RULES OF THE ROAD

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Edward Jones®
MAKING SENSE OF INVESTING

RULE 1

Develop Your Strategy

- It’s All About You
- Balance Your Goals

RULE 2

Understand Risk

- Risk is More Than the Ups and Downs of the Market
- How Much Risk Makes Sense?
- Address the Most Important Risk

RULE 3

Diversify for a Solid Foundation

- The Benefits of Diversification
- It’s the Mix That Matters
- Deeper Diversification with Asset Classes

RULE 4

Stick with Quality

- What Is Quality?
- Fads vs. Fundamentals
- Don’t Reach for Yield

RULE 5

Invest for the Long Term

- Time in the Market, Not Timing the Market
- Buy and Hold Doesn’t Mean Buy and Forget

RULE 6

Have Realistic Expectations

- What Return Do I Need?
- Achieve Your Expectations

RULE 7

Maintain Your Balance

- Are You Out of Alignment?
- The Benefits of Rebalancing

RULE 8

Prepare for the Unexpected

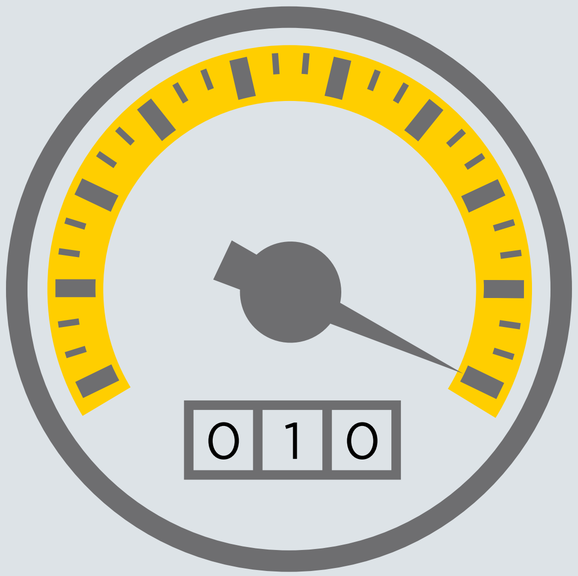
- Start with the Basics
- Address Risks Throughout Your Life

RULE 9

Focus On What You Can Control

- Time-tested Principles, Not Predictions
- Don't Let Emotions Drive Decisions
- Focus On Your Strategy

RULE 10



Review Your Strategy Regularly

- Stay On Course
- More Than Just Your Investments
- Your Annual Checkup

RULES OF THE ROAD

Rule 1: "Develop Your Strategy"

Rule 2: "Understand Risk"

Rule 3: "Diversify for a Solid Foundation"

Rule 4: "Stick with Quality"

Rule 5: "Invest for the Long Term"

Rule 6: "Have Realistic Expectations"

Rule 7: "Maintain Your Balance"

Rule 8: "Prepare for the Unexpected"

Rule 9: "Focus On What You Can Control"

Rule 10: "Review Your Strategy Regularly"

Questions & Answers

Thank You

Please Complete Your Evaluation Now

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Important Considerations

Diversification does not guarantee a profit or protect against loss.

Past performance is not a guarantee of future results.

Investment-grade bonds are those rated BBB/Baa and above by Standard & Poor's and Moody's. A bond represents a loan that an investor makes to an issuer in which the issuer agrees to pay the owner the amount of the face value of the bond at a future date, and to pay interest at a specified rate at regular intervals. Bonds are subject to yield and market value fluctuation. If a bond is sold prior to maturity, the amount received from the sale may be less than the amount originally invested. Bond values may decline in a rising interest rate environment.

Dividends can be increased, decreased or eliminated at any point without notice. Investors should understand the risks involved of owning investments, including interest rate risk, credit risk and market risk. The value of investments fluctuates and investors can lose some or all of their principal.

Special risks are inherent to international investing, including those related to currency fluctuations and foreign political and economic events.

Edward Jones, its employees and financial advisors cannot provide tax or legal advice. Please consult your attorney or qualified tax advisor regarding your situation.

Before investing, you must evaluate your investment objectives, risk tolerance and financial circumstances.