



SECURITY BENEFIT

CAPTURE THE UPSIDE BY DEFEATING THE DOWNSIDE

Market downturns can feel like a blow to your financial confidence — sudden, unpredictable, and often beyond your control. But what if the key to investing isn't just about avoiding the dips, but rather learning how to mitigate their impact?



Market downturns are an unavoidable part of investing. Whether triggered by economic shifts, global events, or investor sentiment, these declines can take a toll on your portfolio—and your peace of mind. Some recoveries are swift, while others take time, testing both patience and strategy. Yet history shows a consistent pattern: equity markets eventually rebound and reach new highs. The question isn't if markets will recover, but how long it will take—and how prepared you are to overcome such market volatility.

Bear Market vs Market Correction



Bear markets, defined as a decline of 20% or more from a recent peak in a broad market index (like the S&P 500), have happened in the S&P 500 **12 times** since the index expanded to include 500 stocks in 1957.¹

20%+

While a bear market is a loss of **20% or more**, a **"Market Correction" refers to a decline greater than 10% but less than 20%**. There have been 10 market corrections since 2000 and historically have lasted an average of three to four months.²



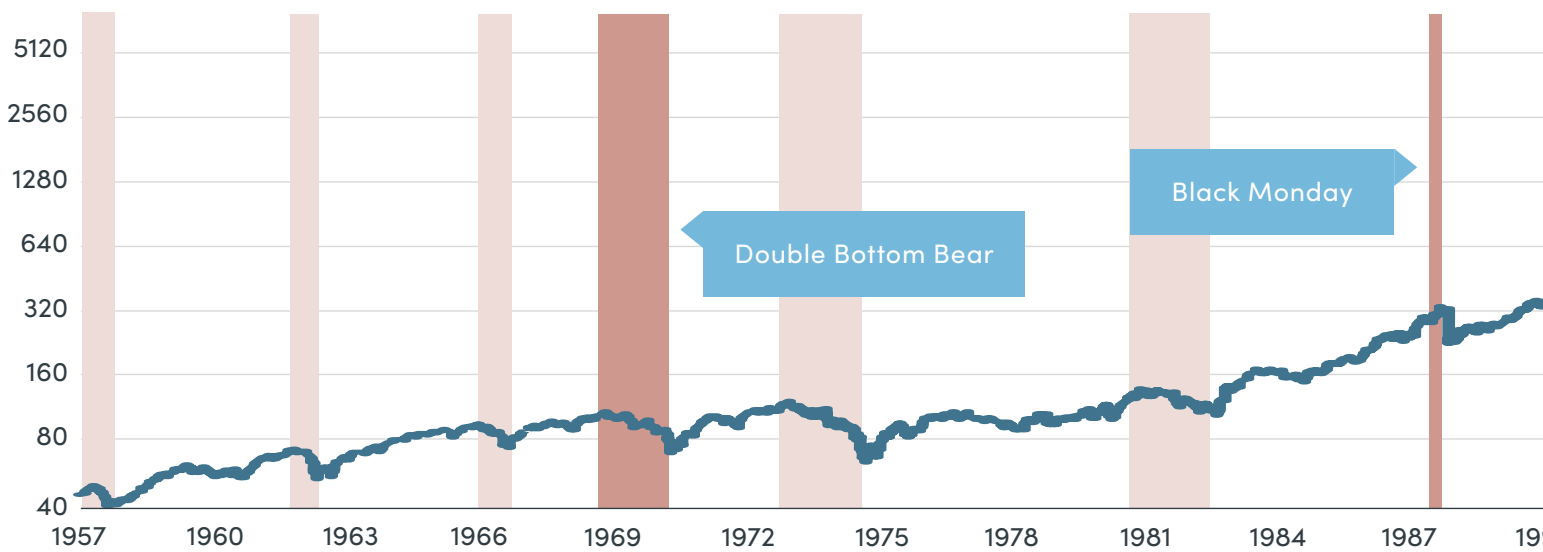
The worst bear market of all time began just ahead of **Black Monday** that precipitated the Crash of 1929 and resulted in an **86.2% loss** for the S&P. It took the market more than two decades to recover from the 1929-1932 slump.³

TIME IN THE MARKET, NOT MARKET TIMING

A Closer Look: Bear Markets Through the Years

While dramatic crashes make headlines, bear markets are a normal part of the investing cycle. They may feel alarming in the moment, but history shows they're temporary setbacks, not permanent losses.

~70 Years of Live S&P 500® Closing Price Index Levels⁴

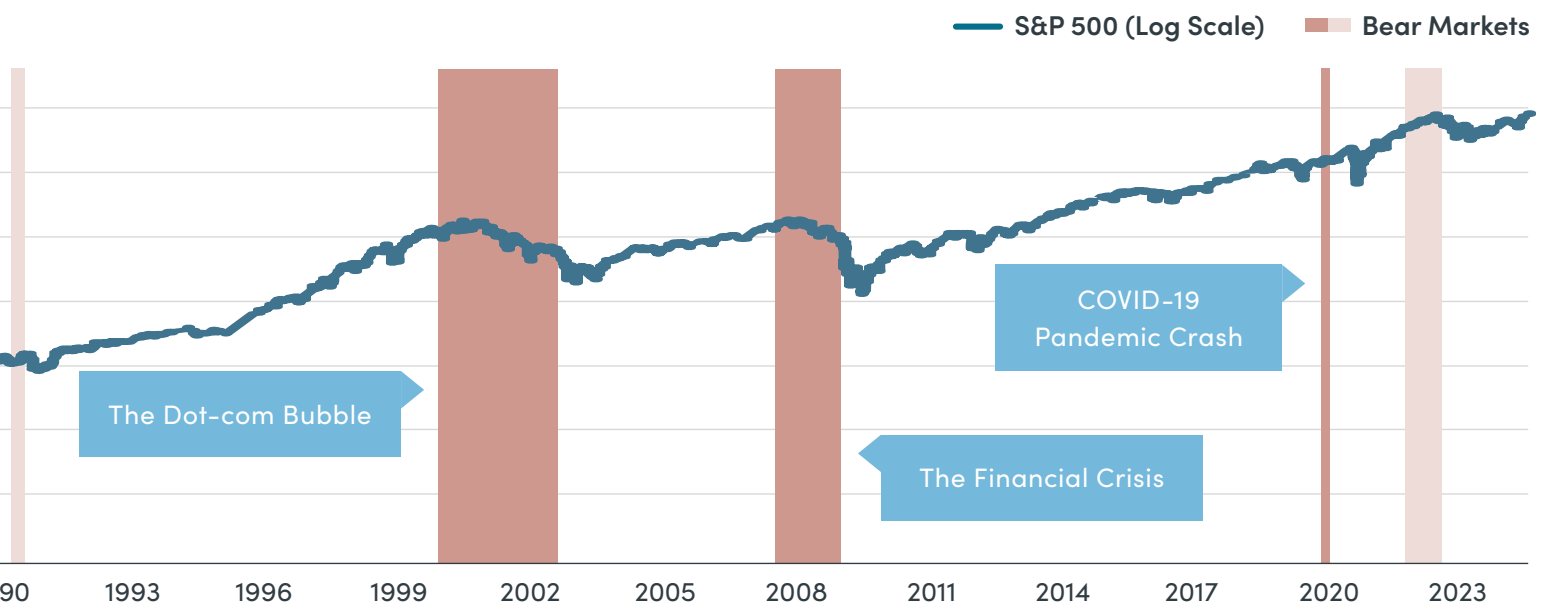


HISTORICAL STOCK MARKET CRASHES

Stock market drops aren't new — and they're not permanent.

1970	Double Bottom Bear Market dropped, recovered, then dropped again
1987	Black Monday Market plunged 22% in a single day.
2001	The Dot-com Bubble Overvalued tech stocks collapsed, wiping out trillions
2008	The Financial Crisis The market fell by over 50% due to subprime mortgage lending
2020	COVID-19 Pandemic Crash Market lost 34% in just a month due to worldwide pandemic

⁴ S&P Dow Jones Indices



MARKET REPERCUSSIONS

Beginning Date	Drawdown Percent	First Day to Reach Previous Market High	Market Performance – Since Drawdown	Number of Days to Recovery
1/29/1970	-20.9%	3/6/1972	26.93%	767
10/19/1987	-33.2%	7/26/1989	50.35%	646
3/12/2001	-22.7%	5/30/2007	29.66%	2,270
7/9/2008	-20.5%	3/28/2013	26.07%	1,723
3/12/2020	-26.7%	8/18/2020	36.65%	159



Take Control of Your Financial Future

Historically, the average recovery time from a major market downturn is about two years, depending on the severity of the crisis. Staying the course, even when it's uncomfortable, has proven to be a winning strategy for long-term investors.

But not everyone has the luxury of time.

For retirees or those nearing retirement, a sudden drop could derail years of careful planning. That's where diversification — and safer alternatives — can make all the difference.

Balancing Growth and Safety

- ✓ **Revisit your timeline** — If your retirement plans or financial situation have changed, adjust your investment strategy accordingly.
- ✓ **Add Protection to Your Portfolio** — For added protection, explore options such as fixed annuities that can preserve your principal while still supporting growth.
- ✓ **Diversify your portfolio** — Mix different asset classes (stocks, bonds, etc.) to spread out risk and reduce overall volatility.
- ✓ **Diversification isn't a guarantee** — It won't eliminate losses, but it can help soften the blow during market downturns.

Defeating the Downside

By diversifying your portfolio, adjusting to your financial goals, and using protective strategies, you can take control of your financial future. Defeating the Downside isn't about avoiding every twist and turn — it's about building a plan that keeps you moving forward, no matter what the market throws your way.

Connect with a financial advisor today to review your strategy, explore protection options, and start building a plan that puts you in control — no matter where the market goes next.

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