



## Title : Investment Basics – Diversification

[The only sound in this video is upbeat background music.]

Keeping investments simple. What you need to know about diversification. Ready to invest in your retirement plan? Experts recommend investing in a mix of investments, so that you're not too concentrated in any single investment. This is known as diversification. It means dividing your money among a variety of investment types – or asset classes – so you don't put all your eggs in one basket. Diversification does not guarantee a profit or eliminate the risk of loss. The three main asset classes – guaranteed, fixed income, and equities. The three main asset classes – guaranteed, fixed income, and equities – have different levels of risk and return. Conservative - lower-risk/potential return. Aggressive - higher-risk/potential return. Diversification does not guarantee a profit or eliminate the risk of loss. There is no guarantee that any investment strategy will achieve its objectives. And in each asset class, you can choose from different types of investments: passive, global, active, domestic, industry focused. Diversification means investing in some assets with higher risk and greater growth potential, some assets with lower risk and lower growth potential, and some assets with different risk factors, so that if some decrease, you have a better chance that some will hold their value. Diversification doesn't guarantee a profit or protect against a loss, but it can help reduce your risks over the long term. Are your retirement savings invested in a diverse mix of investments? Log in to [Manulifeim.ca/retirement](https://Manulifeim.ca/retirement), use Manulife Mobile app, or speak to a licensed financial advisor.

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