INNOVATOR
exchange-traded funds

UJUL

AS OF 12/31/2023

# Innovator U.S. Equity Ultra Buffer ETF™

JULY SERIES

## OVERVIEW

The Innovator U.S. Equity Ultra Buffer ETF™ seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), up to a predetermined cap, while buffering investors against losses from -5% to -35% over the outcome period before fees and expenses. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

**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.**

*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.*

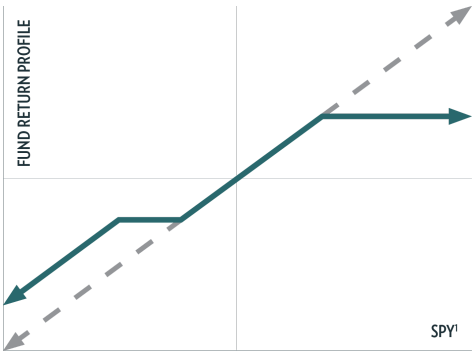
## DETAILS

| | |
|---|---|
| Ticker | UJUL |
| Listing date | August 8, 2018 |
| Exposure | SPY |
| Starting cap | 13.90% |
| Starting buffer | 30% |
| Outcome period | 7/1/2023-6/30/2024 |
| Rebalance frequency | Annual |
| Expense ratio | 0.79% |
| Net assets | $102.85M |
| Exchange | Cboe BZX |
| Series | July |

## KEY POINTS

- Defined downside buffer levels
- Exposure to S&P 500 via the SPY's upside performance (to a cap)
- Cost effective, flexible, liquid, and transparent
- Tax-efficient†
- No credit risk†
- Rebalances annually and can be held indefinitely

## PAYOFF PROFILE (1 YEAR)




- SPY
- Innovator U.S. Equity Ultra Buffer ETF™

*For information purposes only. Does not represent actual fund performance. Intended to illustrate the return profile the investment objective seeks to achieve relative to SPY. Illustration does not account for fund fees and expenses.*

## PERFORMANCE

| | YTD | 1yr | 3yr | 5yr | 10yr | Inception |
|---|---|---|---|---|---|---|
| ETF NAV | 17.78% | 17.78% | 4.68% | 6.24% | - | 4.72% |
| ETF Market Price | 17.65% | 17.65% | 4.62% | 6.31% | - | 4.71% |
| S&P 500 Index (PR)[1] | 24.23% | 24.23% | 8.29% | 13.73% | - | 9.95% |

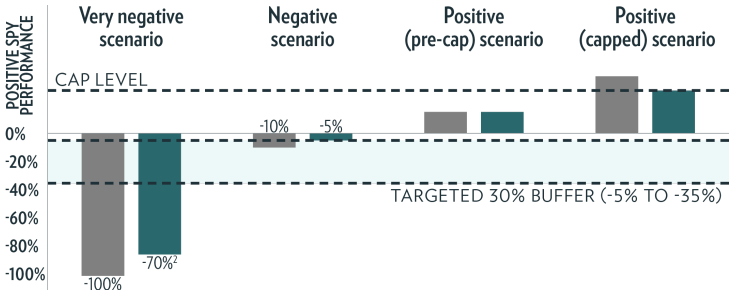
*Data as of 12/31/2023. The fund incepted on 8/7/2018. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit innovatoretfs.com/define for current month-end performance. One cannot invest directly in an index. Index returns do not represent the returns of the underlying reference asset and do not account for fund fees and expenses.*

## ANALYSIS

| | St. Dev. | Beta | Sharpe |
|---|---|---|---|
| ETF | 9.21% | 0.40 | 0.27 |
| S&P 500 Index (PR)[1] | 21.11% | 1 | 0.34 |

*Data as of 12/31/2023. Since inception.*

## MARKET SCENARIOS (1 YEAR)




- SPY
- Innovator U.S. Equity Ultra Buffer ETF™

## HOLDINGS

Starting SPY Index Level: 443.28

| Position | Strike | Expiration |
|---|---|---|
| SPY Purchased Call Option | 4.42 | 6/28/2024 |
| SPY Sold Put Option | 288.13 | 6/28/2024 |
| SPY Purchased Put Option | 421.12 | 6/28/2024 |
| SPY Sold Call Option | 504.90 | 6/28/2024 |

*Subject to change.*

*It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. Illustrated results do not include fund fees and expenses. Upside participation, downside participation, and buffer levels are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track SPY.*

*[1] The S&P 500 Price Index is a broad measure of U.S large cap stocks, and does not include the reinvestment of dividends.*

***Standard Deviation** is a statistical measure of the dispersion of returns for a given security or market index relative to its mean. **Beta** is a measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market. **Sharpe ratio** is the average return earned in excess of the risk-free rate per unit of volatility or total risk.*

## DEFINED OUTCOME PROCESS

**Set market exposure**
☑ SPY

**Set buffer level**
☑ 30%

**Set outcome period**
☑ APPROX. 1 YEAR

**Construct basket to match index exposure, buffer level, and term.**
☑ FLEX OPTIONS
*(FLexible EXchange®)*

**Determine maximum growth opportunity (cap)**
☑ 13.90%

At the end of the outcome period, the Fund will roll into a new set of options contracts with the same exposure, buffer level, and term; and a new cap will be determined.

POWERED BY: Milliman Cboe Global Markets

†ETFs use creation units, which allow for the purchase and sale of assets in the fund collectively. Consequently, ETFs usually generate fewer capital gain distributions overall, which can make them somewhat more tax-efficient than mutual funds. Defined Outcome ETFs are not backed by the faith and credit of an issuing institution, so they are not exposed to credit risk.

**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.

Shares are bought and sold at market price, not net asset value (NAV), and are not individually redeemable from the fund. NAV represents the value of each share's portion of the fund's underlying assets and cash at the end of the trading day. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where fund shares are listed

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 losses of the SPY 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 considered carefully before investing. The prospectus and summary prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.*

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