



Five timeless  
principles  
for investing  
success







While investing in volatile times can sometimes challenge your discipline and commitment, there are timeless principles to include in your investment strategy that can help ease your mind and keep you focused on the long term.

# 1

## **Think** *diversification*

It's rare for any investment to repeat as a top-performer from one year to the next.

Diversifying across various economies, businesses, countries and popular investment classes can help spread risk, remain more consistent and reduce the potential for underperforming assets to impact your portfolio.

## Historical Asset Class Rotation, 2008-2018



Source: Morningstar Direct as of December 31, 2018. Returns in CAD \$. Performance histories are not indicative of future performance. An index is unmanaged and cannot be purchased directly by investors. The indices cited are widely accepted benchmarks for investment performance within their relevant regions, sectors or asset classes, and represent non-managed investment portfolios. Although these indices are similar to the fund's objectives, there may be material differences including permitted holdings or investment strategies, which may impact returns. Please refer to the Fund Facts of the fund for more information. Global bonds represented by Bloomberg Barclays Global Aggregate Total Return Index. Canadian Bonds represented by FTSE TMX Canada Universe Bond Index. Canadian equities represented by S&P/TSX Composite Total Return Index. U.S. equities represented by S&P 500 Total Return Index. Global equities represented by MSCI World Net Return Index. International equities represented by MSCI EAFE Net Return Index. Emerging Markets equity represented by MSCI Emerging Markets Net Return Index. Diversified portfolio represented by a combined portfolio (15% S&P 500 TR Index, 10% S&P/TSX TR Index, 20% MSCI World Index, 15% MSCI Emerging Markets Index, 10% MSCI EAFE Index, 20% Bloomberg Barclays Global Aggregate Total Return Index and 10% FTSE TMX Canada Universe Bond)

# 2

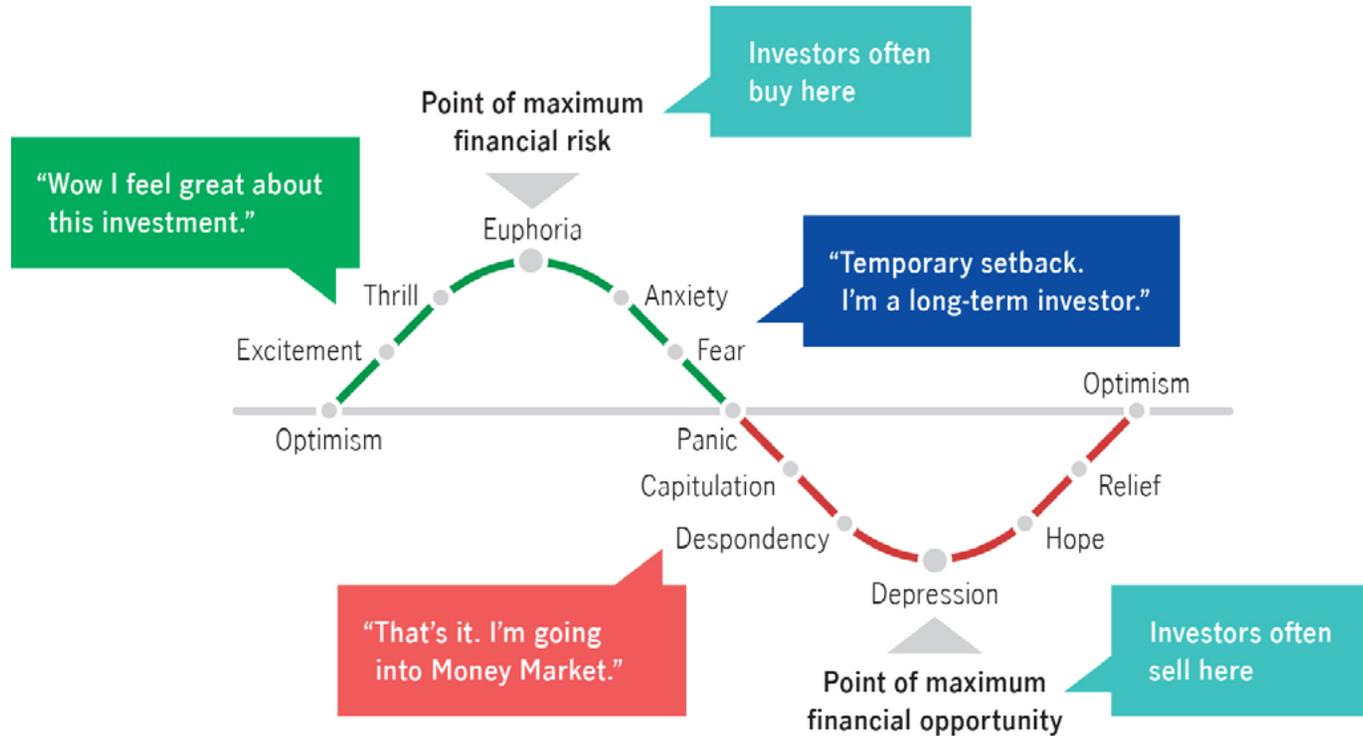
**Be rational,  
not *emotional***

In good times, investors are excited, they want to invest more and often “buy high”.

When markets turn negative, investors become fearful and decide to cut their losses and “sell low”.

Stay disciplined and committed to your longterm investment plan to avoid riding the emotional rollercoaster.

## An investor's emotional rollercoaster



Source: Hays Advisory. This chart is an example and does not represent the performance of any actual investment. This is not meant as investment advice. For illustration purposes only.

# 3

**Missed days  
means missed  
*opportunities***

The difference between investment success and disappointment can boil down to a few days of being in or out of the markets.

By staying fully invested and not missing the best 20 investment days over the last 20 years, an investor would have more than doubled their investment.

## Growth of \$10,000 in S&P/TSX Composite Total Return Index from 1998-2018



Source: Morningstar Direct, December 31, 2018. For illustration purposes only. Average 1yr return calculated by annualizing the average daily return assuming 280 trading days in a year. May not exactly match actual annualized returns due to calculation methodology. Past performance is not indicative of future performance. Index: S&P/TSX Composite Total Return Index. The index is unmanaged and cannot be purchased directly by investors. The rate of return shown is used only to illustrate the effects of the compound growth rate and is not intended to reflect future values of the investment fund or returns on investment in the investment fund. © 2019 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results.

# 4

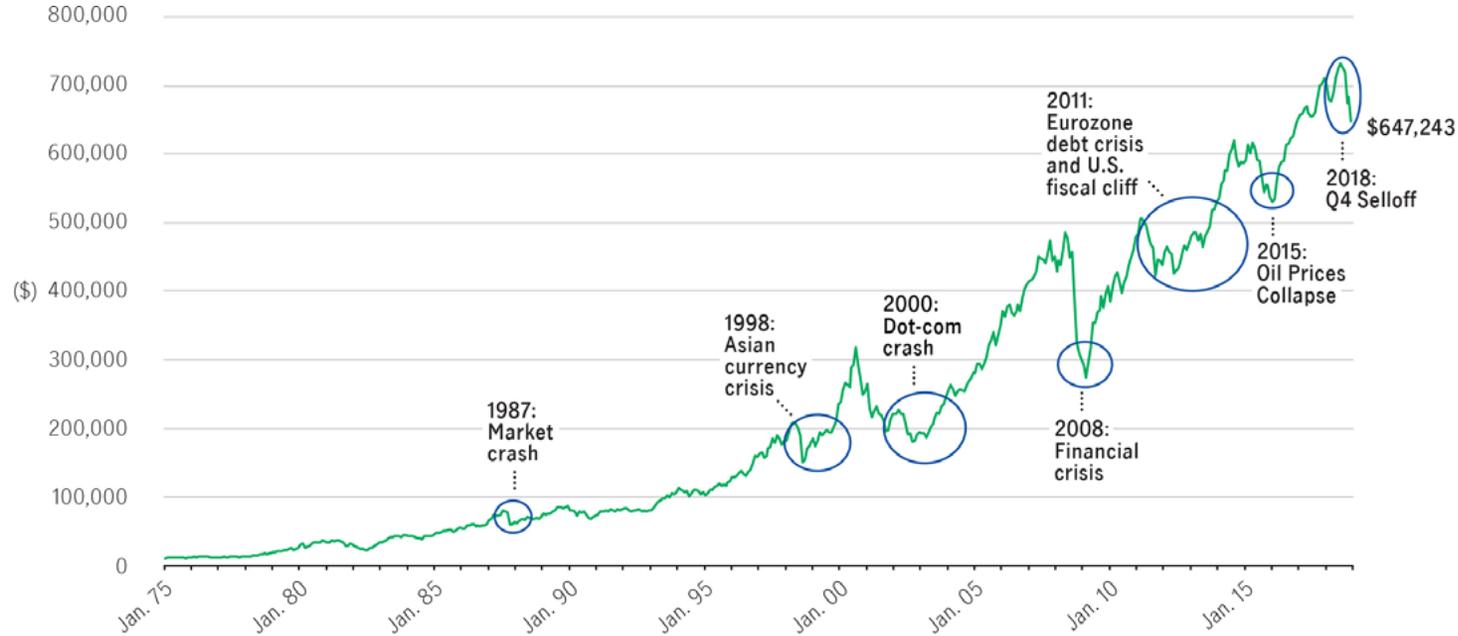
**Measure  
performance  
over time,  
not *overnight***

Accept the fact that markets will rise and fall but over time markets have always moved higher.

Taking a long-term perspective can help you stay the course when markets move from crisis to opportunity and back again.

## Keeping a long-term view

Despite setbacks, the S&P/TSX Composite Total Return Index shows growth over the long term



Source: Morningstar January 1, 1975–December 31, 2018. For illustration purposes only. Green circles indicate periods of market decline. Past performance is not indicative of future performance. S&P/TSX Composite Total Return Index. The index is unmanaged and cannot be purchased directly by investors.

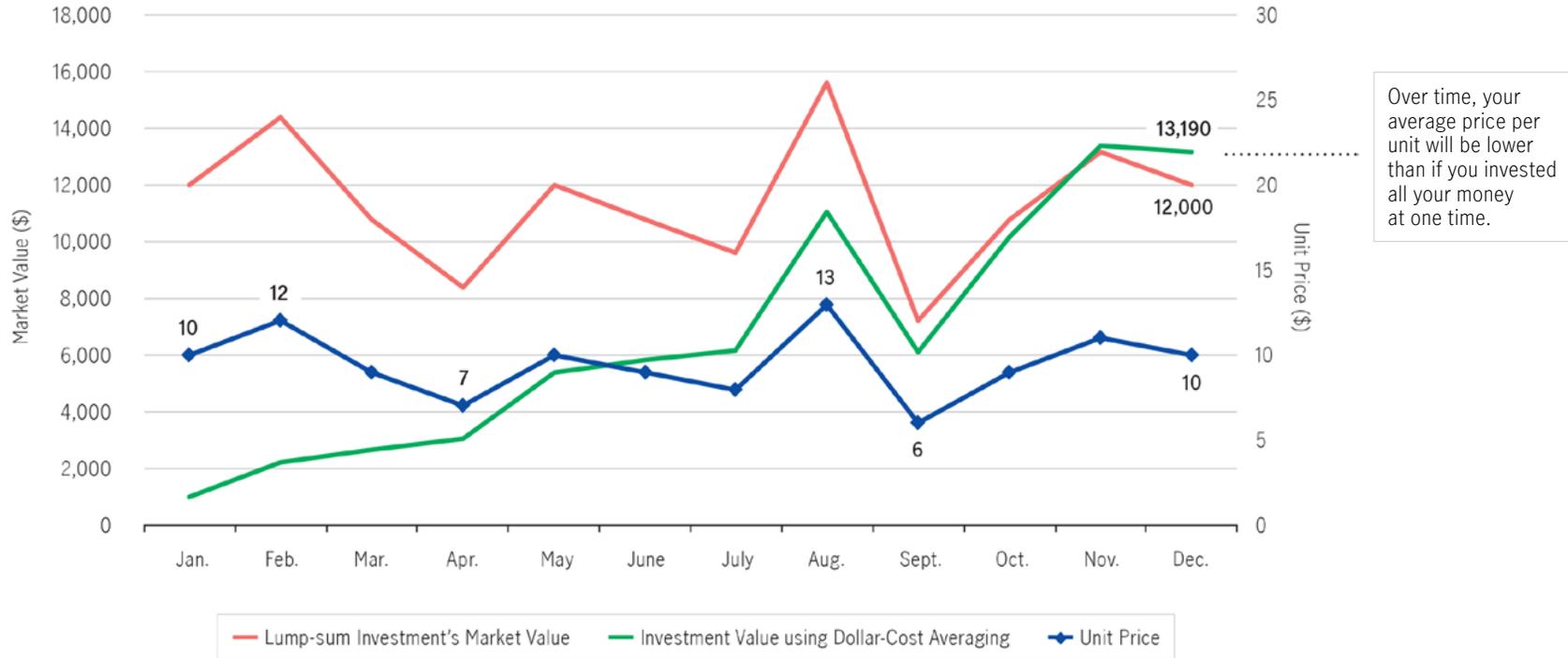
# 5

**Turn market  
volatility to  
your *advantage***

By investing a fixed dollar amount in regular intervals dollar-cost averaging can help you buy more units of an investment at lower prices, and fewer at higher prices.

This helps take the worry out of making a single lump sum investment at the wrong time.

## 12-month comparison: \$12,000 Single Lump-Sum Investment vs \$1,000 Monthly Investment using Dollar-Cost Averaging



For illustration purposes only.



Discover how timeless investment principles can help you manage risk through all market conditions and improve your investment results.

Contact your advisor.

## **Work with an Investment Advisor**

Buy low, sell high is still the best way to accumulate wealth, and a volatile market could provide an unprecedented opportunity to buy low.

It is important that you work with a professional investment advisor to remove the emotions from your investment decisions and to make the best choices possible with the information available. He or she can answer any question you may have about the market and your portfolio and help you determine the best course of action for you.

## **About Manulife Investments**

Manulife Investments, a division of Manulife Asset Management Limited, builds on 125 years of Manulife's wealth and investment management expertise in managing assets for Canadian investors. As one of Canada's leading integrated financial services providers, Manulife Investments offers a variety of products and services including segregated fund contracts, mutual funds, annuities and guaranteed interest contracts.

In addition, Manulife Investments benefits from its relationship with Manulife, which is among the highest rated life insurers in the world, with more than 125 years of history, a \$38.4 billion (Canadian) market capitalization<sup>1</sup> and \$1,084 billion (Canadian) in assets under management.<sup>2</sup>

With Manulife, investors can feel confident that their trust is well placed.

<sup>1</sup> Manulife 2018 Q4 Financial Strength Sheet December 31, 2018

<sup>2</sup> Manulife Q4 2018 Results Fact Sheet December 31, 2018



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or visit [manulifemutualfunds.ca](http://manulifemutualfunds.ca)

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