



Innovator ETFs® Trust

Please refer to the accompanying voting ballot for your specified Fund name(s)

January 8, 2026

DEAR SHAREHOLDER,

As a shareholder in one or more of the Innovator ETFs Trust (the “Funds”), you recently received a proxy communication via e-mail or in the mail in connection with the Special Meeting of Shareholders to be held on February 24, 2026.

Shareholders are being asked to consider and approve a new investment advisory agreement for the Funds and to elect fourteen nominees to the Board of Trustees of the Trust. Shareholder approval is being requested due to a transaction in which GSAM Holdings LLC, which is a subsidiary of The Goldman Sachs Group, Inc., will purchase all of the issued and outstanding limited liability company interests of Innovator.

After careful consideration, the Board unanimously recommends that you vote FOR the approval of each proposal. It is important that you exercise your right to vote. **Please take a moment to sign, date and mail the enclosed card in the pre-paid envelope or follow the instructions below to vote by telephone or internet.**

How will the acquisition affect my investment?

If the proposal is approved, shareholders of the Funds will receive the same services they are accustomed to receiving. It is also important for you to know:

- There will be NO change to management fee rates and NO increase in the overall fee rates paid by the Fund.
- There will be NO change in the Fund’s investment objective(s).
- The terms and conditions of the new advisory agreement are similar to the current arrangement.

	Vote by Phone by calling 1-844-819-8331 and speaking with a proxy voting specialist today. Our representatives are available weekdays from 10 a.m. to 11 p.m. Eastern time. You may also call the toll-free number on the enclosed card and follow the prompts.
	Vote by Internet by visiting the internet address on the enclosed card and following the instructions.

If you have any questions or need assistance in voting, please contact our proxy solicitor, Sodali Fund Solutions (“SFS”) at **1-844-819-8331**. Please note that an SFS representative may call you to assist in voting.

Thank you,

H. BRUCE BOND
PRESIDENT AND PRINCIPAL EXECUTIVE OFFICER, INNOVATOR ETFs® TRUST