

Investing in Yourself

When Debt is Worth It

Taking on debt can be wise if the projected income growth outweighs the loan costs



Student Loans

Boost earning potential with education that pays off in the future



Business Loans

Scale strategically by using loans to cover costs associated with business growth initiatives

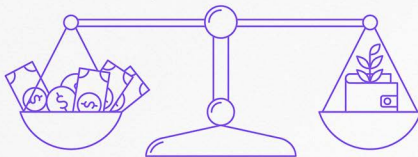


Mortgage Loans

Build long-term wealth through homeownership

Weighing the Risks

Good debt should offer a clear **return**, through skill growth or increased value



5 Ways to Get Paid

(Beyond Your Salary)

Maximize your total compensation with
benefits offered by your employer



401(k) Matching

Grow your retirement savings by maximizing employer contributions



Tuition Assistance

or reimbursement for classes or certifications



Health Insurance

Access essential healthcare at affordable premiums



Discounted Services

Travel, entertainment, fitness, phone bills, and more



Flexible Savings Account (FSA)

Use pre-tax earnings to cover health and childcare costs

More Than Just Salary

When comparing offers, benefits can make
a lower salary job more valuable than a higher paying one

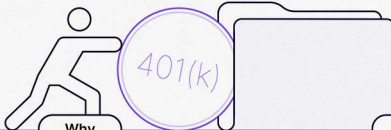


Rolling Over Your 401(k)

Maximize Your Retirement Savings

What

Transfer your 401(k) to a new employer's plan or an Individual Retirement Account (IRA)

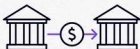


Why

Consolidate accounts, lower fees, and access better investment options



Tax Impact



Direct rollovers are tax-free



Indirect rollovers may trigger taxes and penalties



Good to Know: Leaving funds in an old 401(k) may mean less control and higher fees

How



Choose a new plan or IRA



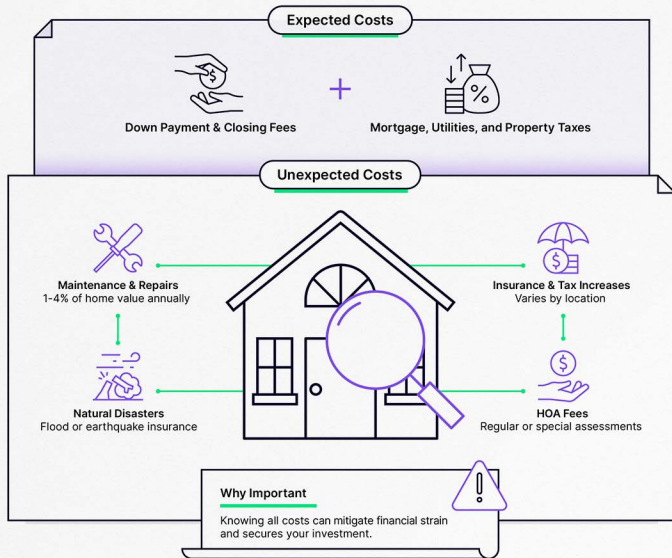
Contact both providers



Initiate a direct transfer to avoid penalties

The Cost of Home Ownership

Beyond the Purchase Price



Welcoming a New Dependent



Financial Planning for an Addition to the Family



Dependent	Immediate Expenses	Ongoing Costs	Long-Term Expenses
 New Baby	<ul style="list-style-type: none"> • Birth/adoption/surrogacy fees • Crib • Car seat/stroller 	<ul style="list-style-type: none"> • Formula & food • Diapers & clothing • Toys 	<ul style="list-style-type: none"> • Childcare • Health insurance • Medical care
 New Child	<ul style="list-style-type: none"> • Adoption fees • Bed • Car seat 	<ul style="list-style-type: none"> • Food • Clothing • Hygiene • Toys 	<ul style="list-style-type: none"> • Education • Extracurriculars • Health insurance • Medical care

Financial To-Dos


Add new dependent to health insurance
 within 30-60 days



Adjust tax withholdings
 for new dependents


Review life insurance
 to cover your family



Open a 529 or savings account
 for education


Explore financial aid
 available to new parents

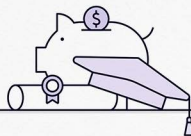
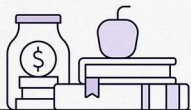
529 Accounts

Investing in Education

What

529 accounts are savings plans for future education costs

Can be used for K-12, trade school, college, or graduate school



Key Benefits



Tax-free growth
on earnings for qualified education expenses



No federal gift tax
on contributions up to \$18,000 per year



Tax deductions
on contributions are available in some states



Transferable
to eligible beneficiaries or into a Roth IRA

Limitations



Plan rules vary by state; some have contribution limits



Must be for qualified education expenses to remain tax-free

Good to Know

529 accounts can be used for student loan repayment, rent, groceries, internet, and more.

Balancing Savings vs. Experiences

Finding the Right Balance



When to Save or Spend?

Key Considerations



Long-Term Priorities

Set savings goals and budget for trips or meaningful purchases



Intentional Spending

Be thoughtful and deliberate when spending on costly goods or experiences



Financial Mindfulness

Allow yourself little joys, but avoid overspending on unplanned purchases

Good to Know

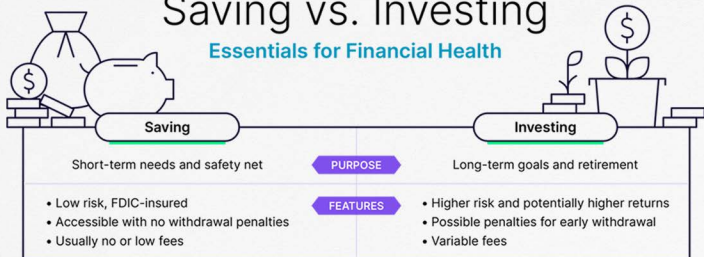


Managing your money wisely gives you more opportunities to enjoy meaningful experiences now while also saving for the future



Saving vs. Investing

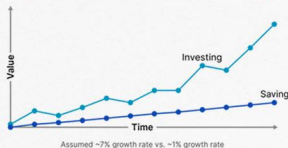
Essentials for Financial Health



The Power of Compound Growth

Saving Tools

- High-yield savings accounts
- Certificates of Deposit (CDs)
- Cash management accounts



Investing Tools

- 401(k)s
- IRAs
- Stocks and bonds
- 529 accounts
- 403(b)s

Balancing Both



SAVE to build an emergency fund



INVEST the minimum to obtain your employer's 401(k) match



Gradually increase contributions to **BOTH** as your budget allows



Create new **SAVINGS** buckets for specific life goals as needed



Explore additional **INVESTING** products

Behavioral Finance

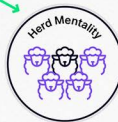
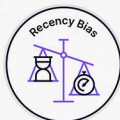
How emotions and biases shape investment decisions

Why Important

Understanding the psychology behind our financial choices can lead to better outcomes

What to Watch For

Common bias can affect sound decision-making



You can't avoid all behavioral biases, but you can limit their impact on your trading.

How to Manage



Identify
your biases



Develop
clear investment goals and a
strategy that mitigates biases



Re-evaluate
your goals and
strategy quarterly



Adjust
as needed

Risk Tolerance

Managing Risk to Reach Your Financial Goals

Considerations

Your time horizon, financial situation, and emotional capacity for loss

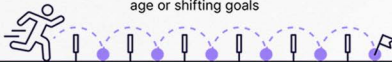


Levels of Risk Tolerance

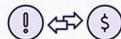


Rebalancing

Risk tolerance can change with age or shifting goals

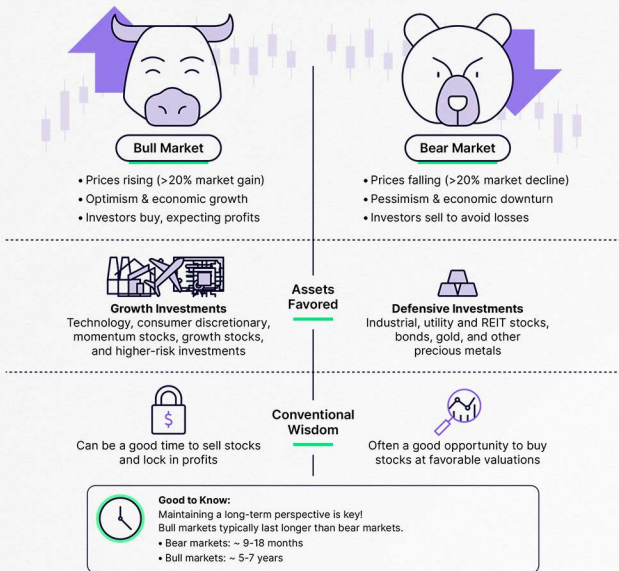


Good to Know Risk and reward are linked—taking calculated risks can help achieve long-term goals



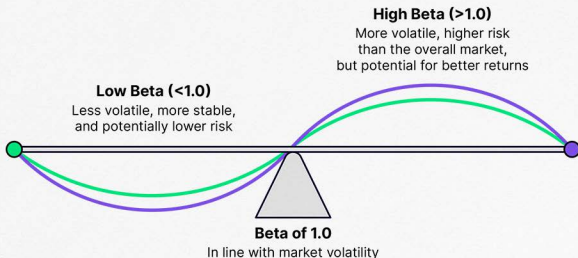
Bull vs. Bear Market

Understanding Market Trends



What is β ?

Measures a Stock's Volatility Compared to the Overall Market



Why Important



The beta of individual holdings your portfolio will provide insight into how each might respond to market events and highlights the importance of diversification



Understanding the overall beta of your portfolio helps align investments to your portfolio goals

Good to Know



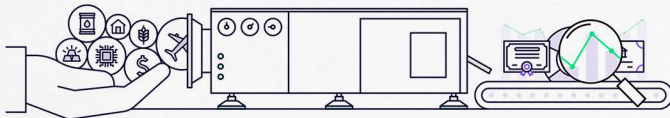
Beta is historical, not future-proof; combine it with other analysis tools for smarter investing



Stocks with betas uncorrelated to a wider portfolio can be helpful for hedging risk

What is an Index?

**Captures the performance of a wide array
of stocks or securities representing various sectors
and industries within different markets**



Examples

Nasdaq Composite® Index

Tracks all 3,000+
Nasdaq-listed
companies

Nasdaq-100 Index®

Tracks the 100 largest
non-financial companies listed
on Nasdaq Stock Market®

PHLX Semiconductor Sector Index™

Tracks semiconductor companies
listed on Nasdaq

Why Important



Market Indicators

Indexes can provide a
more detailed overview
of market trends and
overall market sentiment



Benchmarking

Evaluate how your
portfolio is performing
relative to a broader
market



Transparency

Provide a clear view of
underlying assets



Index Tracking

Passive strategies
tracking major indexes
provide low-cost access to
markets

Good to Know

You cannot invest directly
in indexes, but you can
invest in exchange-traded
products (ETPs) and
mutual funds that
track indexes



What is an Exchange Traded Fund (ETF)?

An investment vehicle that provides access to a basket of assets, like stocks, bonds, or commodities



Benefits



Access
Can provide broad affordable access to assets with one transaction



Diversification
Can mitigate risk by bundling multiple assets



Flexibility
Provides exposure to specific sectors, regions, or themes



Low Costs
Typically lower expense ratios than mutual funds



Liquidity
ETFs trade throughout the day like stocks



Tax Efficiency
Passive ETFs may be subject to fewer taxable events vs. mutual funds

Good to Know

- ETFs that track the same index or offer similar exposure may have very different fees
- Actively managed ETFs offer investors increased choice; but it's important that they understand the strategy and fees before investing

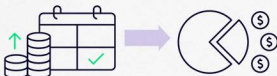


What is a Dividend?

A portion of a company's profits paid to shareholders in cash or stock

How It Works

Companies distribute dividends to shareholders on a set schedule (quarterly or annually)



Dividend paid depends on number of shares owned
(e.g. 10 shares x \$1 dividend per share = \$10)

Dividend Yield

Shows **annual dividend** as a percentage of the share price

EXAMPLE:

$$\frac{\$1 \text{ dividend}}{\$10 \text{ share price}} = 10\% \text{ yield}$$



Why It Matters



May provide steady **cash flow**



Can be an indicator of company's **financial health**



Reinvesting **dividends** can compound growth over time

Good to Know

- **Not all stocks pay dividends** (growth companies often reinvest profits)
- Dividends are **taxable**
- Dividend-focused ETFs offer **diversified** dividend investing