

STAY CALM AND INVEST REGULARLY



A volatile market can make anyone nervous about investing. Calm your nerves by setting up a regular contribution plan to benefit from dollar cost averaging. This means you buy more units when prices are low and fewer units when prices are high, which over time may help to smooth out the effects of market fluctuations.

How dollar cost averaging works

Dollar cost averaging can help lessen the impact of market volatility in your portfolio. We'll compare two investors: Jane and Frank both invest \$2,400 in the same fund* but only one uses a dollar cost averaging strategy.

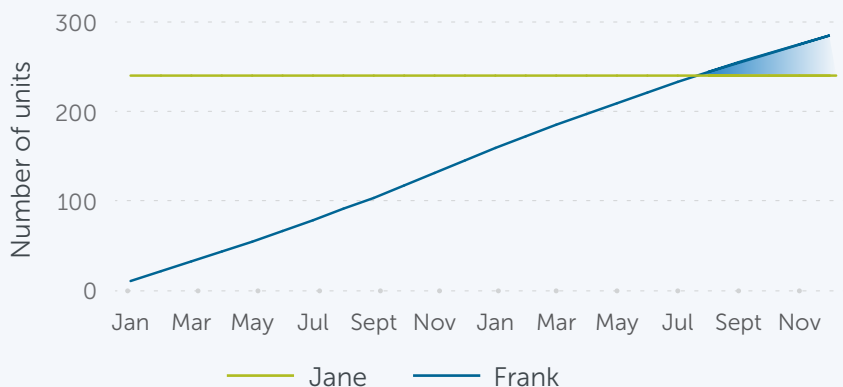


Jane made a lump-sum investment with a unit price of \$10. She purchased 240 units.



Frank made monthly contributions of \$100 for 24 months. Because he bought some units in a market dip, his average unit price was \$8.41 and he purchased 285 units.

Dollar Cost Averaging



As you can see, with dollar cost averaging, Frank was able to capitalize on periods of market dips to acquire **more units** at the end of the period, than Jane's lump sum purchase at the beginning.

*The market values quoted are hypothetical and for illustrative purposes only. They should not be considered representative of past or future investment performance.

Benefits of dollar cost averaging



Brings discipline to your investment plan



Helps you avoid market timing



Buys more units when prices are low

The Empire Life Insurance Company (Empire Life) is a proud Canadian company that has been in business since 1923. We offer individual and group life and health insurance, investment and retirement products.

Our mission is to make it simple, fast and easy for Canadians to get the products and services they need to build wealth, generate income, and achieve financial security.

Follow us on social media @EmpireLife or visit empire.ca for more information, including current ratings and financial results.

 **For more information, speak with your advisor today.**

Segregated fund contracts are issued by The Empire Life Insurance Company. A description of the key features of the individual variable insurance contract, is contained in the Information Folder for the product being considered. **Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.**

® Registered trademark of **The Empire Life Insurance Company**. Policies are issued by The Empire Life Insurance Company.

The Empire Life Insurance Company

259 King Street East, Kingston, ON K7L 3A8

Insurance & Investments – Simple. Fast. Easy.®

empire.ca info@empire.ca 1 877 548-1881

INV-1314-EN-03/23

