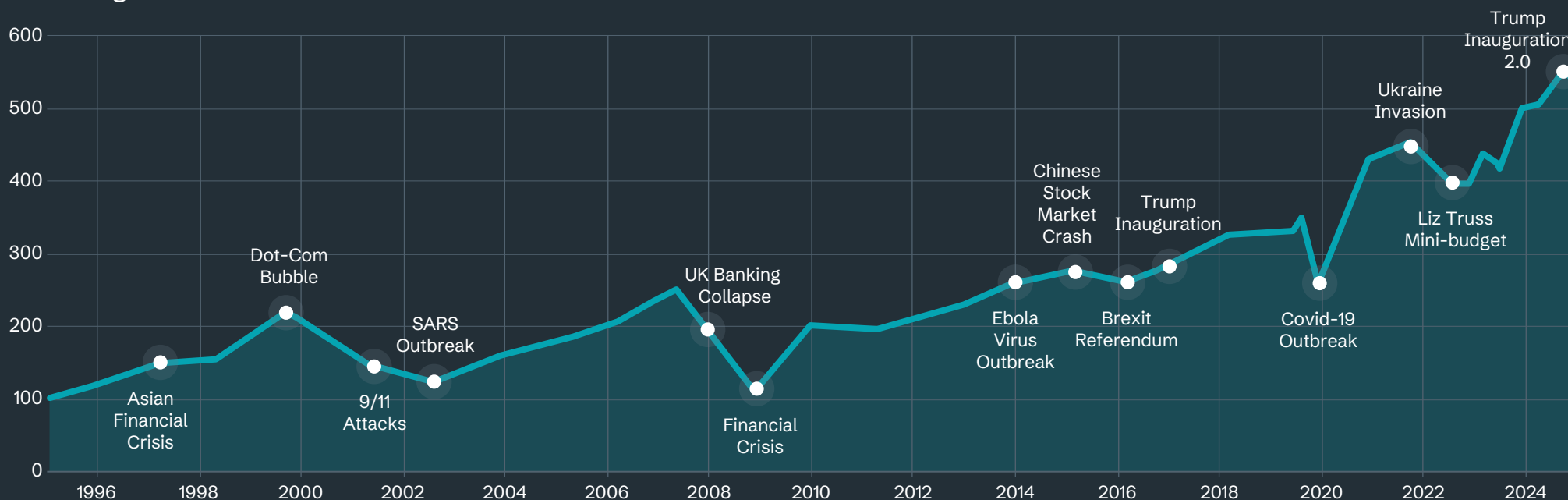


Why invest over the long term

Over the past 30 years, markets have seen a number of world events – both good and bad. Though it is impossible to predict how well or quickly markets bounce back from turbulence, there has been an overall upward trend over this time period.

Percentage return



Source: Aviva Investors, MSCI ACWI from January 1995 – April 2025

Past performance is not a reliable indicator of future performance. The information provided is for illustrative purposes only and should not be construed as an investment recommendation.



Key takeaways

- Global markets have trended upwards over the past 30 years
- Don't be put off by short-term market volatility
- Stock market investments should be viewed as medium-to-long term investments

Important information

THIS IS A MARKETING COMMUNICATION

- Past performance is not a reliable indicator of future performance.
- The value of an investment and any income from it can go down as well as up. Investors may not get back the original amount invested.
- The information provided is for illustrative purposes only and should not be construed as an investment recommendation.

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