

FIVE TIMELESS INVESTMENT PRINCIPLES

Presented by:

Chris Churchill

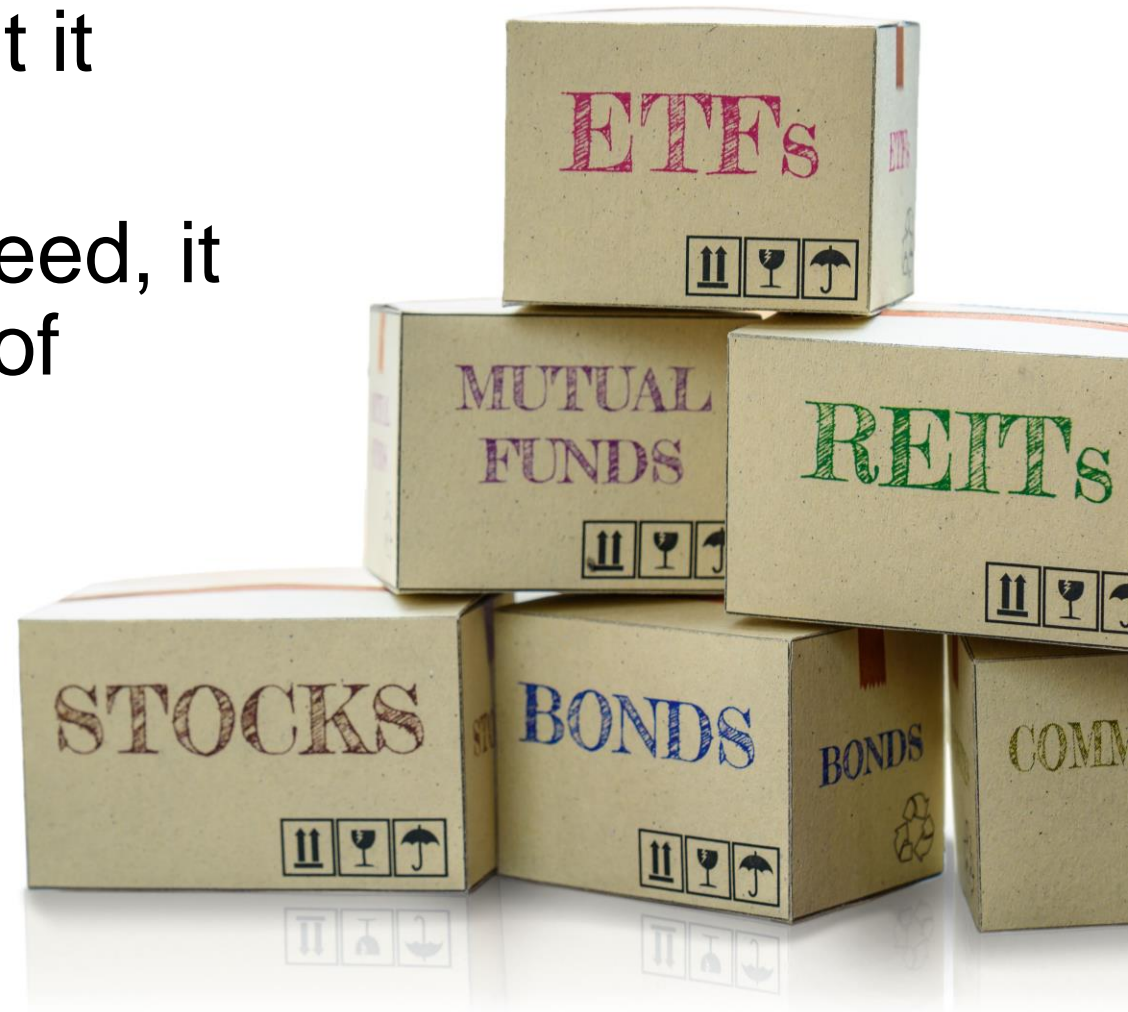
District Advisor, Principal, Financial Advisor

Feb 8, 2024



STICKING TO THE BASICS

- Investing can be complicated - but it doesn't have to be.
- Though success is never guaranteed, it is often the natural consequence of consistently applying proven fundamentals.
- The investing principles I will share with you today are both proven and easy to apply.



OUR INVESTMENT PRINCIPLES

- **Principle #1**
Invest in stocks for your long-term goals.
- **Principle #2**
Put time on your side – begin investing regularly early in life.
- **Principle #3**
Invest consistently through up and down markets.
- **Principle #4**
Stay fully invested – trying to time the market can be expensive.
- **Principle #5**
Manage risk through asset allocation and diversification.



PRINCIPLE #1

Invest in stocks for your long-term goals.

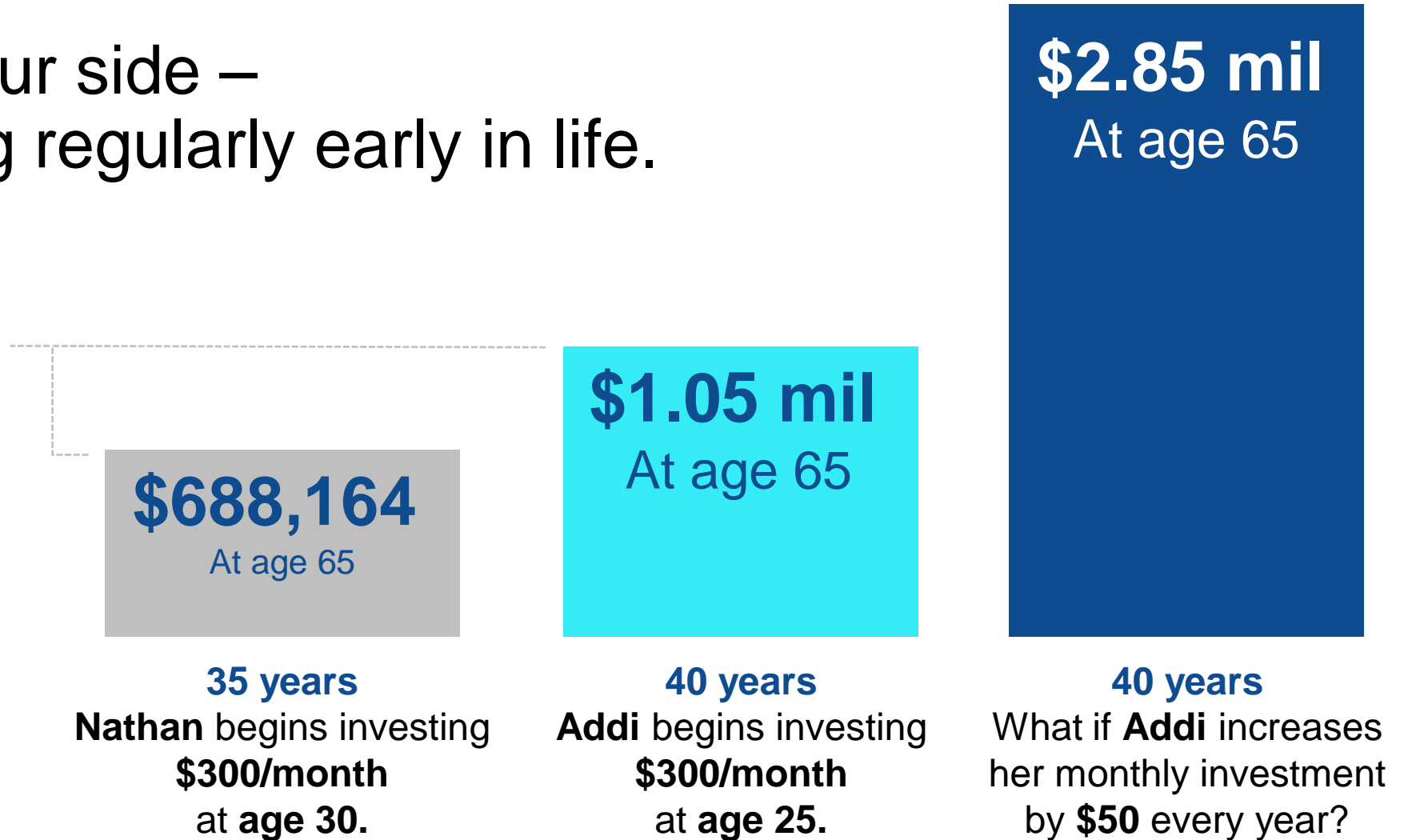
The S&P 500® is widely regarded as the best single gauge of large-cap U.S. equities and serves as the foundation for a wide range of investment products. The index includes 500 leading companies and captures approximately 80% coverage of available market capitalization.



PRINCIPLE #2

Put time on your side –
begin investing regularly early in life.

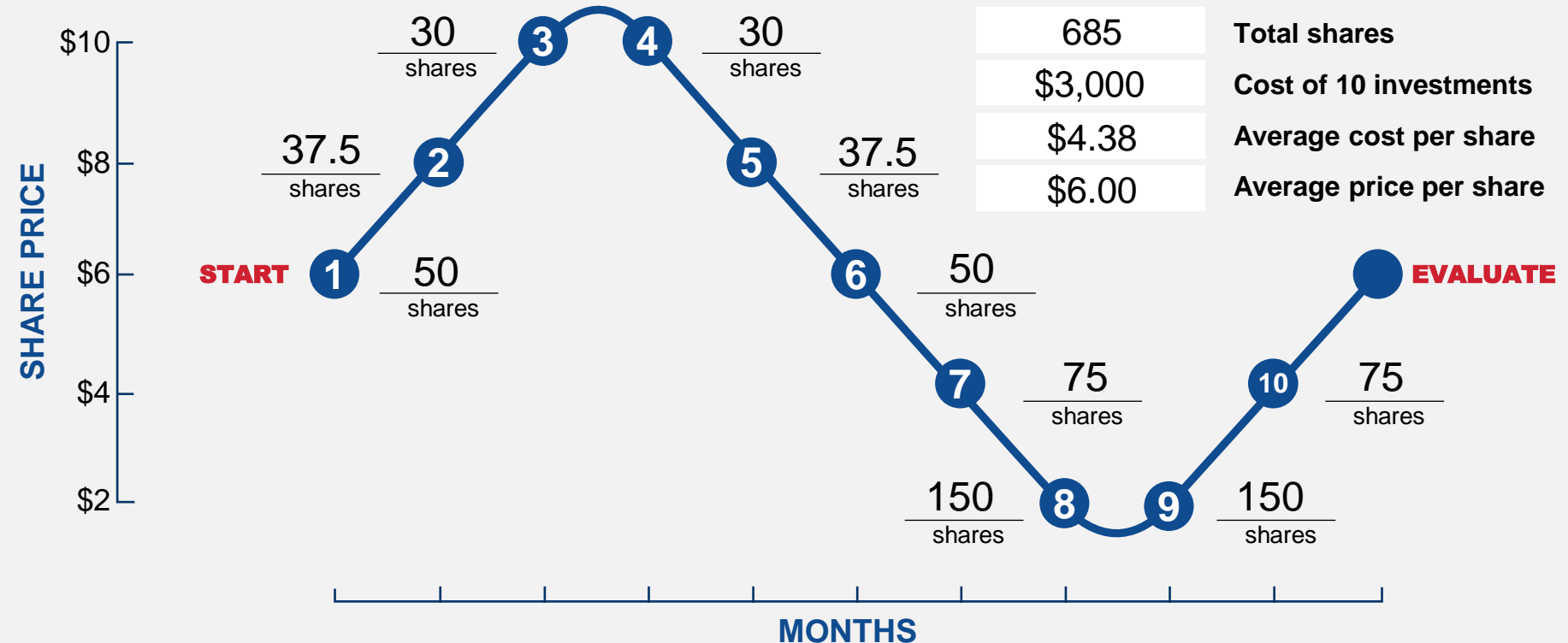
*Only \$18,000 more
was invested, but by
starting 5 years earlier
that compounded into
\$359,138 more!*



PRINCIPLE #3: DOLLAR COST AVERAGE

Embrace volatility – invest consistently through up and down markets.

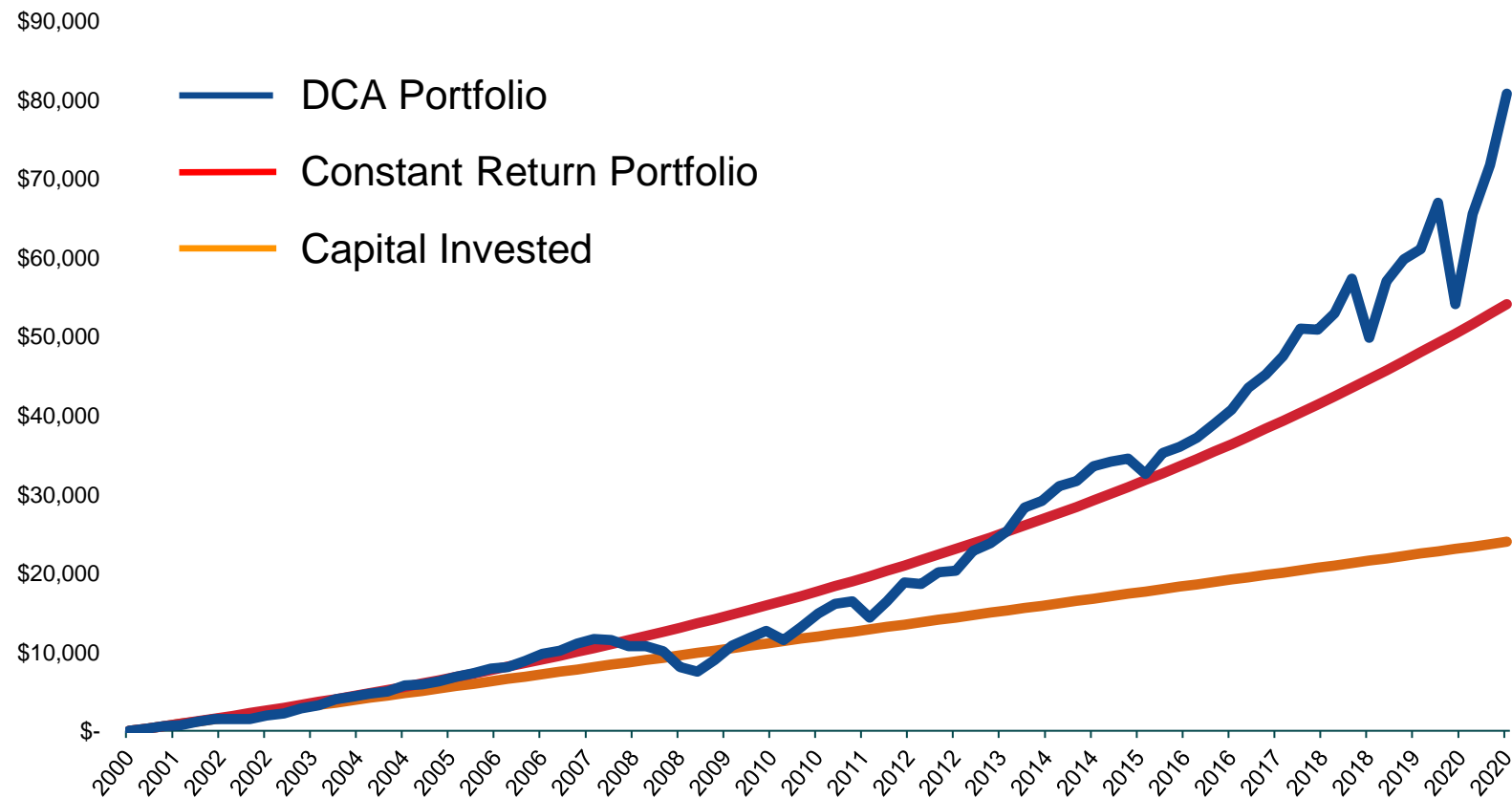
Objective: To purchase shares at an average cost below the average price



Dollar cost averaging is the practice of investing an equal amount of money at regular intervals, regardless of market performance. The objective of this investment strategy is to reduce the average cost per share by purchasing more shares when prices are low and fewer when prices are high. The illustration below is a hypothetical example of dollar cost averaging and does not represent the past or future performance of any particular investment. While not assuring a profit or protecting against a loss, dollar cost averaging can help remove emotion from investing. But as it involves continuous investment in securities regardless of fluctuating price levels, investors should consider their financial ability to continue purchases through periods of low price levels.



PRINCIPLE #3: VOLATILITY CAN BE YOUR ALLY



- The **DCA Portfolio** is the result of investing \$300 in the S&P 500 Total Return Index each quarter, beginning January 1, 2000, and ending December 31, 2020.
- The **Constant Return Portfolio** is the result of investing \$300 each quarter in a hypothetical account with an 8% annualized return.
- The **Capital Invested** line is equal to \$300 invested every quarter beginning January 1, 2000, and ending December 31, 2020.

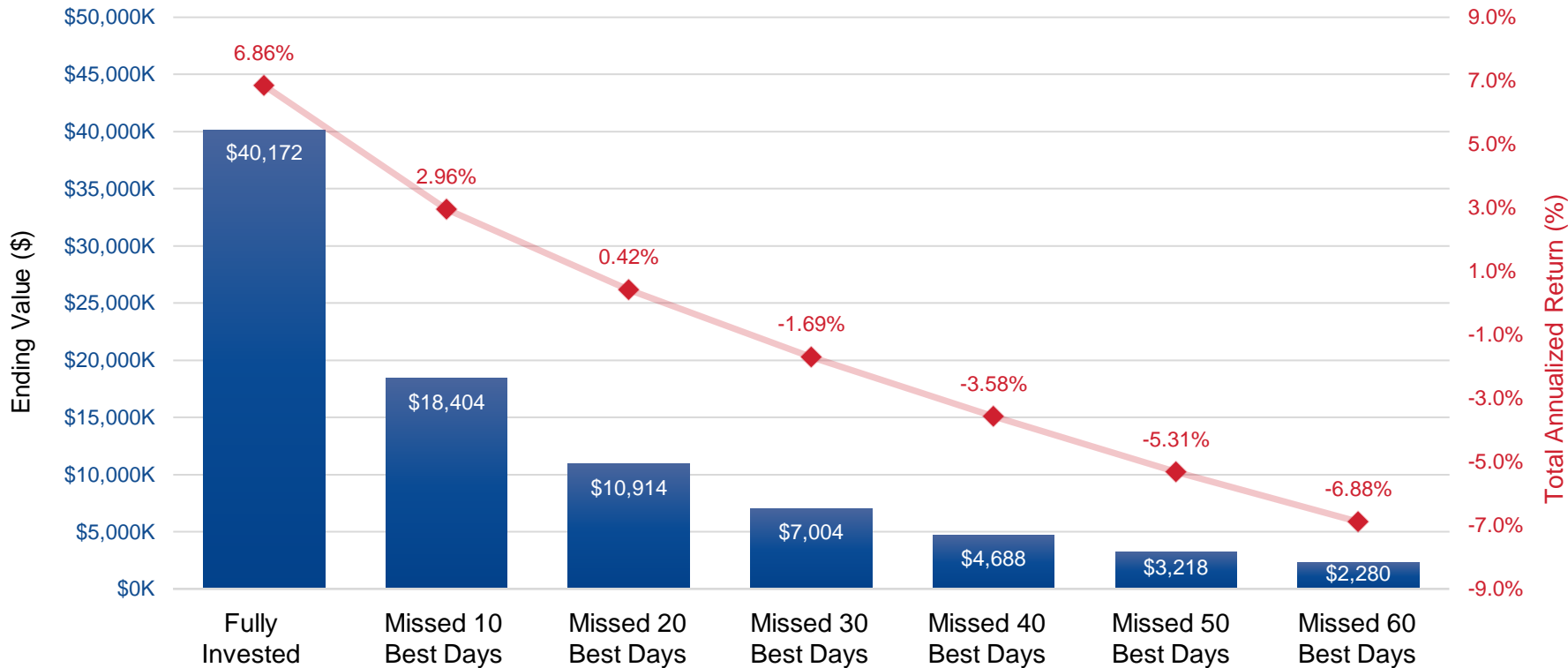
Source: Bloomberg. Data is through 12/31/2020. This is a hypothetical illustration and it does not take into account fees, taxes and other costs which have a negative impact on rate of return. Results will vary depending on the time period chosen and the market conditions during such time period.

Dollar cost averaging is the practice of investing an equal amount of money at regular intervals, regardless of market performance. The objective of this investment strategy is to reduce the average cost per share by purchasing more shares when prices are low and fewer when prices are high. The illustration below is a hypothetical example of dollar cost averaging and does not represent the past or future performance of any particular investment. While not assuring a profit or protecting against a loss, dollar cost averaging can help remove emotion from investing. But as it involves continuous investment in securities regardless of fluctuating price levels, investors should consider their financial ability to continue purchases through periods of low price levels.



PRINCIPLE #4

Stay fully invested - trying to time the market can be expensive.



Returns of the S&P 500
Performance of a \$10,000 investment between January 1, 2000, and December 31, 2020.

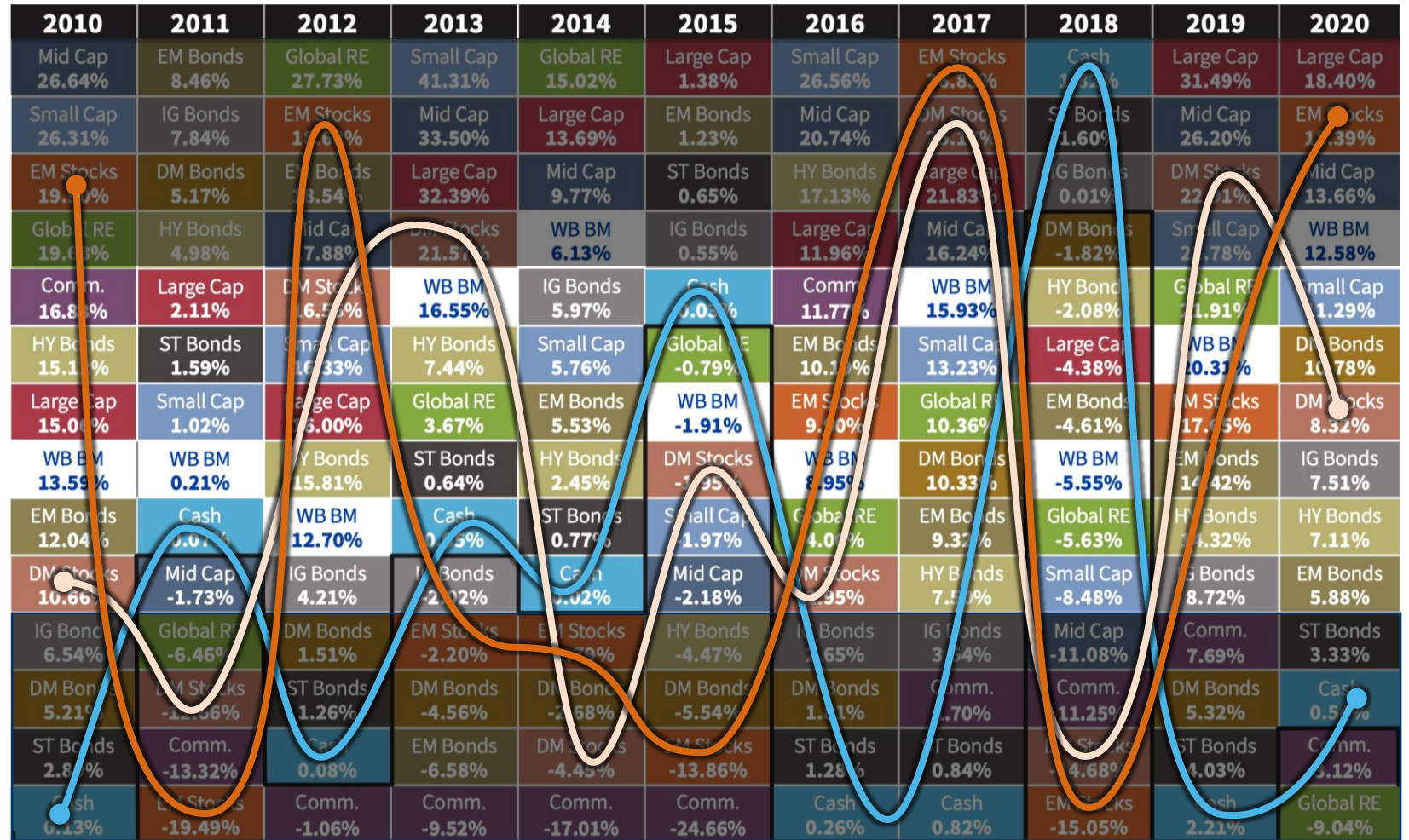
Plan To Stay Invested
Trying to time the market is extremely difficult to do. Market lows often result in emotional decision making. Investing for the long-term while managing volatility can result in a better retirement outcome.

Returns are based on the S&P 500 Total Return Index, an unmanaged, capitalization-weighted index that measures the performance of 500 large capitalization domestic stocks representing all major industries. Indices do not include fees or operating expenses and are not available for actual investment. The hypothetical performance calculations are shown for illustrative purposes only and are not meant to be representative of actual results while investing over the time periods shown. The hypothetical performance calculations for the respective strategies are shown gross of fees. If fees were included returns would be lower. Hypothetical performance returns reflect the reinvestment of all dividends. The hypothetical performance results have certain inherent limitations. Unlike an actual performance record, they do not reflect actual trading, liquidity constraints, fees and other costs. Also, since the trades have not actually been executed, the results may have under-or-over compensated for the impact of certain market factors such as lack of liquidity. Simulated trading programs in general are also subject to the fact that they are designed with the benefit of hindsight. Returns will fluctuate and an investment upon redemption may be worth more or less than its original value. Past performance is not indicative of future returns. An individual cannot invest directly in an index.



PRINCIPLE #5

Manage portfolio risk – through asset allocation and diversification.



Diversification, asset allocation and portfolio rebalancing do not guarantee a profit or protect against a loss in a declining market. They are methods used to help manage risk. Investment returns and principal value will fluctuate and your investment, when redeemed, may be worth more or less than its original cost. Sales charges and taxes may apply.



SLIDE 9: INDEX DEFINITIONS

U.S. Large Cap Stocks are represented by the S&P 500 Total Return Index. This index is widely regarded as the best single gauge of large-cap U.S. equities. The index includes 500 leading companies and captures approximately 80% coverage of available market capitalization.

U.S. Mid Cap Stocks are represented by the S&P MidCap 400 Total Return Index. This index, more commonly known as the S&P 400, is a stock market index that serves as a barometer for the U.S. mid-cap equities sector and is the most widely followed mid-cap index. The index's market cap covers nearly 7% of the total U.S. stock market. To be included in the index, a stock must have a total market capitalization that ranges from \$2.4 billion to \$8.2 billion at the time of addition to the index.

U.S. Small Cap Stocks are represented by the S&P SmallCap 600 Index. This index, more commonly known as the S&P 600, is a stock market index that serves as a barometer for the U.S. small-cap equities sector. The index's market cap covers nearly 3% of the total U.S. stock market. To be included in the index, a stock must have a total market capitalization that ranges from \$600 million to \$2.4 billion at the time of addition to the index.

Foreign Developed Stocks are represented by the MSCI World ex USA Investable Market Index (IMI). This index captures large, mid, and small-cap representation across 22 of 23 Developed Markets (DM) countries excluding the United States. With approximately 3,490 constituents, the index covers approximately 99% of the free float-adjusted market capitalization in each country.

Emerging Market Stocks are represented by the MSCI Emerging Markets Investable Market Index (IMI). This index includes large, mid and small cap companies across 26 Emerging Markets countries. With 2,941 constituents, the index covers approximately 99% of the free float-adjusted market capitalization in each country.

U.S. Short Term Bonds are represented by the Bloomberg Barclays 1-3 Year U.S. Government/Credit Index. This index includes all medium and larger issues of U.S. government, investment-grade (IG) corporate, and IG international dollar-denominated bonds with maturities between 1 and 3 years.

U.S. Investment Grade Bonds are represented by the Bloomberg Barclays U.S. Aggregate Bond Index. This index is a broad-based flagship benchmark that measures the investment grade, U.S. dollar-denominated, fixed-rate taxable bond market. The index includes Treasuries, government-related and corporate securities, MBS (agency fixed-rate and hybrid ARM pass-throughs), ABS and CMBS (agency and non-agency).

U.S. High Yield Bonds are represented by the Bloomberg Barclays U.S. Corporate High Yield Bond Index. This index measures the USD-denominated, high yield, fixed-rate corporate bond market. Securities are classified as high yield if the middle rating of Moody's, Fitch and S&P is Ba1/BB+/BB+ or below. Bonds from issuers with an emerging markets country of risk, based on Barclays EM country definition, are excluded.

Foreign Developed Bonds are represented by the FTSE WGBI NonUSD Index USD. This index measures the performance of fixed-rate, local currency, investment-grade sovereign bonds excluding those of the United States. It is calculated on a market-weighted basis and includes all fixed-rate bonds with a remaining maturity of one year or longer and with amounts outstanding of at least the equivalent of U.S. \$25 million.

Emerging Market Bonds are represented by the JPMorgan Emerging Market Bond Index (EMBI) Global TR. This index is a broad, diverse USD-denominated emerging markets debt benchmark that tracks the total return of actively traded external debt instruments, both fixed-rate and floating rate instruments issued by sovereign and quasi-sovereign entities, in over 55 emerging market countries.

Commodities are represented by the Bloomberg Commodity TR Index USD. This index is a broadly diversified index comprised of 22 exchange-traded futures on physical commodities and represents 20 commodities weighted to account for economic significance and market liquidity.

Global Real Estate is represented by the FTSE EPRA NAREIT Developed Index. This Index is designed to track the performance of listed real estate companies and REITS worldwide. The index incorporates Real Estate Investment Trusts (REITs) and Real Estate Holding and Development companies whose relevant activities are defined as the ownership, disposal and development of income-producing real estate.

U.S. Treasury Bills are represented by the Bloomberg Barclays 1-3 Month U.S. Treasury Bill Index. The index is designed to measure the performance of public obligations of the U.S. Treasury that have a remaining maturity of greater than or equal to 1 month and less than 3 months.

AMS Strategy Benchmark Composition (Benchmark is rebalanced daily.)

The AMS SIP Wealth Building Benchmark is composed of the following as of 12/31/20: S&P 500 TR USD (30.5%), BBgBarc US Agg Bond TR USD (23%), MSCI World Ex USA IMI NR USD (11.5%), S&P MidCap 400 TR (10%), BBgBarc US Corporate High Yield TR USD (6%), S&P SmallCap 600 TR USD (5%), MSCI EM IMI NR USD (4%), FTSE EPRA NAREIT Developed NR USD (4%), JPM EMBI Global TR USD (4%), and BBgBarc US Treasury Bill 1-3 Mon TR USD (2%).

DISCLOSURES

From the asset classes displayed, AMS no longer directly invests in Foreign Developed Bonds or Commodities, but may access them indirectly through certain stock and bond managers.

Portfolio returns assume daily rebalancing. These asset class and benchmark returns are shown for illustrative purposes only. Past performance is not a guarantee of future success.

SUMMING IT UP

1. Invest in stocks for your long-term goals.
2. Put time on your side – begin investing regularly early in life.
3. Invest consistently through up and down markets.
4. Stay fully invested – trying to time the market can be expensive.
5. Manage risk through asset allocation and diversification.



PPT-99 (8/21) Supersedes (5/20) which should be destroyed. 08031

©2021 First Command Financial Services, Inc. is the parent company of First Command Brokerage Services, Inc. (Member SIPC, FINRA), First Command Advisory Services, Inc., First Command Insurance Services, Inc. and First Command Bank. Securities products and brokerage services are provided by First Command Brokerage Services, Inc., a broker-dealer. Financial planning and investment advisory services are provided by First Command Advisory Services, Inc., an investment adviser. Insurance products and services are provided by First Command Insurance Services, Inc. Banking products and services are provided by First Command Bank (Member FDIC). Securities are not FDIC insured, have no bank guarantee and may lose value. A financial plan, by itself, cannot assure that retirement or other financial goals will be met.

In Europe, investment and insurance products and services are offered through First Command Europe Limited. First Command Europe Limited is a wholly owned subsidiary of First Command Financial Services, Inc. and is authorized and regulated by the Financial Conduct Authority. Certain products and services offered in the United States may not be available through First Command Europe Limited.

First Command Financial Services, Inc. and its related entities are not affiliated with or endorsed by the U.S. government or U.S. Armed Forces, and are not affiliated with, authorized to sell or represent on behalf of, or otherwise endorsed by any federal employee benefits programs that may be referenced in this presentation.