

## SEIZING OPPORTUNITIES IN ADVERSITY

# Remaining focused in today's market environment

While no one knows how long the current market downturn will last, as markets remain volatile, a look at history may offer insights into the benefits of long-term investing.

Suppose you placed a hypothetical \$10,000 investment in the Standard & Poor's (S&P) 500 Index (C\$) at the top of the stock market on January 1, 1973. By October 3, 1974, the market bottom, your investment would have dropped in value to \$5,562 – a decrease of approximately 44%.

### How would you have reacted?

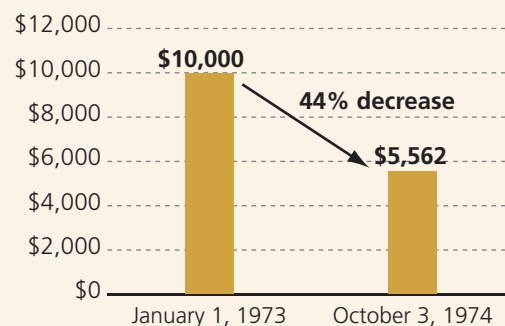
Based on the above scenario, what would you have done with your investment? Select from the options below and see the reverse for the various results.

1. Sell your shares and put the proceeds into a Guaranteed Investment Certificate (GIC).
2. Sell your shares and wait one year before reinvesting.
3. Hold on to your shares (remain invested).
4. Increase your investment by \$1,500.
5. Dollar-cost average \$1,000 a year for the next 10 years.
6. Reinvest another \$10,000.

Turn the page to see which option outperformed ...

### Hypothetical \$10,000 investment in the S&P 500 Index (C\$)\*\*

January 1, 1973 – October 3, 1974



Source: Zephyr StyleADVISOR

\*\*Note: An investment cannot be made directly into an index.

Standard & Poor's 500 Index is a market-capitalization weighted-index of the 500 largest and most widely held stocks in the U.S.

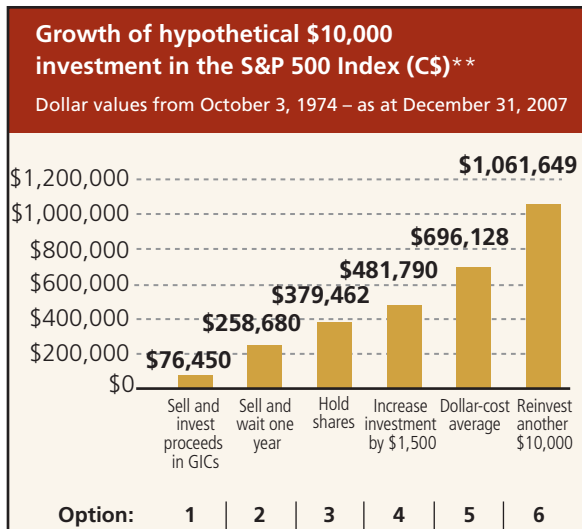
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## Committed investors should stay the course

When the market plunged in the '70s, savvy investors knew that the down times wouldn't last forever. They looked beyond the loss to see an opportunity for long-term potential gains. While some investors jump at the first signs of trouble, others know they have time on their side. If you're concerned about market volatility, seek the combined expertise of your advisor and the investment management of AIM Trimark Investments.



Following the 1973-74 downturn, the investments of dedicated investors increased more than those who pulled their funds from the market.



It took investors who remained committed to their long-term goals less time to recover their investment than those who fled the stock market.

Source: Globe Hysales for the 5-year GIC Index and Zephyr StyleADVISOR for the S&P 500 Index (C\$)

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Globe Hysales-5-year average GIC Index is a calculated index, derived by using the month-end 5-year Trust Company Guaranteed Investment Certificate Rate as provided by the Bank of Canada. The index assumes monthly re-investments of interest and capital and should not be considered as the actual return of an investment in a 5-year GIC.

\*\* Note: An investment cannot be made directly into an index.

For more information about this topic, contact your advisor, call us at **1.800.874.6275** or visit our website at **www.aimtrimark.com**.

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