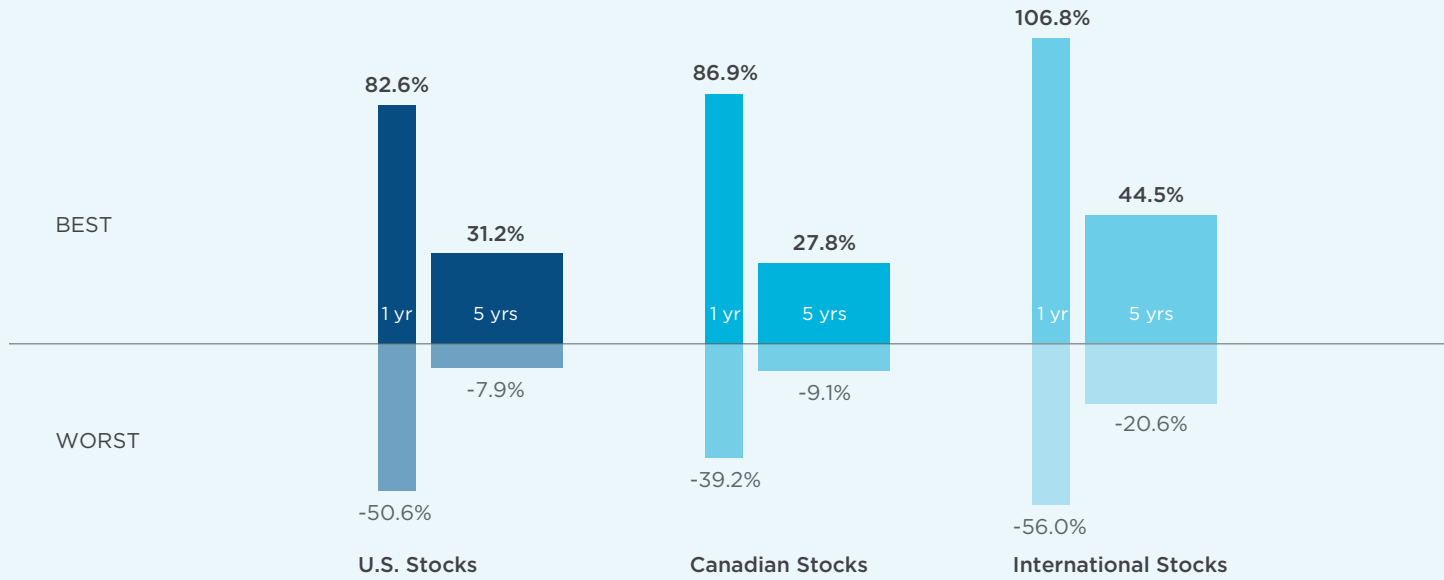


THE IMPACT OF TIME

When compared to more conservative asset classes like bonds, the performance of Canadian and foreign stocks can vary widely over shorter periods. Over longer periods (five years), the variance between the highs and lows shrinks considerably. A diversified portfolio approach aligned with your risk tolerance and time horizon is often the best approach.

Annualized Returns at month end

(January 1, 1935 – June 30, 2018)



CYCLE OF MARKET EMOTIONS

While the ups and downs of equity markets are largely unpredictable, their effects on investor behaviour can be observed. Many of us experience a rollercoaster of emotions when investing, which can translate into poor buy-and-sell decisions.



Source: Darst, David M. (Morgan Stanley and Companies, Inc.). The Art of Asset Allocation, 2003.