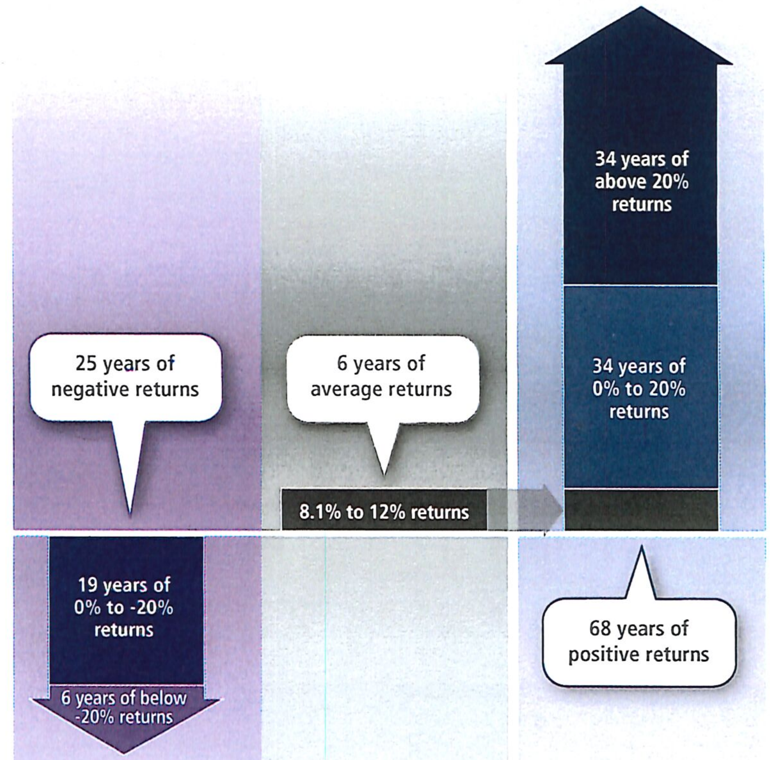
THE MARKET'S BEEN A BUMPY RIDE—BUT IT'S GONE UP MORE OFTEN THAN DOWN.

It's true. When you look at the equity market, historically it has been a roller coaster. So if you postpone investing until the market averages out you might find yourself waiting a very long time. While the annualized return since inception on 12/31/1925 is 10.14%, it has only performed near that average six out of the last 93 years. More interesting is that it's delivered positive annual returns 73% of the time—that's 68 "up" years. And as the chart shows, half of those 68 "up" years have returned gains of 20% or better![1]

Although past performance is no guarantee of future results, waiting for the market to "stabilize" could mean missing out on years of big gains.

Ups and Downs of the Equity Market[1]



Ibbotson SBBI US Large Stock Index for the 93-year period ending 12/31/2018.

[1] Source: Ibbotson Associates SBBI Data, Ibbotson SBBI US Large Stock Index, ©2018 Morningstar, Inc. All rights reserved. Used with permission. Ibbotson Associates, as of January 2019.

Large company stock performance is derived from the Ibbotson SBBI US Large Stock TR and includes the re-investment of dividends with no fees assessed.

Chart is for illustrative purposes only and is not representative of the performance of any particular portfolio, security, or strategy.

An investment cannot be made directly in an index.

Please see the reverse for important additional information.

JACKSON®
FINANCIAL FREEDOM FOR LIFE®

IF YOU THINK A BIG LOSS IS PAINFUL, TRY MISSING OUT ON A BIG GAIN.

Have you been questioning if you should stay out of the market while it's down? Keep this in mind: markets have historically moved up more often than down. In fact, as the chart shows, our nation's largest down markets were followed by significant rallies.

Being in the market at the beginning of a historical upswing could have positive effects on your portfolio.

Use the color bars below to find the worst year of each major down market and match it to its rally at the right.

Negative Years

-20% or less		-19.9% to -12%		-11.9% to -8%		-7.9% to 0%	
2008	-37.0%	1973	-14.7%	2001	-11.9%	2018	-4.4%
2002	-22.1%			2000	-9.1%	1990	-3.2%
1974	-26.5%			1969	-8.5%	1981	-4.9%
1937	-35.0%			1966	-10.1%	1977	-7.2%
1931	-43.3%			1962	-8.7%	1953	-1.0%
1930	-24.9%			1957	-10.8%	1939	-0.4%
				1946	-8.1%	1934	-1.4%
				1941	-11.6%		
				1940	-9.8%		
				1932	-8.2%		
				1929	-8.4%		

Positive Years

0.1% to 8%		8.1% to 12%		12.1% to 20%		20.1% or more	
						2017	21.8%
						2013	32.4%
						2009	26.5%
						2003	28.7%
						1999	21.0%
						1998	28.6%
						1997	33.4%
						1996	23.1%
						1995	37.4%
						1991	30.5%
						1989	31.5%
						1985	32.2%
						1983	22.5%
						1982	21.4%
						1980	32.4%
						1976	23.8%
						1975	37.2%
						1967	24.0%
						1963	22.8%
						1961	26.9%
2015	1.4%			2014	13.7%	1958	43.4%
2011	2.1%			2012	16.0%	1955	31.6%
2007	5.5%			2010	15.1%	1954	52.6%
2005	4.9%			2006	15.8%	1951	24.0%
1994	1.3%			1988	16.8%	1950	31.7%
1992	7.7%			1986	18.5%	1945	36.4%
1987	5.2%			1979	18.4%	1943	25.9%
1984	6.3%			1972	19.0%	1942	20.3%
1978	6.6%	2016	12.0%	1971	14.3%	1938	31.1%
1970	4.0%	2004	10.9%	1965	12.5%	1936	33.9%
1960	0.5%	1993	10.0%	1964	16.5%	1935	47.7%
1956	6.6%	1968	11.1%	1952	18.4%	1933	54.0%
1948	5.5%	1959	12.0%	1949	18.8%	1928	43.6%
1947	5.7%	1926	11.6%	1944	19.8%	1927	37.5%

- Credit Crisis (2007-2009) and Rally (2009)
- Dot Com Bust (2000-2002) and Rally (2003)
- Oil Crisis (1973-1974) and Rally (1975)
- Recession of 1957 (1957) and Rally (1958)
- Pearl Harbor (1940-1941) and Rally (1942)
- Late Depression (1937) and Rally (1938)
- Early Depression (1929-1932) and Rally (1933)

Past performance is no guarantee of future results. Chart is for illustrative purposes only and is not representative of the future performance of any particular portfolio, security, or strategy.

Source: Ibbotson Associates SBBI Data, Ibbotson SBBI US Large Stock Index, ©2019 Morningstar, Inc. All rights reserved. Used with permission. Ibbotson Associates, as of January 2019.

Large company stock performance is derived from the Ibbotson SBBI US Large Stock TR and includes the re-investment of dividends with no fees assessed.

Indicates year-end results.

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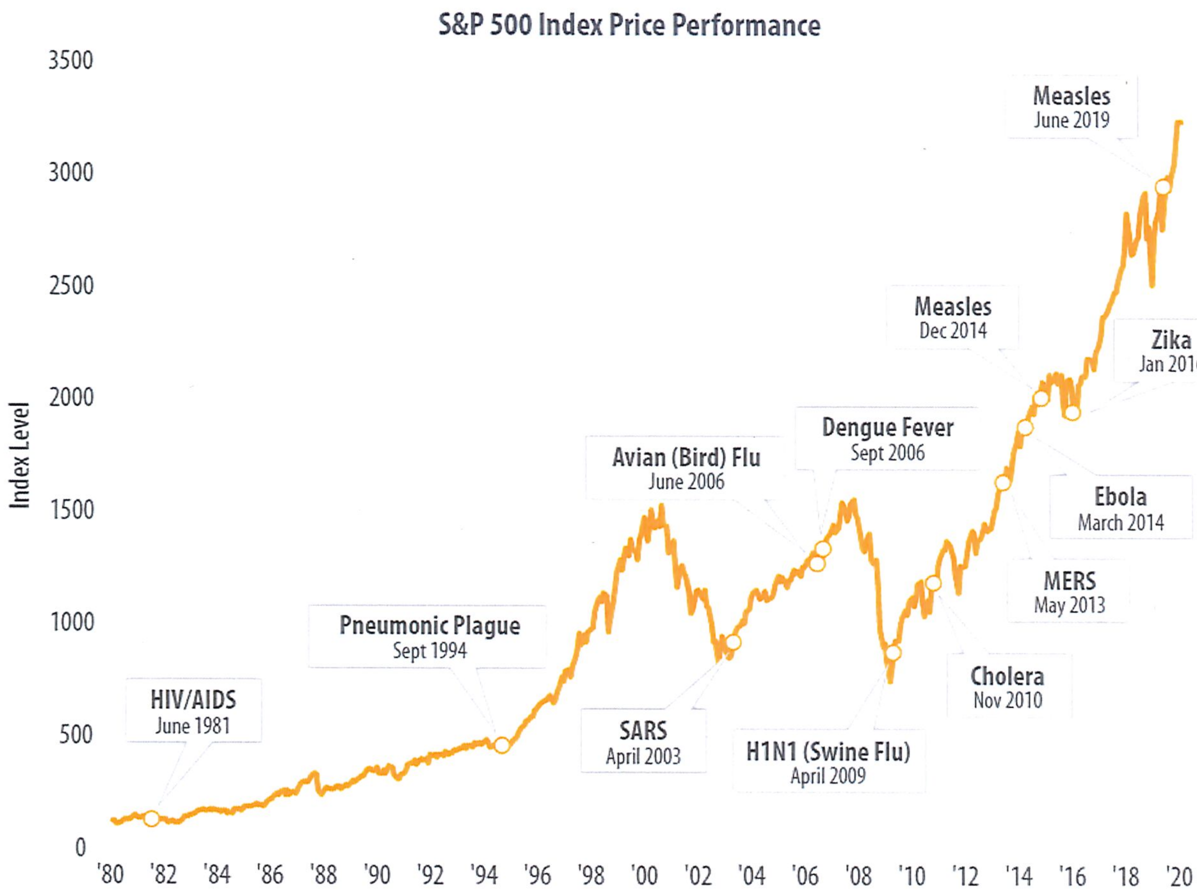
Epidemics and Stock Market Performance

Since 1980

First Trust

There are many factors that can impact stock market returns, but one concern of investors today is how the stock market will be impacted by a major epidemic or outbreak. Below we look at the historical performance of the S&P 500 Index during several epidemics over the past 40 years. We believe looking at the market's overall resiliency through several major epidemics can give us perspective on the benefits of investing for the long-term.



Epidemic	Date	Largest Drawdown from Peak in first 6 Mos.	S&P 500 6-Month % Change	S&P 500 12-Month % Change
HIV/AIDS	June 1981	-15.7%	-6.6%	-16.5%
Pneumonic Plague	Sept 1994	-6.0%	8.2%	26.3%
SARS	April 2003	-4.6%	14.6%	20.8%
Avian (Bird) Flu	June 2006	-3.6%	11.7%	18.4%
Dengue Fever	Sept 2006	-5.9%	6.4%	14.3%
H1N1 (Swine Flu)	April 2009	-7.1%	18.7%	36.0%
Cholera	Nov 2010	-6.4%	13.9%	5.6%
MERS	May 2013	-4.8%	10.7%	18.0%
Ebola	March 2014	-4.0%	5.3%	10.4%
Measles	Dec 2014	-3.6%	0.2%	-0.7%
Zika	Jan 2016	-5.6%	12.0%	17.5%
Measles	June 2019	-6.1%	9.8%	N/A*
	Average	-6.1%	8.8%	13.6%

Observations

- **6-month** change of the S&P 500 Index was positive in 11 of the 12 cases, with an average price return of 8.8%.
- **12-month** change of the S&P 500 Index was positive in 9 of the 11 cases*, with an average price return of 13.6%.

Source: Bloomberg, as of 2/24/20. Month end numbers were used for the table on the right. *12-month data is not available for the June 2019 measles. **Past performance is no guarantee of future results.**

The S&P 500 Index is an unmanaged index of 500 stocks used to measure large-cap U.S. stock market performance. Investors cannot invest directly in an index. Index returns do not reflect any fees, expenses, or sales charges. Returns are based on price only and do not include dividends. This chart is for illustrative purposes only and not indicative of any actual investment. These returns were the result of certain market factors and events which may not be repeated in the future.

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