






## Buffer ETFs™ Help Address Investor Concerns

Innovator Defined Outcome ETFs™ allow investors to know their potential outcomes in any market prior to purchase, reducing much of the uncertainty associated with investing.

	INVESTOR CONCERNS	HOW BUFFER ETFs™ CAN HELP
	<b>Worried about market sell-offs</b>	Buffer ETFs™ offer known downside protection, enabling clients to maintain their investment strategy with resilience during market volatility.
	<b>Holding too much cash</b>	Avoid cash drag and instead put cash to work in Buffer ETFs™ to access higher potential upside with built-in risk management.
	<b>Questioning the safety of bonds</b>	The 2022 market environment reminds us that bonds no longer offer reliable risk management. Buffer ETFs™ offer known levels of downside protection with no interest-rate or credit risk.
	<b>Afraid of investing at high stock market valuations</b>	It's impossible to time the market; Buffer ETFs™ can help give investors the confidence needed to invest.
	<b>A retiree or pre-retiree wanting to take more measured risk</b>	Buffer ETFs™ may serve as a core equity solution for investors who aren't looking to take full equity market risk.

### The Benefits

Defined Outcome investing has been around for decades, however, Innovator was the first firm to bring this concept to the benefit-rich ETF wrapper.

#### THE BENEFITS OF BUFFER ETFs™

Upside and downside is known prior to investing	Remain invested	Reduced risk of market timing
---	-----------------	-------------------------------

#### THE BENEFITS OF THE ETF WRAPPER

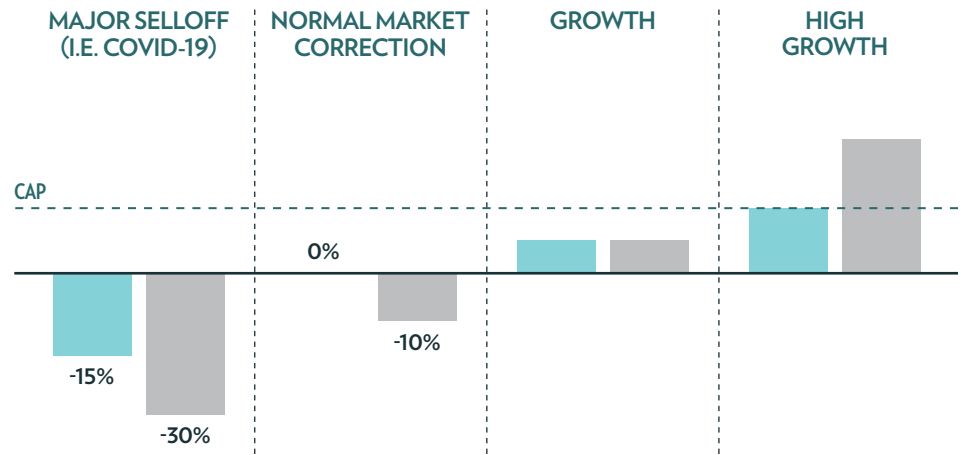
Cost-effective	No credit risk	Liquid
No lockups, no commissions, no surrender fees	Tax-efficient	No minimum investment required



## What to Expect

Defined Outcome ETFs™ allow investors to know their potential outcomes relative to the market exposure over the full outcome period.

The chart example to the right uses the Innovator U.S. Power Buffer ETF™, which has a 15% buffer, and a hypothetical 15% upside cap.



■ Innovator U.S. Power Buffer ETF™ ■ Reference Asset 1-YEAR HYPOTHETICAL ILLUSTRATION

The hypothetical graphical illustration provided is designed to illustrate the Outcomes based upon the hypothetical performances of the Underlying ETFs for a shareholder that holds Fund Shares for the entirety of the Outcome Period. There is no guarantee that the Fund will be successful in its attempt to provide the Outcomes for an Outcome Period. The graph does not represent all market scenarios. The returns that the Fund seeks to provide do not include the costs associated with purchasing shares of the Fund and certain expenses incurred by the Fund.

## Losing Less Matters More

Investing in the market with a built-in buffer can be powerful. Without a buffer, if your portfolio declines, it subsequently needs to gain more than it lost to get back to even. However, the portfolio with a buffer (of 9%, 15%, or 30%) needs far less of a gain to get back to even after experiencing loss.

IF YOUR PORTFOLIO LOSES:	5%	10%	20%	30%	40%	50%
You would need this subsequent return to break even:	≡	≡	≡	≡	≡	≡
<b>No Buffer</b>	5%	11%	25%	43%	67%	100%
9% Buffer	0%	1%	12%	27%	45%	69%
15% No Buffer	0%	0%	5%	18%	33%	54%
30% Buffer (-5 to -35%)	5%	5%	5%	5%	11%	25%

For illustrative purposes only. Does not represent an actual investment. There is no guarantee a fund will achieve its buffer objective.



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.

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.**

**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 inceptioned. 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](http://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 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 following marks: Accelerated ETFs®, Accelerated Plus ETF®, Accelerated Return ETFs®, Barrier ETF™, Buffer ETF™, Defined Outcome Bond ETF®, Defined Outcome ETFs™, Defined Protection ETF™, Define Your Future®, Enhanced ETF™, Floor ETF®, Innovator ETFs®, Leading The Defined Outcome ETF Revolution™, Managed Buffer ETFs®, Managed Outcome ETFs®, Step-Up™, Step-Up ETFs™, Target Protection ETF™ and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator Capital Management, LLC, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization.

*The Funds' investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus and summary prospectus contains this and other important information, and it may be obtained at [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.*

Innovator ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2024 Innovator Capital Management, LLC