

Promo video for the Manulife Segregated Fund Summit

0:35 seconds

ACTION:

Upbeat music plays in the background. The Manulife Investment Management logo appears over a cloudy sky background.

SUPER:

Manulife Investment Management presents Upside of Down – 2020 Manulife Segregated Fund Summit.

ACTION:

A hypothetical scenario, a graphic illustration of an investing emotional roller coaster shows what an investor may experience as their investment rises and falls. According to the illustration, investors are euphoric during good times, they want to invest more and often buy high. When markets turn negative, investors become fearful and decide to cut their losses and sell low.

SUPER:

During such times, the value of advice is proven. We've got your back.

ACTION:

Screengrabs of content produced to support advisors as they help their clients overcome emotional impulses so that they can make the rational decisions during periods of high volatility appear on the screen, followed by headshots of Catherine Milum, our Head of Wealth Sales, Frances Donald, our Chief Economist, our Capital Markets and Strategy team and our Tax, Retirement & Estate Planning team.

SUPER:

Manulife is the Upside of Down. The Manulife Segregated Fund Summit is coming soon.

ACTION:

The Manulife Investment Management logo appears again.

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09/20 AODA