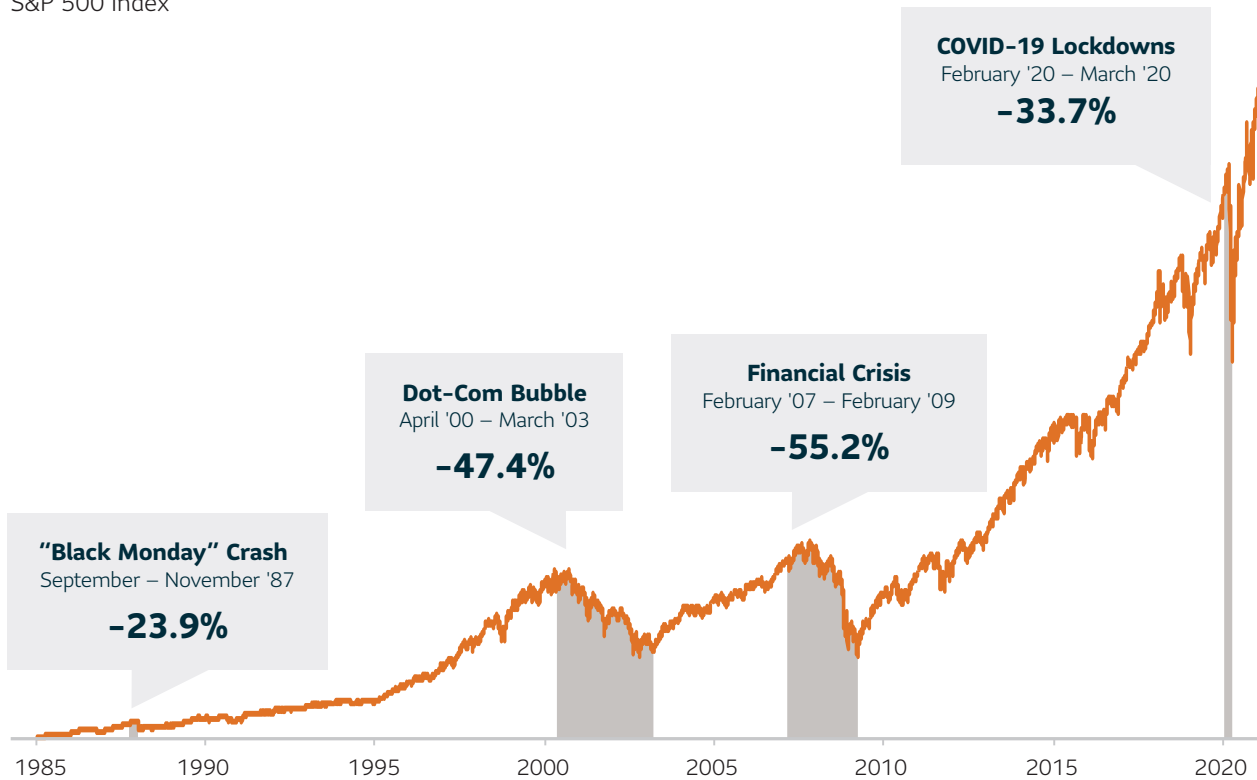


# Does it pay to stay invested when markets fall?

In stock market downturns, many investors are relieved to be on the sidelines. But then this worry often sets in – *If I'm not invested how do I reach my financial goals?* One way to answer that question is to look at what could have happened if you ignored the dramatic headlines and had simply stayed invested. As the graph shows below, the stock market has constant ups and downs, but typically returns to its previous high with time, even after bear markets.

## Stock Market

S&P 500 Index



Stock market returns represented by the S&P 500 Index. Source: Morningstar, SLGI Asset Management Inc.

This example is for illustrative purposes only and is not intended to be representative of the performance of any actual or future investment available to investors. It is not possible to invest directly in an index. Returns are calculated in U.S. dollars and assume reinvestment of all income and no transaction costs or taxes for the period January 1, 1985 to December 31, 2020. Actual returns would be different due to fees and expenses associated with investing which are not applicable to an index. For purposes of this illustration, a bear market is defined as an index falling at least 20% from a previous high.



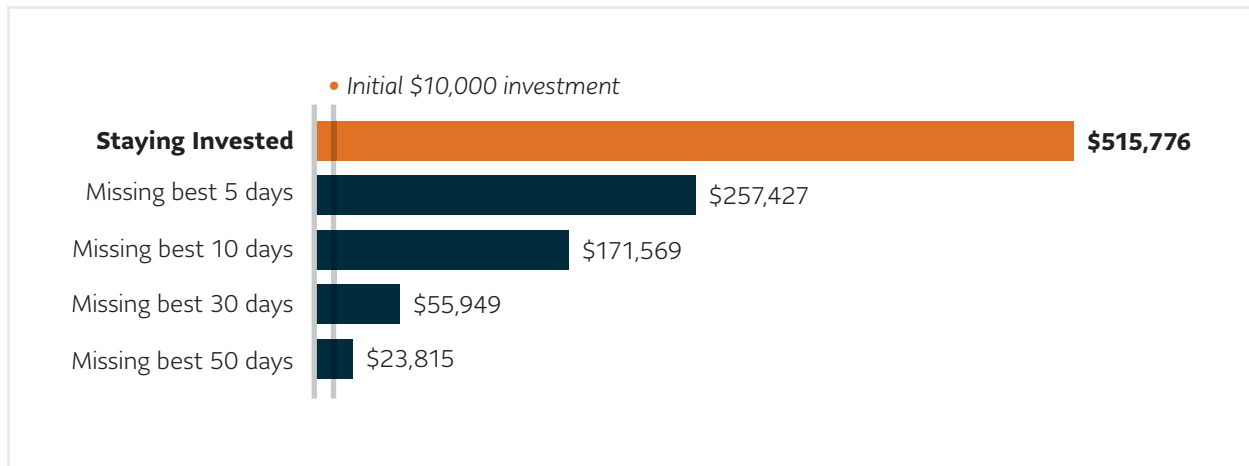
When markets fall, stay calm. Speak to your advisor and discuss your long-term savings goals.

# Time in the market is time well-spent

When markets start to fall, our instincts often tell us to sell now and buy again later. That may seem logical, but how do you pick the right time to exit or re-enter the market? Because rallies can sometimes come in surges measured in days not weeks, being out of the market for even a few days can mean missing out on gains.

## Missing the best days can hurt

Growth of \$10,000 invested in the stock market



Stock market returns represented by the S&P 500 Index. Source: Morningstar, SLGI Asset Management Inc.

This example is for illustrative purposes only and is not intended to be representative of the performance of any actual or future investment available to investors. It is not possible to invest directly in an index. Returns are calculated in U.S. dollars, compounded daily, and assume reinvestment of all income and no transaction costs or taxes for the period January 1, 1985 to December 31, 2020. Actual returns would be different due to fees and expenses associated with investing which are not applicable to an index. For purposes of this illustration, "best days" are defined as days with the highest growth in percentage terms.

When the markets fall, it pays to stay focused on your long-term investment goals.

**For more information, speak to your financial advisor.**

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