



NEWS RELEASE

For Immediate Release

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Innovator Lunt Low Vol/High Beta Tactical ETF Outperforms S&P 500 3 Years Running

ST GEORGE, UT — Soltis Investment Advisors (Soltis) partner, Innovator Lunt Low Vol/High Beta Tactical ETF (LVHB), marks its third consecutive year of outperforming the S&P 500 Index over the respective period.

Lunt Capital and the Innovator's Fund provides a U.S. large-cap strategy that has benefited Soltis' clients over this most recent three-year period. "The Innovator Lunt Low Vol/High Beta Tactical ETF (LVHB) performance comes at a time when the majority of active managers (64.49%) in the U.S. Large-Cap Funds category have failed to outperform the S&P 500 Index for the ninth consecutive year," states Kim Anderson, Soltis CEO. "Our Investment Committee is continuously seeking managers to add value, and Lunt Capital and Innovator Capital Management have successfully done this for our clients during the past three years. We really appreciate their unique approach," says Anderson.

"We are pleased to see the Innovator Lunt Low Vol/High Beta Tactical ETF (LVHB) outpace the S&P 500 Index return over its initial three-year period since inception," said Bill Wallace, CFA and Chief Investment Officer, Soltis. "Research indicates that factor based investment strategies can sometimes experience periods of underperformance, but attractive to Soltis is that LVHB allows investors to tactically rotate between low-volatility and high-beta stocks within a tax-efficient ETF structure," continues Bill Wallace. Lunt Capital's focus and commitment to providing value is paramount to Soltis Investment Advisors.

LVHB Performance vs S&P 500 Index

| Time Period | Innovator Lunt Low Vol/High Beta Tactical ETF (LVHB) | Lunt Capital US Large Cap Equity Rotation Index | S&P 500 Index |
|-----------------|--|---|---------------|
| 3 Month | 3.8% | 4.0% | 0.8% |
| YTD | 25.0% | 25.6% | 21.0% |
| 1 Year | 20.9% | 21.6% | 10.1% |
| 3 Year | 14.9% | 15.6% | 13.9% |
| Since Inception | 14.9% | 15.6% | 13.9% |

Source: Bloomberg L.P. as of 10/18/2019

| Since Inception | Innovator Lunt Low Vol/High Beta Tactical ETF (LVHB) | S&P 500 Index |
|-----------------|--|---------------|
| Volatility | 12.2% | 12.7% |
| Sharpe Ratio | 1.09 | 0.98 |
| Beta | 0.75 | 1.00 |
| Max Drawdown | -16.2% | -19.4% |

Source: Bloomberg L.P. as of 10/18/2019

The Innovator Lunt Low Vol/High Beta Tactical ETF is based on the Lunt Capital US Large Cap Equity Rotation Index, which is designed to tactically rotate between low-volatility and high-beta stocks in the S&P 500. The strategy seeks to capture alpha created by the wide dispersion between low volatility and high beta stocks.

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ABOUT SOLTIS

Soltis Investment Advisors, LLC is an SEC registered investment advisory firm based in St. George, Utah. With more than \$3.0 billion in assets under management/assets under advisement, Soltis is one of the largest independently owned and operated wealth management firms in Utah. Soltis provides comprehensive financial planning and investment management services to individuals and families. In addition, the firm offers investment advice and consultation services to retirement plan sponsors (primarily small to medium sized businesses that have experienced a significant level of success). As a fee-only firm, Soltis does not receive any commissions or third-party compensation. The firm's fiduciary status provides a legal framework within which clients enjoy professional financial advice and investment options driven by their best interests, goals and objectives. Soltis has been recognized by the *Financial Times* (top RIA and top Plan Sponsor lists) and *Barron's* (the only Utah independent Registered Investment Advisory firm on the 2015 top independent advisors list). Soltis did not pay any compensation in connection with its inclusion in these recognitions, ranking or awards. Soltis, however, in most cases subsequently purchased marketing materials from the respective award sponsor. The firm, founded in 1993, is one of the few in Utah to have been recognized across multiple rankings in multiple years. At Soltis, the mission is to create, build, and manage wealth so clients are free to pursue life's most important endeavors. For more information, including the selection criteria for the rankings and recognition by the publications mentioned, visit www.soltisadvisors.com.