

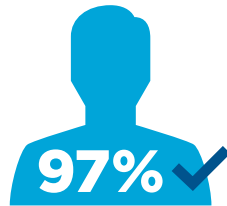
# The Value of Advice

Investing in mutual funds and working with a Financial Advisor can help you reach your financial goals.

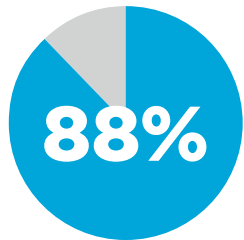
## ADVICE MATTERS



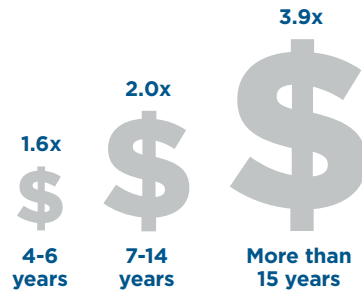
Advisors are financial coaches who help investors stick to their plan.



of mutual fund investors are satisfied with their advisor.<sup>1</sup>

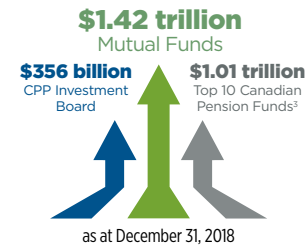


of investors say their advisor helped them make financial decisions.<sup>1</sup>



Financial advisors help people increase their wealth...and the longer people have advice, the more their investments grow.<sup>2</sup>

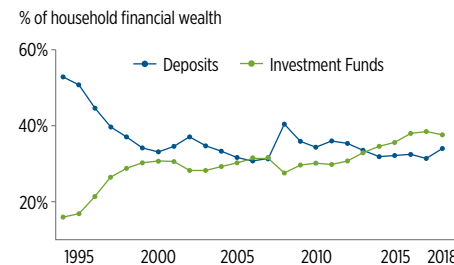
## MUTUAL FUNDS MATTER



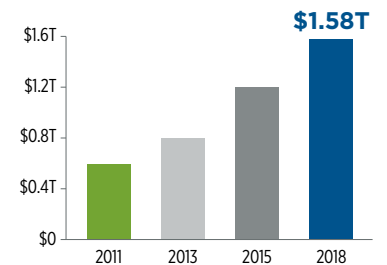
Mutual funds are a cornerstone of Canadians' retirement savings.



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



Since 2014, Canadians have placed more money in investment funds than in deposits.<sup>4</sup>



Canadians are building financial security with \$1.58 trillion in investment funds.<sup>5</sup>

<sup>1</sup> Canadian Mutual Fund Investors' Perception of Mutual Funds and Mutual Fund Industry, Pollara 2017.

<sup>2</sup> The Gamma Factor and the Value of Financial Advice, CIRANO Institute, 2016.

<sup>3</sup> 10 Canadian pension funds ranked among top global equity investors Benefits Canada 2017. <sup>4</sup> IFC, 2017 <sup>5</sup> IFC, December 2018



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