

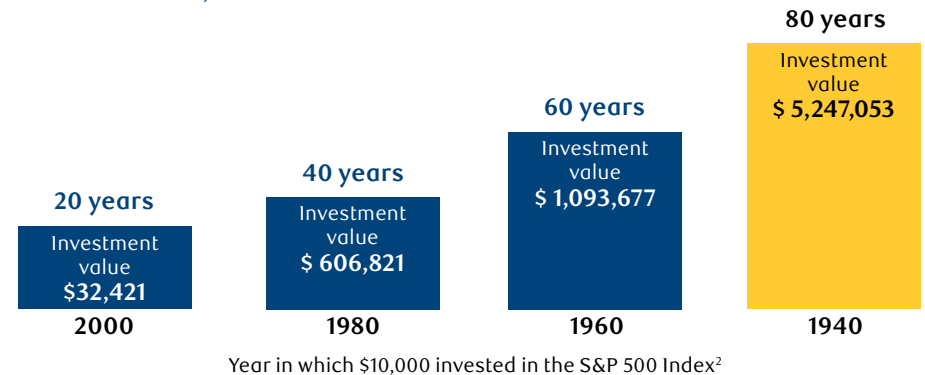
## There will always be reasons not to invest

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- 1934 Depression
  - 1935 Spanish Civil War
  - 1936 Economy still struggling
  - 1937 Recession
  - 1938 War clouds gather
  - 1939 War in Europe
  - 1940 France falls
  - 1941 Pearl Harbour
  - 1942 Wartime price controls
  - 1943 Industry mobilizes
  - 1944 Consumer goods shortage
  - 1945 Post-War recession predicted
  - 1946 Dow Tops 200 - market too high
  - 1947 Cold War begins
  - 1948 Berlin blockade
  - 1949 Russia explodes A-bomb
  - 1950 Korean War
  - 1951 Excess profits tax
  - 1952 US seizes steel mill
  - 1953 Russia explodes H-bomb
  - 1954 Dow Tops 300 - market too high
  - 1955 Eisenhower illness
  - 1956 Suez Crisis
  - 1957 Russia launches Sputnik
  - 1958 Recession
  - 1959 Castro seizes power in Cuba
  - 1960 Russia downs U-2 plane
  - 1961 Berlin wall erected
  - 1962 Cuban Missile Crisis
  - 1963 Kennedy assassinated
  - 1964 Gulf of Tonkin
  - 1965 Civil Rights marches
  - 1966 Vietnam War escalates
  - 1967 Newark race riots
  - 1968 USS Pueblo seized
  - 1969 Money tightens - market falls
  - 1970 Cambodia invaded - Vietnam War
  - 1971 Wage price freeze
  - 1972 Largest US trade deficit ever
  - 1973 Energy crisis
  - 1974 Steepest market drop in 4 decades
  - 1975 Clouded economic prospects
  - 1976 Economic recovery slows
  - 1977 Market slumps
  - 1978 Interest rates rise
  - 1979 Oil prices skyrocket
  - 1980 Interest rates at all-time high
  - 1981 Steep recession begins
  - 1982 Worst recession in 40 Years
  - 1983 Market hits new high
  - 1984 Record-setting market decline
  - 1985 Economic growth slows
  - 1986 Dow nears 2000
  - 1987 Record-setting market decline
  - 1988 Election year
  - 1989 October "Mini-crash"
  - 1990 Persian Gulf Crisis
  - 1991 Communism tumbles with Berlin Wall
  - 1992 Global recession
  - 1993 Health care reform
  - 1994 Fed raises interest rates 6 times
  - 1995 Dow tops 5000
  - 1996 Dow Tops 6000 | Election year
  - 1997 Asian markets in turmoil
  - 1998 World market correction
  - 1999 Dow tops 11000 | Fear of Y2K
  - 2000 Dotcom bubble bursts
  - 2001 September 11th terror attack
  - 2002 Markets drop to 1997 levels
  - 2003 Iraq War
  - 2004 Indian Ocean tsunami
  - 2005 London terror attacks
  - 2006 Russia-Ukraine tensions
  - 2007 Housing crisis
  - 2008 Financial crisis
  - 2009 Global recession
  - 2010 European sovereign debt crisis
  - 2011 U.S. credit downgrade
  - 2012 Global tensions with Iran
  - 2013 The "Taper Tantrum"
  - 2014 Oil prices fall 50%
  - 2015 First U.S. rate hike in 10 years
  - 2016 U.K. votes for Brexit
  - 2017 Rising interest rates
  - 2018 Slowing global growth
  - 2019 U.S.-China trade war/tariffs
  - 2020 Coronavirus outbreak (COVID-19)

## A long-term perspective and staying invested are important to achieving your financial goals

- Each and every year there will be negative economic, financial or political events that give investors reasons to not invest. But these events often only have a short-term impact on markets.
- Over the long-term, markets have been resilient and remained on a steady, upward course. By investing early, maintaining a long-term perspective and staying invested, investors can position themselves to benefit from these long-term gains.
- Other key investment principles, such as investing regularly, maintaining diversification and having a plan can also help build a strong foundation for long-term investment success.

### Growth of \$10,000<sup>1</sup>



<sup>1</sup>Since January 1 of the year indicated.

<sup>2</sup>As of December 31, 2019. Due to data availability, 1939 to December 31, 1987 data is based on index price return, while January 1, 1988 to December 31, 2019 data is based on index total return. If total return data was used for the entire period, returns would be higher for the 40, 60 and 80 year periods.

Contact your advisor today to help you put these investment principles into practice and keep you focused on your long-term plan.

An investment cannot be made directly in an index. Graph does not reflect transaction costs, investment management fees or taxes. If such costs and fees were reflected, returns would be lower. Past performance is not a guarantee of future results. This article is not intended to provide individual investment, legal, accounting, tax, financial or other advice and is provided as a general source of information only. Specific investment strategies should be considered relative to each investor's objectives and risk tolerance. The information contained herein is provided by RBC Global Asset Management Inc. (RBC GAM) and is believed to be up-to-date, accurate and reliable. Information obtained from third parties is believed to be reliable but neither RBC GAM, its affiliates nor any other person assumes responsibility for any errors or omissions or for any loss or damage suffered. Opinions and estimates constitute our judgement as of December 31, 2019, and are subject to change without notice. Graphs and charts are used for illustrative purposes only and do not predict future values or performance. This article may contain forward-looking statements, which are not guarantees of future performance. Forward-looking statements, which use predictive words like "may", "could", "should", "would", "suspect", "outlook", "believe", "plan", "anticipate", "estimate", "expect", "intend", "forecast", "objective" and similar expressions, involve inherent risks and uncertainties and it is possible that actual results, actions or events could differ materially from those expressed or implied in the forward-looking statements. All opinions in forward-looking statements are subject to change without notice and are provided in good faith but without legal responsibility. Financial planning services and investment advice are provided by Royal Mutual Funds Inc. (RMFI). RMFI, RBC Global Asset Management Inc., Royal Bank of Canada, Royal Trust Corporation of Canada and The Royal Trust Company are separate corporate entities which are affiliated. RMFI is licensed as a financial services firm in the province of Quebec.

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