S&P 500 Buffer ETF		BJAN	12.83%/18.24%	4.02%	11.11%	-11.93%	1/1/2024 - 12/31/2024	109 days
		BFEB	11.02%/16.38%	4.83%	11.40%	-10.41%	2/1/2024 - 1/31/2025	140 days
		BMAR	8.81%/10.61%	8.24%	9.20%	-8.53%	3/1/2024 - 2/28/2024	168 days
		BAPR	6.44%/7.44%	10.80%	8.90%	-6.41%	4/1/2024 - 3/31/2025	199 days
		BMAY	8.70%/11.96%	8.45%	10.42%	-8.30%	5/1/2024 - 4/30/2025	229 days
		BJUN	5.17%/6.57%	10.68%	9.47%	-5.14%	6/1/2024 - 5/31/2025	260 days
		BJUL	2.92%/3.27%	13.90%	8.87%	-3.00%	7/1/2024 - 6/30/2025	290 days
		BAUG	1.73%/2.03%	14.01%	9.02%	-1.79%	8/1/2024 - 7/31/2025	321 days
	REBALANCED 9/3!	BSEP	-0.09%/-0.30%	15.09%	8.79%	0.00%	9/1/2023 - 8/31/2024	352 days
		BOCT	19.24%/31.47%	0.14%	13.89%	-16.90%	10/1/2023 - 9/30/2024	17 days
		BNOV	18.78%/34.38%	0.81%	15.78%	-16.50%	11/1/2023 - 10/31/2024	48 days
		BDEC	15.28%/23.14%	2.39%	12.22%	-13.88%	12/1/2023 - 11/30/2024	78 days
Innovator S&P 500 Power Buffer ETF		PJAN	10.25%/18.24%	3.06%	18.26%	-9.85%	1/1/2024 - 12/31/2024	109 days
		PFEB	8.59%/16.39%	3.79%	18.57%	-8.40%	2/1/2024 - 1/31/2025	140 days
		PMAR	7.28%/10.61%	5.89%	15.94%	-7.22%	3/1/2024 - 2/28/2024	168 days
		PAPR	5.75%/7.44%	7.87%	15.09%	-5.80%	4/1/2024 - 3/31/2025	199 days
		PMAY	6.94%/11.96%	6.59%	17.29%	-6.78%	5/1/2024 - 4/30/2025	229 days
		PJUN	4.37%/6.57%	8.41%	15.83%	-4.41%	6/1/2024 - 5/31/2025	260 days
		PJUL	2.69%/3.27%	10.56%	14.91%	-2.78%	7/1/2024 - 6/30/2025	290 days
		PAUG	1.62%/2.03%	10.92%	15.01%	-1.69%	8/1/2024 - 7/31/2025	321 days
	REBALANCED 9/3!	PSEP	0.01%/-0.30%	11.75%	14.71%	-0.04%	9/1/2023 - 8/31/2024	352 days
		POCT	14.49%/31.47%	0.12%	21.93%	-13.41%	10/1/2023 - 9/30/2024	17 days
		PNOV	14.18%/34.39%	0.71%	23.64%	-13.11%	11/1/2023 - 10/31/2024	48 days
		PDEC	11.47%/23.14%	1.79%	20.06%	-10.91%	12/1/2023 - 11/30/2024	78 days

(RATES, CONTINUED)

	TICKER	FUND RETURN/RA RETURN	REMAINING CAP ¹	REMAINING BUFFER ¹	DOWNSIDE BEFORE BUFFER ¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD	
Innovator S&P 500 Ultra Buffer ETF	UJAN	9.95%/18.24%	3.07%	30.87%	-14.16%	1/1/2024 - 12/31/2024	109 days	
	UFEB	8.80%/16.39%	3.91%	30.98%	-13.17%	2/1/2024 - 1/31/2025	140 days	
	UMAR	7.56%/10.61%	6.29%	29.13%	-12.11%	3/1/2024 - 2/28/2024	168 days	
	UAPR	5.85%/7.44%	8.50%	28.90%	-10.61%	4/1/2024 - 3/31/2025	199 days	
	UMAY	7.41%/11.96%	6.91%	30.09%	-11.85%	5/1/2024 - 4/30/2025	229 days	
	UJUN	4.72%/6.57%	8.94%	29.49%	-9.51%	6/1/2024 - 5/31/2025	260 days	
	UJUL	2.83%/3.27%	11.07%	29.28%	-7.77%	7/1/2024 - 6/30/2025	290 days	
	UAUG	1.80%/2.03%	11.33%	29.52%	-6.78%	8/1/2024 - 7/31/2025	321 days	
	REBALANCED 9/3!	USEP	0.10%/-0.30%	11.72%	29.68%	-5.13%	9/1/2023 - 8/31/2024	352 days
	UOCT	14.00%/31.47%	0.14%	33.13%	-17.42%	10/1/2023 - 9/30/2024	17 days	
	UNOV	13.86%/34.39%	0.69%	34.38%	-17.26%	11/1/2023 - 10/31/2024	48 days	
	UDEC	11.52%/23.14%	1.83%	31.78%	-15.44%	12/1/2023 - 11/30/2024	78 days	

¹Figures are net of accrued Outcome Period expenses to date.

Fund Return is the current NAV return after Fees and Expenses, since the start of the Outcome Period. **Reference Asset Return** is since the start of the Outcome Period. Investors purchasing the fund intra-period will achieve a different defined outcome than those who entered on day one. The **Remaining Cap** represents the maximum return the fund can achieve at its current price. The index may need to rise higher or lower than the remaining cap before the remaining cap is realized. **Remaining Buffer** is the current amount of downside buffer remaining at the ETF's current price, before fees and expenses, if held to the end of the Outcome Period. Downside Before Buffer is the amount of Fund loss incurred before the buffer begins. Remaining Outcome Period is

the number of days remaining before the last day of the Outcome Period. **Outcome Period** is the intended length of time over which the defined outcomes are sought. Please see the pricing tool at innovatoretfs.com/define for more information.

The Fund has 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. Please see back page for standardized performance and additional risk information



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STANDARDIZED PERFORMANCE	NAV						MARKET PRICE					
	TICKER	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	INCEPTION DATE
Innovator Accelerated ETF®	XDSQ	12.29%	15.79%	7.13%	-	8.64%	12.18%	15.78%	7.05%	-	8.63%	3/31/2021
	XDQQ	16.74%	23.25%	3.45%	-	6.02%	16.64%	23.09%	3.47%	-	5.99%	3/31/2021
	XBJA	7.52%	12.54%	-	-	4.67%	7.43%	12.56%	-	-	4.66%	12/31/2021
	XTJA	9.90%	15.77%	-	-	2.88%	10.14%	15.76%	-	-	2.91%	12/31/2021
	XDJA	10.82%	17.49%	-	-	3.85%	10.85%	17.47%	-	-	3.84%	12/31/2021
	QTJA	11.90%	16.26%	-	-	-2.82%	12.03%	16.20%	-	-	-2.80%	12/31/2021
	XBAP	5.59%	11.44%	6.94%	-	7.72%	5.59%	11.48%	6.85%	-	7.70%	3/31/2021
	XTAP	6.84%	14.06%	6.07%	-	7.77%	6.87%	14.06%	6.07%	-	7.78%	3/31/2021
	XDAP	7.58%	15.26%	6.79%	-	8.51%	7.49%	15.15%	6.64%	-	8.45%	3/31/2021
	QTAP	8.97%	17.22%	7.61%	-	10.09%	9.10%	17.20%	7.61%	-	10.09%	3/31/2021
	XBJL	5.48%	11.79%	7.90%	-	7.90%	5.29%	11.61%	7.88%	-	7.88%	6/30/2021
	XTJL	6.55%	14.38%	6.92%	-	6.92%	6.54%	14.48%	6.89%	-	6.89%	6/30/2021
	XDJL	7.35%	15.55%	7.91%	-	7.91%	7.38%	15.45%	7.87%	-	7.87%	6/30/2021
	QTJL	7.92%	20.17%	5.69%	-	5.69%	7.97%	20.13%	5.66%	-	5.66%	6/30/2021
	XBOC	5.16%	13.77%	-	-	7.42%	5.03%	13.79%	-	-	7.41%	9/30/2021
	XTOC	6.24%	17.16%	-	-	6.09%	6.28%	17.10%	-	-	6.08%	9/30/2021
XDOC	6.76%	18.67%	-	-	7.23%	6.87%	18.77%	-	-	7.23%	9/30/2021	
QTOC	7.75%	21.17%	-	-	4.58%	7.93%	21.26%	-	-	4.58%	9/30/2021	
Innovator Hedged TSLA Strategy ETF	TSLH	0.95%	-2.12%	-	-	4.00%	1.43%	-1.99%	-	-	3.98%	7/25/2022
Innovator 20+ Year Treasury Bond ETF	TBJL	-0.24%	-2.41%	-5.63%	-	-5.26%	-0.38%	-2.57%	-5.73%	-	-5.32%	8/17/2020
	TFJL	-7.44%	-2.58%	-5.41%	-	-5.66%	-7.46%	-2.70%	-5.36%	-	-5.71%	8/17/2020
Innovator Growth-100 Power Buffer ETF™	NJAN	8.94%	13.24%	3.64%	-	5.97%	8.78%	13.29%	3.73%	-	5.97%	12/31/2019
	NAPR	6.90%	13.90%	8.57%	-	10.38%	7.09%	14.26%	8.47%	-	10.41%	3/31/2020
	NJUN	-	-	-	-	3.13%	-	-	-	-	3.14%	5/31/2024
	NJUL	7.73%	16.01%	8.78%	-	9.95%	7.90%	16.00%	8.85%	-	9.98%	6/30/2020
	NOCT	6.95%	17.72%	8.38%	-	10.38%	7.05%	17.80%	8.44%	-	10.37%	9/30/2019
Innovator Russell 2000 Power Buffer ETF™	KJAN	2.11%	9.41%	3.77%	-	6.18%	1.75%	9.15%	3.79%	-	6.14%	12/31/2019
	KAPR	5.39%	11.69%	3.50%	-	6.97%	5.58%	11.84%	3.65%	-	7.06%	3/31/2020
	KJUN	-	-	-	-	-0.44%	-	-	-	-	-0.40%	5/31/2024
	KJUL	1.94%	7.55%	1.28%	-	4.59%	2.06%	7.59%	1.28%	-	4.62%	6/30/2020
	KOCT	3.76%	5.66%	2.07%	-	3.59%	3.88%	5.57%	2.18%	-	3.58%	9/30/2019
Innovator MSCI EAFE Power Buffer ETF™	IJAN	3.06%	7.39%	5.56%	-	5.65%	3.33%	7.83%	5.55%	-	5.74%	12/31/2019
	IFEB	-	-	-	-	4.02%	-	-	-	-	4.19%	1/31/2024
	IMAR	-	-	-	-	2.48%	-	-	-	-	2.30%	2/29/2024
	IAPR	5.26%	8.87%	1.82%	-	2.64%	5.09%	8.51%	1.80%	-	2.57%	3/31/2021
	IMAY	-	-	-	-	2.23%	-	-	-	-	2.45%	4/30/2024
	IJUN	-	-	-	-	-1.11%	-	-	-	-	-0.72%	5/31/2024
	IJUL	3.48%	7.15%	4.82%	4.28%	4.27%	3.68%	7.04%	4.89%	4.27%	4.27%	6/28/2019
	ISEP	3.83%	-	-	-	8.85%	4.13%	-	-	-	9.01%	8/31/2023
	IOCT	4.57%	12.13%	-	-	5.92%	4.82%	12.31%	-	-	5.97%	9/30/2021
	INOV	4.49%	-	-	-	13.44%	4.94%	-	-	-	13.71%	10/31/2023
IDEC	3.77%	-	-	-	7.37%	4.09%	-	-	-	7.76%	11/30/2023	
Innovator MSCI Emerging Markets Power Buffer ETF™	EJAN	4.35%	5.30%	-1.66%	-	2.41%	4.05%	5.12%	-1.33%	-	2.41%	12/31/2019
	EAPR	2.90%	5.22%	0.30%	-	1.07%	2.80%	4.97%	0.28%	-	1.09%	3/31/2021
	EJUL	4.62%	6.73%	-2.83%	-0.44%	-0.44%	3.72%	6.33%	-2.96%	-0.49%	-0.49%	6/28/2019
	EOCT	5.73%	6.29%	-	-	-0.05%	5.60%	6.39%	-	-	-0.01%	9/30/2021
Innovator Quarterly Buffer ETFs™	BALT	5.24%	7.78%	5.35%	-	5.35%	5.11%	7.67%	5.34%	-	5.34%	6/30/2021
	EALT	10.10%	-	-	-	17.41%	9.99%	-	-	-	17.34%	9/30/2023
	ZALT	6.64%	-	-	-	10.58%	6.62%	-	-	-	10.70%	9/30/2023
Innovator Equity Defined Protection ETFs™	AJAN	4.08%	-	-	-	4.08%	3.91%	-	-	-	3.91%	12/31/2023
	AAPR	-	-	-	-	2.07%	-	-	-	-	2.31%	3/28/2024
	TJUL	4.58%	-	-	-	7.89%	4.32%	-	-	-	7.72%	7/17/2023
Innovator S&P 500 Buffer ETF™	BJAN	10.39%	19.60%	8.05%	10.50%	12.22%	10.38%	19.56%	7.98%	10.48%	12.21%	12/31/2018
	BFEB	10.83%	19.02%	9.97%	-	12.15%	10.95%	18.94%	9.89%	-	12.13%	1/31/2020
	BMAR	8.89%	16.46%	9.57%	-	12.39%	8.99%	16.34%	9.56%	-	12.39%	2/28/2020
	BAPR	8.51%	16.00%	9.49%	9.90%	10.16%	8.57%	15.92%	9.40%	9.90%	10.16%	3/29/2019
	BMAY	12.10%	19.64%	6.85%	-	9.90%	12.15%	19.50%	6.85%	-	9.90%	4/30/2020
	BJUN	9.34%	16.56%	6.22%	7.93%	8.89%	9.48%	16.48%	6.22%	7.97%	8.91%	5/31/2019
	BJUL	11.17%	18.45%	10.02%	10.12%	8.81%	11.03%	18.44%	9.97%	10.16%	8.82%	8/28/2018
	BAUG	12.73%	20.83%	8.70%	-	10.30%	12.76%	20.87%	8.74%	-	10.31%	7/31/2019
	BSEP	10.83%	18.19%	8.48%	-	11.29%	10.89%	18.06%	8.53%	-	11.29%	8/30/2019
	BOCT	8.06%	14.30%	8.80%	10.75%	9.67%	8.07%	14.25%	8.81%	10.82%	9.67%	9/28/2018
	BNOV	7.12%	10.10%	5.54%	-	8.52%	7.09%	10.04%	5.59%	-	8.52%	10/31/2019
	BDEC	9.49%	15.82%	8.10%	-	10.62%	9.57%	15.69%	8.06%	-	10.60%	11/29/2019
	Innovator S&P 500 Power Buffer ETF™	PJAN	8.17%	14.52%	7.47%	7.88%	8.99%	8.03%	14.58%	7.44%	7.88%	8.98%
PFEB		7.60%	14.10%	7.37%	-	8.49%	7.57%	14.02%	7.35%	-	8.50%	1/31/2020

	TICKER	NAV					MARKET PRICE					INCEPTION DATE
		YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	
Innovator S&P 500 Power Buffer ETF™ Continued	PMAR	6.55%	12.38%	7.51%	-	9.12%	6.46%	12.29%	7.47%	-	9.08%	2/28/2020
	PAPR	6.10%	12.02%	6.82%	6.80%	7.07%	6.03%	12.17%	6.79%	6.78%	7.08%	3/29/2019
	PMAY	8.41%	14.48%	5.14%	-	7.12%	8.37%	14.27%	5.04%	-	7.10%	4/30/2020
	PJUN	6.55%	12.34%	4.65%	6.29%	6.91%	6.71%	12.47%	4.69%	6.29%	6.94%	5/31/2019
	PJUL	7.43%	13.50%	9.51%	8.74%	7.79%	7.35%	13.53%	9.48%	8.72%	7.79%	8/8/2018
	PAUG	9.48%	17.10%	7.52%	-	8.27%	9.41%	17.02%	7.58%	-	8.26%	7/31/2019
	PSEP	7.86%	14.57%	8.35%	-	9.12%	7.79%	14.55%	8.33%	-	9.10%	8/30/2019
	POCT	6.02%	14.60%	9.55%	9.57%	8.51%	6.01%	14.40%	9.56%	9.36%	8.50%	9/28/2018
	PNOV	5.44%	7.04%	6.22%	-	7.85%	5.40%	7.05%	6.28%	-	7.84%	10/31/2019
PDEC	6.93%	12.71%	7.10%	-	7.98%	6.87%	12.71%	7.13%	-	7.96%	11/29/2019	
Innovator S&P 500 Ultra Buffer ETF™	UJAN	7.95%	13.53%	6.27%	6.46%	7.40%	7.78%	13.38%	6.21%	6.45%	7.39%	12/31/2018
	UFEB	7.59%	13.83%	4.96%	-	5.99%	7.48%	13.78%	4.90%	-	5.96%	1/31/2020
	UMAR	6.53%	12.15%	4.99%	-	6.14%	6.55%	12.01%	4.97%	-	6.13%	2/28/2020
	UAPR	5.87%	11.47%	4.27%	2.95%	3.37%	5.83%	11.41%	4.18%	2.96%	3.36%	3/29/2019
	UMAY	8.54%	14.23%	4.58%	-	5.41%	8.52%	14.19%	4.50%	-	5.40%	4/30/2020
	UJUN	6.44%	11.91%	3.85%	4.89%	5.50%	6.48%	11.94%	3.81%	4.88%	5.51%	5/31/2019
	UJUL	7.39%	13.13%	6.58%	6.11%	5.58%	7.39%	12.99%	6.50%	6.07%	5.57%	8/7/2018
	UAUG	9.52%	16.91%	5.59%	-	6.39%	9.47%	16.75%	5.62%	-	6.37%	7/31/2019
	USEP	7.82%	15.32%	6.34%	-	6.94%	7.86%	15.25%	6.33%	-	6.93%	8/30/2019
	UOCT	5.85%	14.67%	7.31%	7.16%	6.45%	5.82%	14.68%	7.30%	7.21%	6.44%	9/28/2018
	UNOV	5.31%	8.40%	4.55%	-	5.88%	5.33%	8.34%	4.56%	-	5.88%	10/31/2019
	UDEC	7.06%	13.59%	5.16%	-	5.86%	7.03%	13.58%	5.16%	-	5.87%	11/29/2019

Data as of 6/30/2024. Each U.S. Equity, Growth-100 and U.S. Small Cap ETF's expense ratio is 0.79%. Each International Developed and EM ETF's expense ratio is 0.85% and 0.89% respectively, and BALT is 0.69%. 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 innovatoretf.com/define for current month-end performance. One cannot invest directly in an index.

Accelerated ETFs®: Seek to offer approximately 2 or 3 times the upside return of SPY or QQQ, to a cap, with approximately single exposure to the downside, over a 3-month or 1-year outcome period.

Buffer ETFs™: Seek to provide investors with equity market appreciation, up to a cap, and downside buffer levels, over a 3-month or 1-year outcome period.

Hedged Single Stock ETF: Seeks to track the upside performance of a stock, to a cap, with a 20% floor, over the outcome period.

Bond ETFs: Seek to provide the upside performance of 20+ Year Treasuries, to a cap, and either a floor (maximum loss) of 5% or a 9% buffer, over a 3-month or 1-year outcome period.

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.

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.

Non-U.S. securities and Emerging Markets are subject to higher volatility than securities of domestic issuers due to possible adverse political, social or economic developments, restrictions on foreign investment or exchange of securities, lack of liquidity, currency exchange rates, excessive taxation, government seizure of assets, different legal or accounting standards, and less government supervision and regulation of securities exchanges in foreign countries.

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 accepted. 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 losses of the reference asset 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 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 carefully 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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