

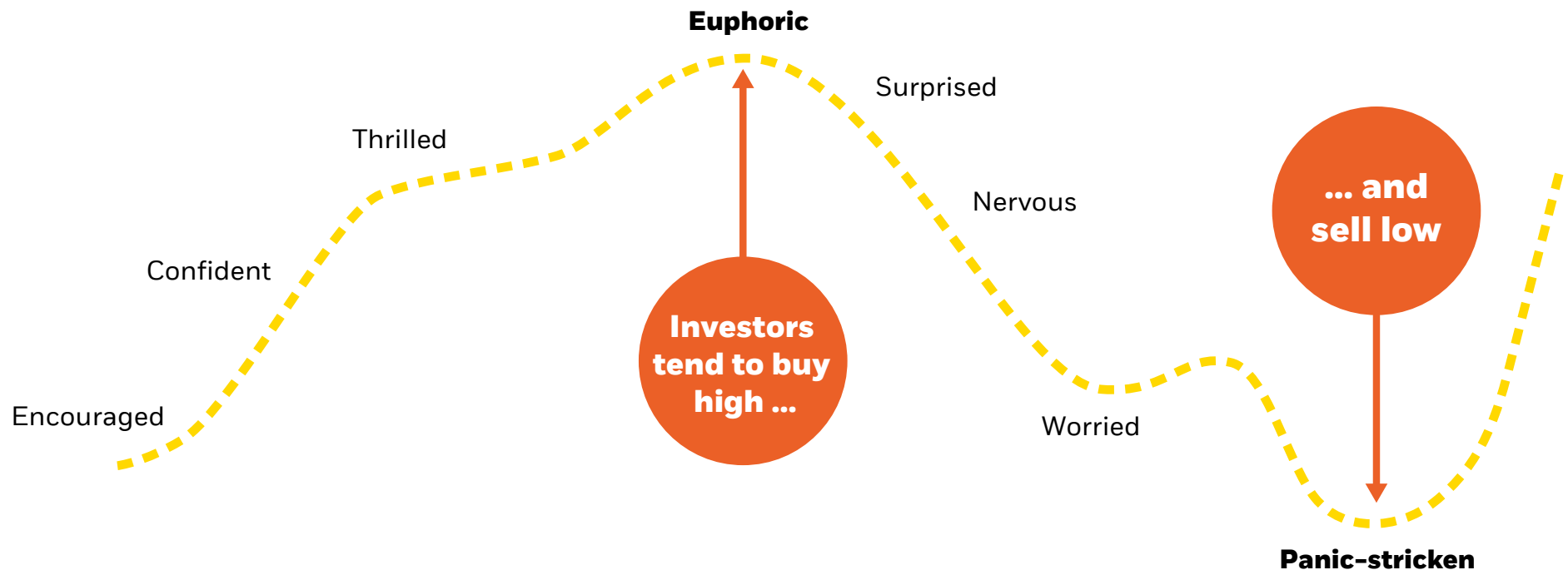
Investing with emotions can be costly

BlackRock®

When times are tough, we want to limit our losses. When things are going well, we wish we had invested more. We all fear missing out.

But when you're investing, giving in to fear is often a losing strategy. More often than not, investors with this mindset tend to buy high and sell low as they invest more in a rising market and pull money out in a falling market.

Riding the ups and downs of the market

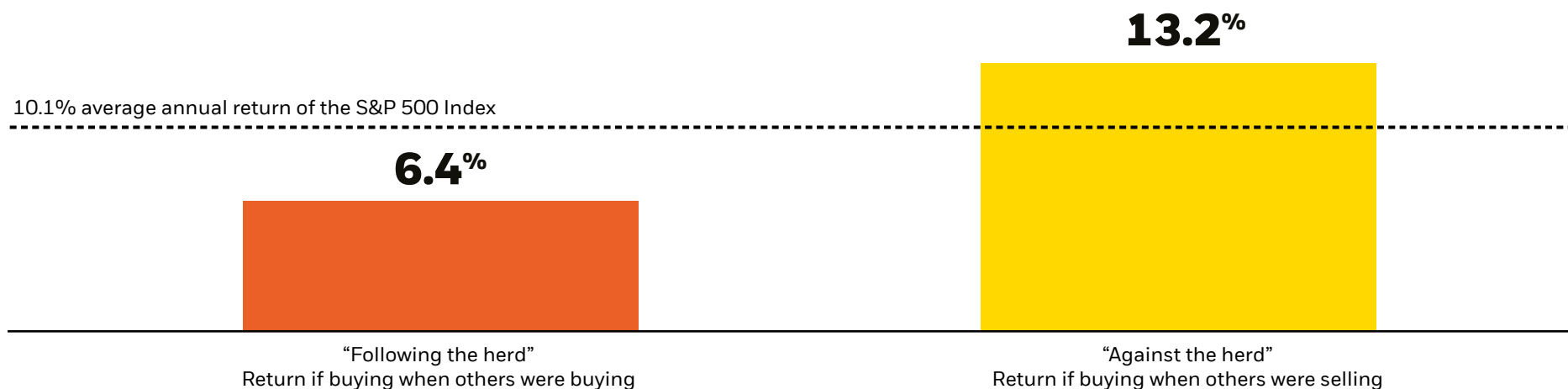


Keep your emotions in check

Investors who have followed their emotions, joining the crowd of other emotional investors, have historically regretted it. Periods that followed investors cashing out of the market have provided above-average returns, while periods that followed investors adding to the market have provided below-average returns.

The average investor gets the timing wrong

3-year returns based on direction of quarterly stock flows (1993*-2023)



Source: Morningstar as of 12/31/23. *Start date is as of April 1993. “Following the Herd” represents the average of the following 3-year returns of the S&P 500 Index for each of the largest 20 quarters of inflows for all equity mutual funds and ETFs, as defined by Morningstar. “Against the Herd” represents the average of the following 3-year returns of the S&P 500 Index for each of the largest 20 quarters of outflows for all equity mutual funds and ETFs, as defined by Morningstar. **Past performance does not guarantee or indicate future results.** Index performance is shown for illustrative purposes only. You cannot invest directly in an index.

Investing involves risks, including possible loss of principal.

The opinions expressed may change as subsequent conditions vary. The information and opinions contained in this material are derived from proprietary and non-proprietary sources deemed by BlackRock to be reliable, are not necessarily all inclusive and are not guaranteed as to accuracy. Past performance is no guarantee of future results. There is no guarantee that any forecasts made will come to pass. Reliance upon information in this material is at the sole discretion of the reader.

The strategies discussed are strictly for illustrative and educational purposes and are not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. There is no guarantee that any strategies discussed will be effective.

© 2024 BlackRock, Inc. or its affiliates. All Rights Reserved. **BLACKROCK** is a trademark of BlackRock, Inc. or its affiliates. All other trademarks are those of their respective owners.

Prepared by BlackRock Investments, LLC, member FINRA.

Not FDIC Insured • May Lose Value • No Bank Guarantee

Lit No. INV-EMOT-0224

240105T-0224

BlackRock