

Ideas for disciplined investors:



Stay invested: Don't risk missing the market's best days

- **Market movement**

The market's normal ups and downs can be stressful to watch. And while it's natural to have a reaction to market swings, it's important to understand the possible impact of that reaction.

- **Reactionary tale**

A common reaction, in times of market movement, is to pull your money out of the market. This example shows if investors do react by pulling their money out—even for a short time—they can miss out on potential long-term growth.

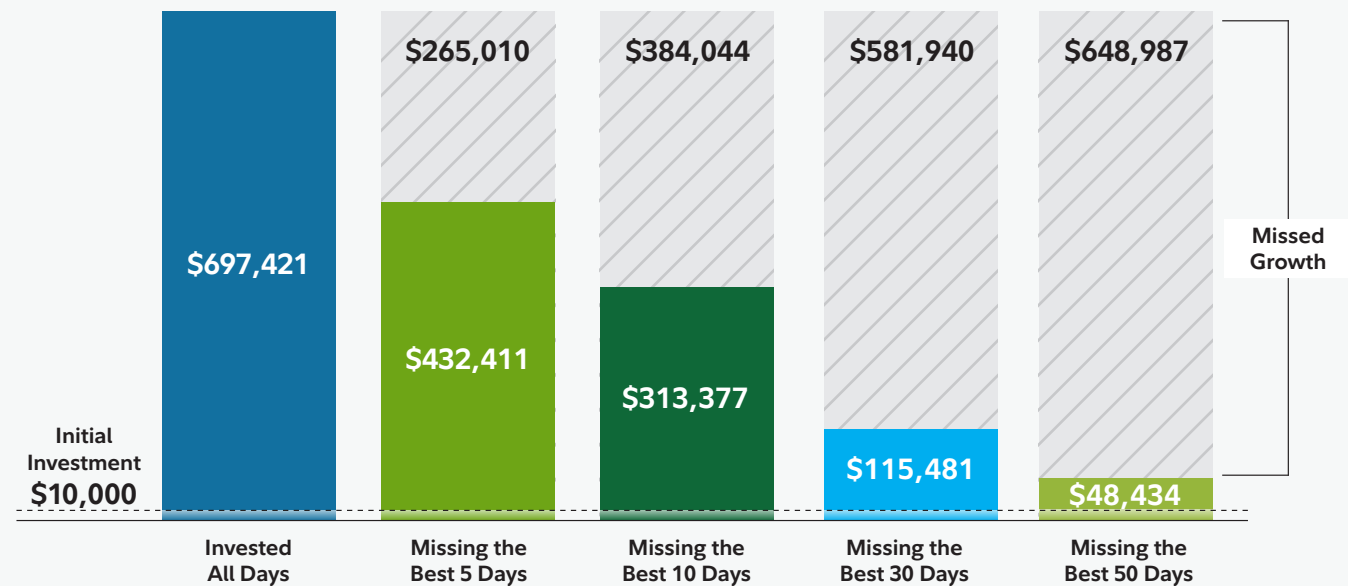
- **Moving out and missing out**

As you can see, if an investor were out of the market for just the best five return-days over the lifetime of their investments, it could have a meaningful impact to their returns.

- **Think long term**

Staying invested through the market's ups and downs gives you a better chance to reach your long-term goals.

Hypothetical growth of \$10,000 invested in the S&P 500® Index
January 1, 1980–March 31, 2020



Past performance is not a guarantee of future results. The hypothetical example assumes an investment that tracks the returns of a S&P 500® Index and includes dividend reinvestment but does not reflect the impact of taxes, which would lower these figures. "Best days" were determined by ranking the one-day total returns for the S&P Index within this time period and ranking them from highest to lowest. There is volatility in the market and a sale at any point in time could result in a gain or loss. Your own investment experience will differ, including the possibility of losing money.

Source: Bloomberg, as of 3/31/2020.

See reverse side for additional important information.



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Keep in mind that investing involves risk. The value of your investment will fluctuate over time, and you may gain or lose money.

Stock markets are volatile and can fluctuate significantly in response to company, industry, political, regulatory, market, or economic developments. Investing in stock involves risks, including the loss of principal.

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