



[The Manulife Investment Management logo appears on the screen]

Music plays softly throughout video

The words “Stock market and investing” appear on screen.

A voiceover says, “Hello! I’m excited to kick off our video series about the stock market and investing.”

Throughout the series, we’ll talk about how the stock market works, different types of investments, creating an investment strategy, and how economic conditions may affect the stock market and your investments.

Words on screen display:

- How the stock market works
- Different types of investments
- Creating an investment strategy
- The impact of economic conditions

Transitions to an a video of numbers moving, an electronic pen swiping and a phone scrolling

The voiceover says “We’ll break down the complex financial world into bite-size pieces that are easy to understand.

With this information, you can make more thoughtful decisions to help you reach your financial goals, such as retirement.”

Transitions to image of a question mark with the words “Five key questions” on screen.

Screen transitions into 5 talking points with the on-screen words:

- 1 What’s a Stock?
- 2 what’s the stock market?
- 3 what are stock exchanges?
- 4 what’s a broker?
- 5 why is the stock market important?

The voiceover says: “In this episode, we’ll start at the beginning and answer five key questions:

- 1 What’s a stock?
- 2 What’s the stock market?
- 3 What are stock exchanges?
- 4 What’s a broker?

5 Why is the stock market important?"

Transitions to a video of people on laptops, in a meeting room. the screen says 1 What's a stock? Ownership In a company.

The words "Take a loan from a bank, find invertors on your own, sell part of your business by issuing shares of stock and going public" appear on screen

Voiceover continues by saying:

"What's a stock?"

A stock is a type of investment that represents ownership of a company.

For example, let's say you own a business and you need money to expand your business. To get more money, you can take a loan from a bank, find investors on your own, or you can sell part of your business by issuing shares of stock and going public.

Transition to a close-up on the same people in a meeting room having a discussion. The words "A stock is an investment that represents ownership of a company" "1 share=1 piece of the company share"

Voiceover says: "Each share represents an equal-sized piece of your business, which people can buy. The more shares of stock you own, the more of the company you own."

Screen transitions to an animation of a graph that is panning to the right. Words appear on screen "2 what's a stock market? A collection of exchanges where you can buy and sell stocks"

The voiceover says" What's the stock market?

Well, in many ways, it's just like any other kind of market, such as a grocery store or farmers market."

Transitions to a man and woman standing by assorted vegetables. Words on screen say: "A collection of exchanges where you can buy and sell stocks. Provides a central location to sell their produce. Pick out what you want and pay the person selling the food"

Transitions to a person walking in the grocery story with a shopping cart.

Voiceover says "Farmers markets provide a central location where local farmers and gardeners can sell their produce.

Customers can walk through the aisles, pick out what they want, and pay the person selling the food."

Transition to an animation of numbers panning up. words on screen say "A collection of exchanges where you can buy and sell stocks. Two important differences: the items being bought and sold are stocks. The stock market is made up of a group of smaller markets called exchanges."

Transition to an image of the sky in a city environment. The words on screen say: "3 what are stock exchanges? Places where buyers and sellers come together. Then transitions again to an animation that says "Nasdaq" on screen "Two primary Canadian Exchanges: Toronto Stock exchange. Nasdaq"

The voiceover says” The stock market is very similar—a central spot where people come together to buy and sell things.

But there are two important differences:

- In a stock market, the items being bought and sold are stocks, and
- The stock market is made up of a group of smaller markets called exchanges.

What are stock exchanges?

Exchanges are places where buyers and sellers come together to trade.

When buying stock, there are two primary exchanges we’ll be discussing:

- The Toronto Stock Exchange, and
- The National Association of Securities Dealers Automated Quotation System, which most people know as the NASDAQ.”

Transition to an animation moving through a city.

The voiceover says: “Although most exchanges operate online, the Toronto Stock Exchange has a

physical location on King Street in Toronto.

But you can’t just walk into the Toronto Stock Exchange, go up to the counter, and put in an order to buy 10 shares of ABC company.

Instead, you need to work through a broker.”

Transition to an animation of a man looking at a computer and putting on a headset.

Words on screen say: “4 what’s a broker? Individuals or companies that buy and sell stock through exchanges for their clients”

Voiceover says: “What’s a broker?

Brokers are individuals or companies that can buy and sell stock through the stock exchanges for their clients.”

Transition to an animation of 2 figures to the left and right and a box with the money symbol in the middle. Words on screen say “Brokers can buy and sell stock, through the stock exchanges.”

Voiceover says “For example, if you wanted to buy 10 shares of a company, you’d have to:

- Set up an account with a broker,
- Deposit money into your account, and
- Submit an order to buy 10 shares of the company with the cash in your account.”

Transition to an animation of investors moving money to brokers who then use the money to buy shares from exchanges. The words on screen say “the network of exchanges is called the stock market. C.A. Stock Market. TSX. Nasdaq. Exchanges. Brokers. Investors.” An animation of money and assets are moving between the investors brokers and exchanges.

The voiceover says: "Your broker will take your order and use your cash to buy the stock you want from someone else who wants to sell the same stock through an exchange. And the network of exchanges is called the stock market. I say the network of exchanges because there are stock exchanges all over the world, which, together, make up what we refer to as the stock market."

Transition to an animation of a timeline. the words onscreen: "Stock market exchange progression. 1832 Montreal stock exchange. 1861 Toronto Stock exchange. 1971 Nasdaq Stock exchange."

The voiceover says: "The first stock exchange to open up in Canada was the Montreal Stock Exchange in 1832.

In 1861, the Toronto Stock Exchange was born and has grown to be the largest in Canada today.

The NASDAQ opened in 1971, revolutionizing stock trading with its quicker, automated, and electronic system—and it's now the second-largest stock exchange in the world."

Transition to an animation of a man and woman at computers giving a fist bump to each other. Word on screen: "5 why is the stock market important? Helps both businesses and investors"

Voiceover says: "Why is the stock market important? The stock market helps both businesses and investors."

Transitions to an animation of a drawing of a building, arrows pointing in different directions and a person. Words on screen: "The stock market helps both businesses and investors. Helps companies raise money. Creates economic opportunities. Enables people to invest"

The voiceover says: "It gives companies a place to raise money to grow their business and the economy. It also creates more economic opportunity by giving more people access to a wide range of investments. It enables people to invest and give their hard-earned savings a chance to grow in value over time, helping them achieve their financial goals, such as retirement."

Transitions to a video of a man and woman looking at a computer. Image of a triangular arrow appears on screen. Words on screen say: "learn the difference in types of investments."

The voiceover says: "When thinking about saving for retirement, or any other goals you may have, it's helpful to know different types of investments you can choose from and how to spread your money among different options."

Transitions to an image of a question mark and the words on screen: "what's next in our series?"

Transitions to the words on screen: “1 Assets and asset classes. 2 How money is spread across different investments. 3 incorporating your risk profiles”

Voiceover says: “That will be the focus of our next episode, where we’ll talk about how you can start building a well-rounded and personalized investment portfolio, including:

- Assets and asset classes,
- How money is spread across different investments, and
- Incorporating your risk profile.”

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