



“A market downturn doesn’t bother us. It is an opportunity to increase our ownership of great companies with great management at good prices.”

Warren Buffett
Chairman, Berkshire Hathaway

A Market Correction is An Opportunity

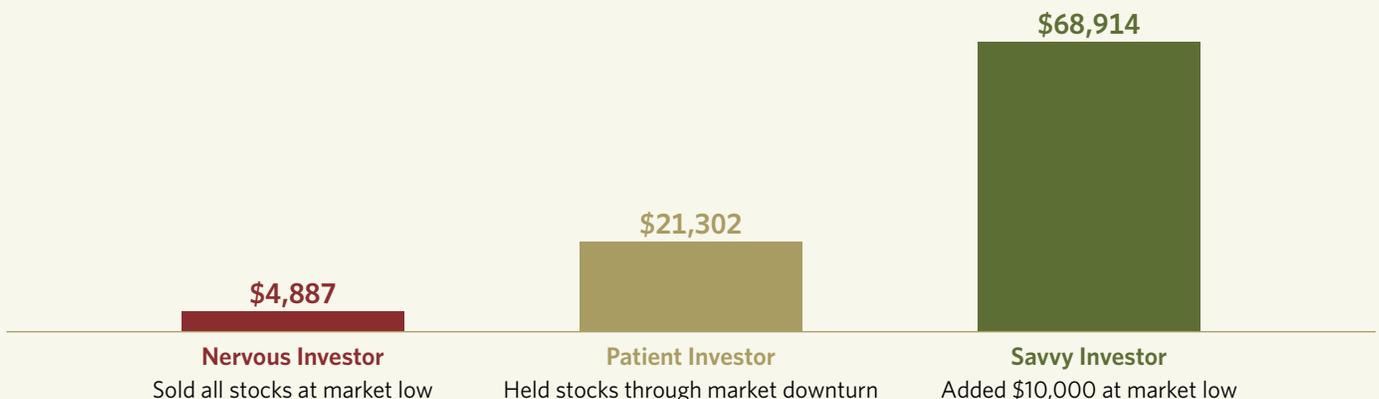
Market corrections are an inevitable and frustrating part of any long-term investment journey. How you react to them can greatly affect your investment results. This is illustrated below using the results achieved by three hypothetical investors who each invested \$10,000 at the markets highest point prior to 2008 market downturn:

- **Nervous Investor**
Following the 2008 market downturn sold all stocks and invested in cash on March 9, 2009.
Ending value: \$4,887
- **Patient Investor**
Steadfastly held stocks through the market downturn.
Ending value: \$21,302
- **Savvy Investor**
Viewed 2008 downturn as an opportunity to take advantage of low prices. Invested an additional \$10,000 in stocks on March 9, 2009.
Ending value: \$68,914

If you are a long-term investor, when faced with a market correction do not react emotionally or abandon your investment plan. Be patient and, assuming your goals and/or time horizon have not changed, view the downturn as an opportunity to purchase good businesses at attractive prices.

Three Reactions to the 2008 Market Downturn

Hypothetical \$10,000 Initial Investment
S&P 500 Index 2007-2017



Source: Thomson Financial, Lipper and Bloomberg. Chart represents a hypothetical \$10,000 investment in the S&P 500 Index from October 9, 2007 through December 31, 2017 with the conditions described in the text. Hypotheticals assume a cash yield of 1.0% per year. Investments cannot be made directly in an index. **Past performance is not a guarantee of future results.**

WISDOM^{of} GREAT INVESTORS

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"Three Reactions to the 2008 Market Downturn" chart represents performance of S&P 500 Index from 10/9/2007 to 12/31/2017. Nervous investor sold out of stocks and went to cash on 3/9/2009 for the remainder of the investment period. Patient investor maintained their original position. Savvy investor contributed an additional \$10,000 to their original investment on 3/9/2009. Savvy investor invested twice as much money as the other investor types and was able to successfully time the market. **Past performance is not a guarantee of future results.**

The S&P 500 Index is an unmanaged index of 500 selected common stocks, most of which are listed on the New York Stock Exchange. The Index is

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adjusted for dividends, weighted towards stocks with large market capitalizations and represents approximately two-thirds of the total market value of all domestic common stocks. Investments cannot be made directly in an index.

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