ACTION PLANNER SERIES

Help take the emotions out of investing

Not FDIC or NCUA/NCUSIF Insured
May Lose Value • No Bank or Credit Union Guarantee Not a Deposit • Not Insured by any Federal Government Agency

Discover how to calmly navigate market ups and downs

Help break the cycle of emotional investing

Investing in the stock market can sometimes feel like riding a rollercoaster, full of ups and downs. There's the thrill and excitement when the market goes up, but also uncertainty when it goes down. It's important to steady your emotions and invest for the long-term, avoiding the quest for short-term gains.

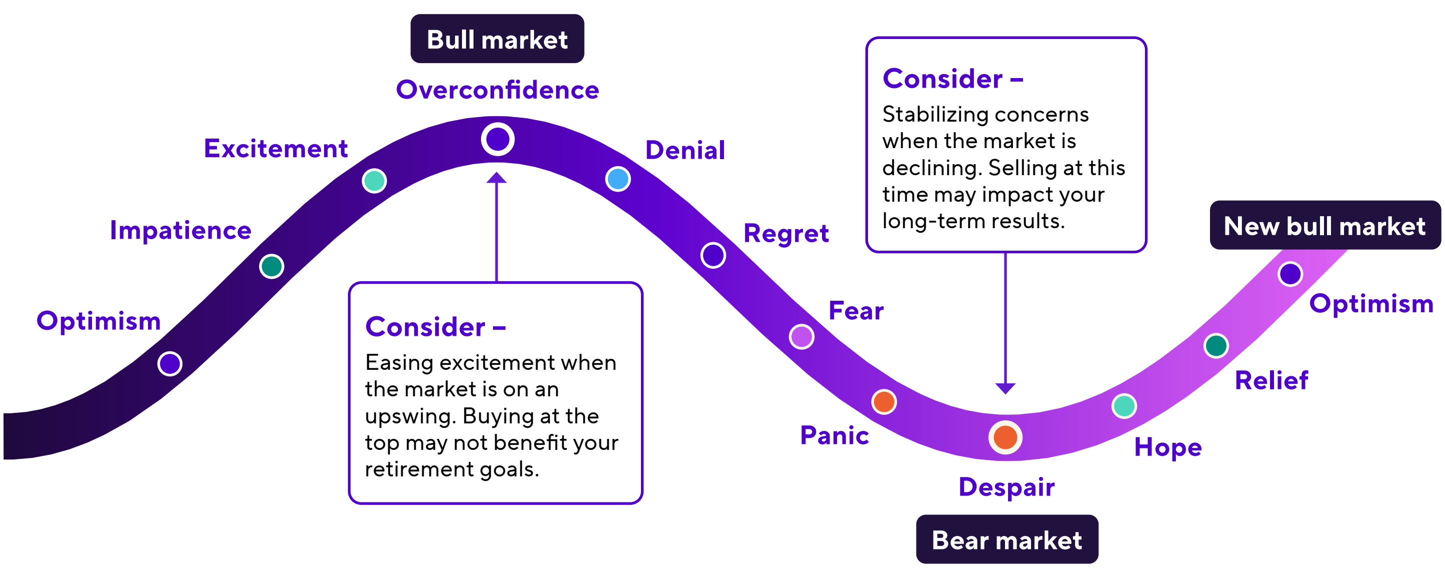
An experienced financial professional can help you navigate the emotional ups and downs of investing in today's market. He or she offers knowledge, experience and third-party objectivity that can help you create a customized investment strategy and help take the emotions out of investing.

Manage your investments with professional guidance

Research conducted by Dr. Daniel Kahneman, one of the founding fathers of behavioral economics and the only psychologist to ever win the Nobel Prize for Economics, suggests that:

- When faced with uncertainty, investors tend to make decisions based on their emotions and subjective experiences, not on logic or objective reality.
- As a result, investors can easily make the wrong decision for their individual situation.

By working with an objective financial professional and recognizing the most common emotional missteps that investors make during the market cycle, you'll be better equipped to stay on track with your retirement goals.



Note: This illustration is based on the Cycle of Market Emotions chart created by Christianna Wood at Westcore Funds/Denver Investment Advisors LLC, 1998.

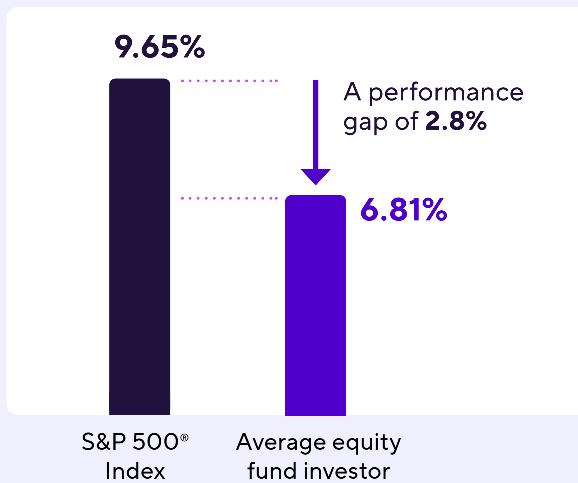
5 things you can do to help ease emotional investing

1 Be patient

It's natural to be concerned about how a market decline might affect your current investments, but now is not the time to make any spur-of-the-moment moves. Consider your long-term strategy and goals—and remember that market ups and downs are to be expected.

Emotional investing can reduce an investor's portfolio returns

Annualized returns, 1993-2022



Source: 2023 Quantitative Analysis of Investor Behavior Report, DALBAR. This study utilizes data from the Investment Company Institute and Standard & Poor's to compare investor behavior with the returns of the overall equity market. The "average equity fund investor" represents the aggregate action of all investors in equity mutual funds. Investor returns are determined using the change in total equity fund assets after excluding sales, redemptions and exchanges. This method of calculation captures realized and unrealized capital gains, dividends, interest, trading costs, sales charges, fees, expenses and any other costs. The S&P 500 Index is an unmanaged index of large-cap U.S. stocks that is considered to be representative of the U.S. equity market. Past performance is no guarantee of future results.

Note: Past performance is not a guarantee of future results. The examples in this brochure are for illustrative purposes only and are not specific to any particular investment. Indices are unmanaged, have no identifiable objectives and cannot be invested in directly.

2 Stay grounded

It's easy to feel confident when your investments are on the rise. But remember to stay grounded. Investing in something that looks like a "hot pick" may not be the best approach. Investments that perform well one year may not do as well the next. For example, the top asset class performer in 2017 was emerging market stocks, earning +37.28%, but in 2018, its returns dropped to the bottom of the rankings at -14.58%.

What a difference a year makes—
what performed well last year may not this year.

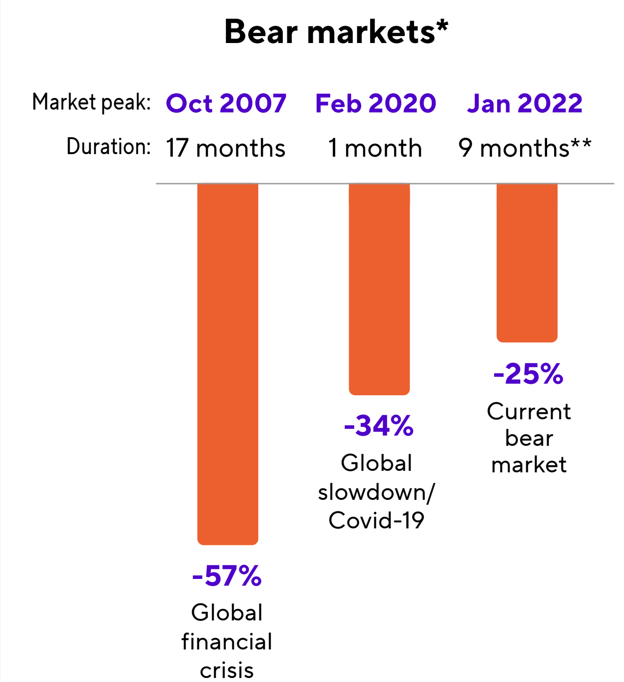
Best performing asset class (Ranked by annual return and year)	Worst performing asset class (Ranked by annual return and year)
Emerging market stocks, 2017 **+37.28%**	Emerging market stocks, 2018 **-14.58%**

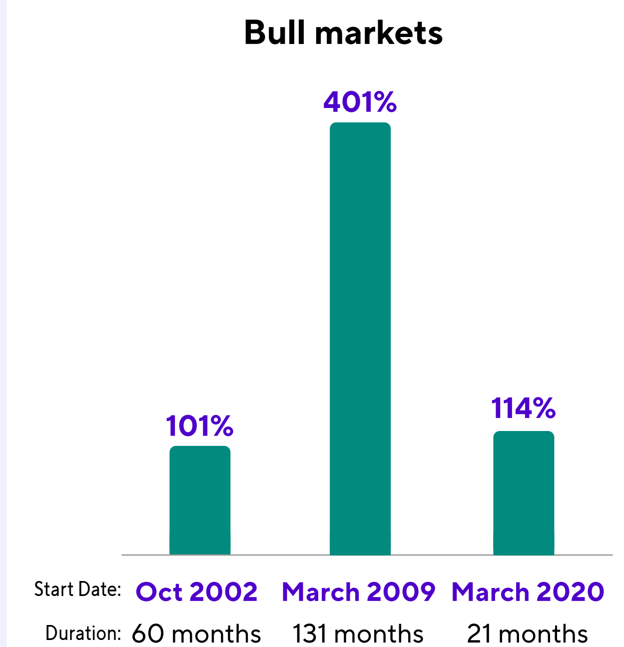
Source: Wilshire Compass, 2020. Emerging market stocks are represented by the MSCI Emerging Markets Index. Asset class rankings are based on 10 indices representing different asset classes from bonds to international stocks. Investments in non-US stocks are subject to additional risks including political and social instability, differing securities regulations and accounting standards and limited public information.

3 Be prepared

In a down market, you may be reluctant to invest because of earlier dips in your investments. Sometimes it's okay to make investment decisions as the market begins to recover. Be vigilant and ready to take that step toward reaching your financial goals. In fact, research has shown that much of the gains of a new bull market are made early in the rebound.

Bear markets and subsequent bull runs





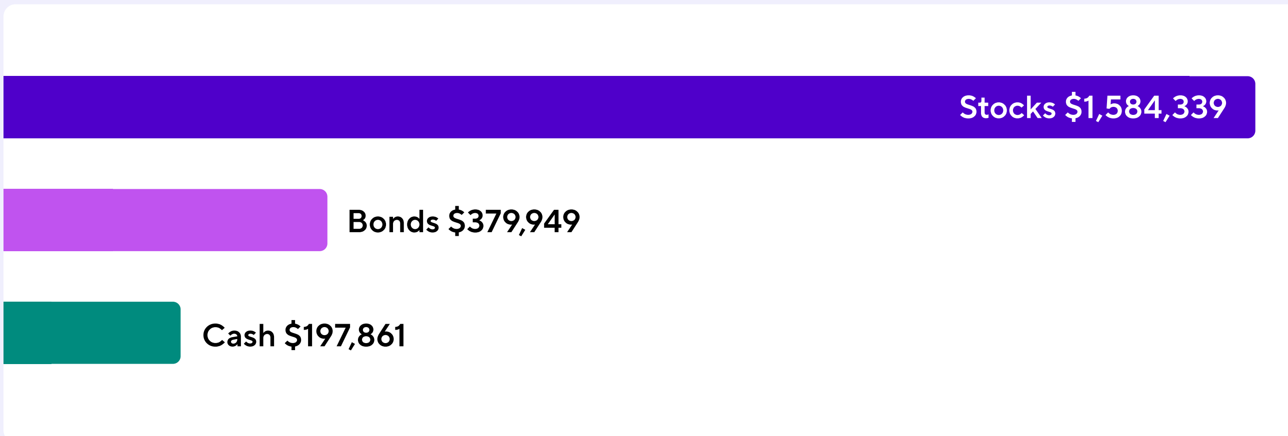
Source: FactSet, NBER, Robert Shiller, Standard & Poor's, J.P. Morgan Asset Management.
*A bear market is defined as a 20% or more decline from the previous market high. The related market return is the peak to trough return over the cycle. Bear and bull returns are price returns.
**Ongoing. Bear return and duration for this period calculated from the January 2022 market peak through the current trough in October 2022.
J.P. Morgan Asset Management Guide to the Markets – U.S. Data are as of December 31, 2022

4 Be vigilant

While stocks can certainly drop in value over the short term, they are also one of the few investments that offer the long-term growth potential necessary for investors to reach their retirement goals.

Stocks have historically outperformed bonds and cash over time

Hypothetical growth of $100,000 over 30 years, 12/31/92-12/31/22



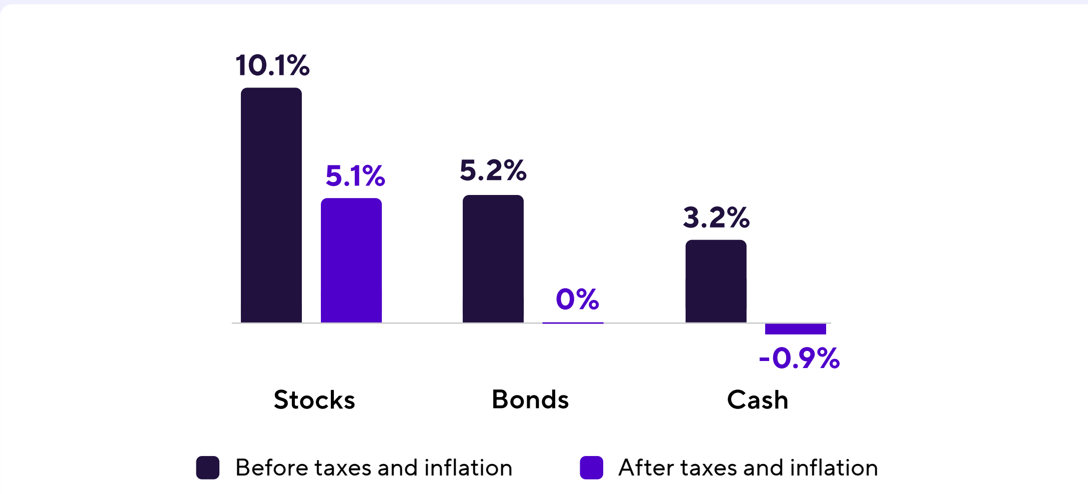
Note: Past performance is not a guarantee of future results. Stocks are represented by the S&P 500 Index; bonds by the Bloomberg U.S. Aggregate Bond Index; and cash by the FTSE Treasury Bill 3 Month Index. Stocks are subject to significant price fluctuations and therefore an investor may have a gain or loss in principal when shares are sold. Government Bonds and Treasury Bills are subject to interest rate risk but are backed by the full faith and credit of the U.S. government if held to maturity. This example does not take into account taxes, fees or expenses; if shown, the results would be lower. Indices are unmanaged and cannot be invested in directly. Source: Morningstar Direct, 2023.

5 Stay focused

While cash investments like Treasury bills and money market funds may help preserve principal and provide you with liquidity during a down market, they are unlikely to generate the returns needed to offset taxes and inflation—and may affect your long-term retirement goals.

Cash may not provide the growth potential necessary to achieve your retirement goals

Real rates of return, 1926-2022



ACTION PLANNER Action steps

- [ ] **Use the five ideas presented in this brochure** to help steady your emotions.
- [ ] **Keep a long-term perspective** when it comes to saving and investing for your future.
- [ ] **Work with your financial professional** to create a customized investment strategy that makes sense for you.

Source: Morningstar, 2023. Stocks are represented by the Ibbotson Large Company Stock Index; bonds by the 20-year U.S. government bond; cash by the 30-day U.S. Treasury bill; and inflation by the Consumer Price Index. Stocks are often subject to significant price fluctuations and therefore an investor may have a gain or loss in principal when shares are sold. Government bonds and Treasury bills are subject to interest rate risk but are backed by the full faith and credit of the U.S. government if held to maturity. The data assumes reinvestment of income and does not account for transaction costs or taxes. No state income taxes are included. Indices are unmanaged and cannot be invested in directly. Past performance is not a guarantee of future results

Action today can lead to great things tomorrow. Action is everything.

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