

# REACH YOUR FINANCIAL GOALS

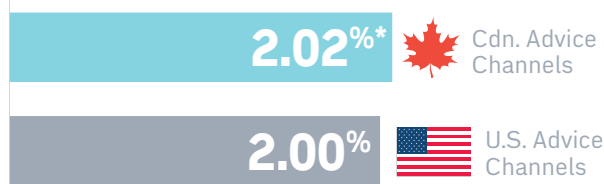
Building long-term wealth is simpler than you may think. **Investing in mutual funds and working with an advisor** can help you reach your financial goals.



Advisors are financial coaches who help investors stick to their plan.



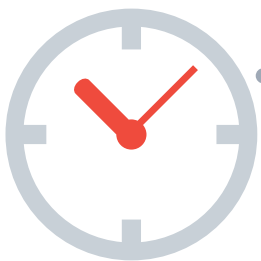
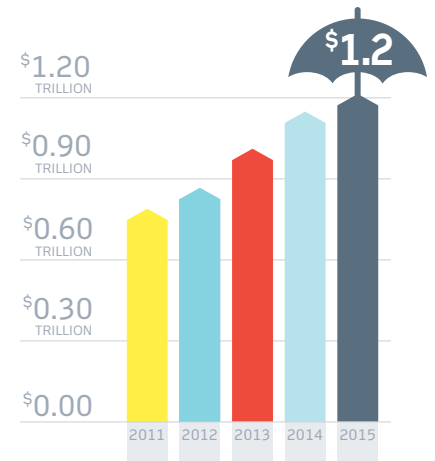
The cost of owning mutual funds in Canada compares favourably to the U.S. cost!<sup>1</sup>



\*Excludes 0.18% GST/HST that does not apply in the U.S.

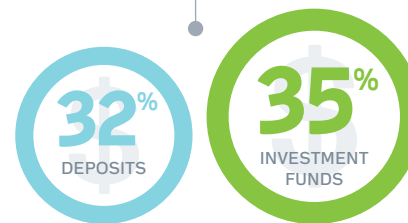


**90%** of investors say their **advisor helped them** make financial decisions.<sup>2</sup>



Mutual funds **save you the time and energy** it would take to choose and maintain your own portfolio of stocks or bonds.

Mutual funds are a **cornerstone** of Canadians' **retirement savings**, as at December 31, 2014



Canadians place **more money in investment funds** than in deposits.<sup>1</sup>

<sup>1</sup>IFIC; Investor Economics. | <sup>2</sup>Canadian Investors' Perceptions of Mutual Funds and the Mutual Fund Industry, Pollara 2015. | <sup>3</sup>New Evidence on the Value of Financial Advice, IFIC 2012. | <sup>4</sup>Benefits Canada Top 100 Pension Funds, December 31, 2014. | <sup>5</sup>IFIC, January 2016.