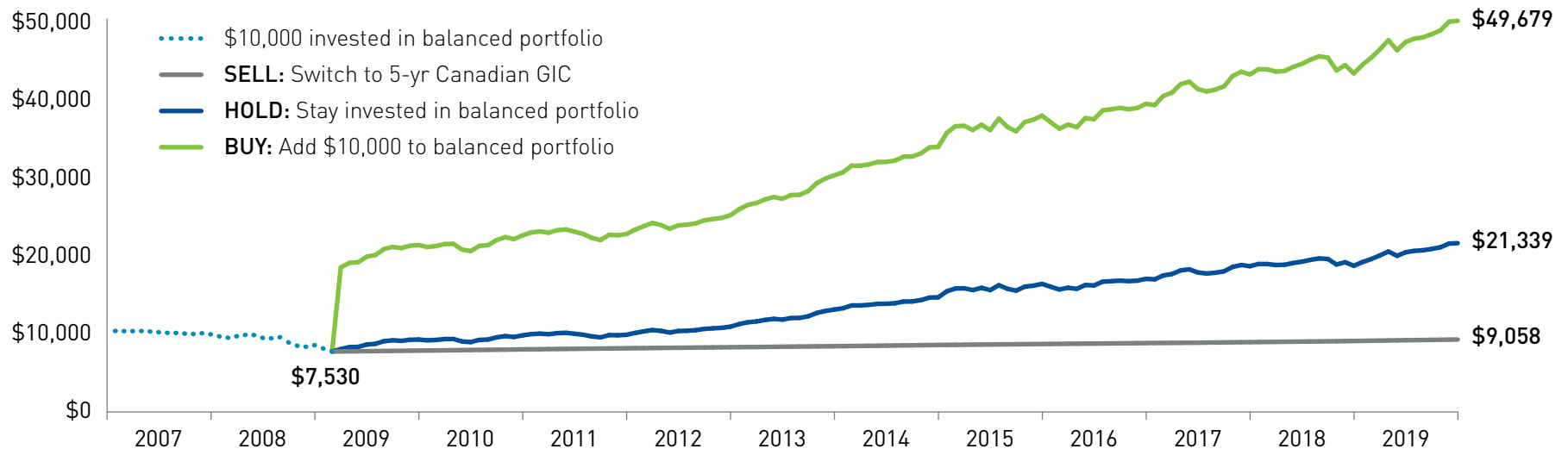


BEAR MARKET DECISION FOR THE **BALANCED** INVESTOR

NEI



What this chart shows

If you invested \$10,000 in a balanced portfolio at the start of 2007, by March 2009, the month global stocks hit bottom after the financial crisis, your investment was worth \$7,530 – a drop of nearly 25%. If you threw in the towel at that point and invested your remaining money in a 5-year GIC (not knowing of course that it was the bottom), 11 years later you'd still be looking at a loss. If you'd simply stayed invested, you would have more than doubled your money. If you had *added* \$10,000, you would have earned roughly 2.5 times your total invested capital. (Chart notes are on the following page.)

The bottom line

It's impossible to know when the market is at a top or a bottom. But we *do* know that selling your investments after a steep loss can have a significant negative impact on your financial future. In other words: don't lose twice.

ABOUT THE CHART

Chart is for illustrative purposes only. Balanced portfolio: 60% Global stocks (MSCI World Index) and 40% Global bonds (Bloomberg Barclays Global Aggregate Bond Index, C\$ hedged). Monthly index returns are in C\$ and include dividends. Index returns do not include fees; you cannot invest in an index. Data from January 1, 2007 to December 31, 2019. Source: Morningstar.

NEI

» DEMAND MORE. WE DO.

neinvestments.com

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently, and past performance may not be repeated. This material is for informational and educational purposes and it is not intended to provide specific advice including, without limitation, investment, financial, tax or similar matters. Please consult with your own professional advisor on your particular circumstances. NEI Investments endeavors to ensure that the contents have been compiled or derived from sources that we believe are reliable and contain information that is accurate and complete. However, NEI Investments makes no representation or warranty, express or implied, in respect thereof, takes no responsibility for any errors and omissions contained herein.

NEI Investments is a registered trademark of Northwest & Ethical Investments L.P. Northwest & Ethical Investments Inc. is a wholly-owned subsidiary of Aviso Wealth Inc. ("Aviso"). Aviso is a wholly-owned subsidiary of Aviso Wealth Limited Partnership ("Aviso Wealth LP"), which in turn is owned 50% by Desjardins Financial Holdings Inc. ("Desjardins") and 50% by a limited partnership owned by the five Provincial Credit Union Centrals (the "Centrals") and the CUMIS Group Limited.

03/20