Lincoln Financial Group®

Stabilize Instability

INVESTMENT AND INSURANCE PRODUCTS ARE:
• NOT FDIC-INSURED
• NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
• NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, THE BANK OR ANY OF ITS AFFILIATES
• SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED

4797839

For use with the general public.

Media makes no mark on markets

Read any good headlines lately? It may feel like each day brings a new crisis ready to disrupt our lives. Always-on media makes it hard to fight the urge to react instinctively, abandon the markets and seek to protect your assets. Consuming media to stay informed is important, but don't let it distract from your long-term goals.

Take control of market volatility by having a financial plan in place — especially one built with the experience of a financial professional — to keep you focused on your overarching strategy rather than momentary, point-in-time events.

During times of instability keep your financial plan grounded in these guiding principles:

- Markets don't belong to a political party
- When in doubt, zoom out
- Avoid the fear of the bear and the pull of the bull
- Proactively prepare

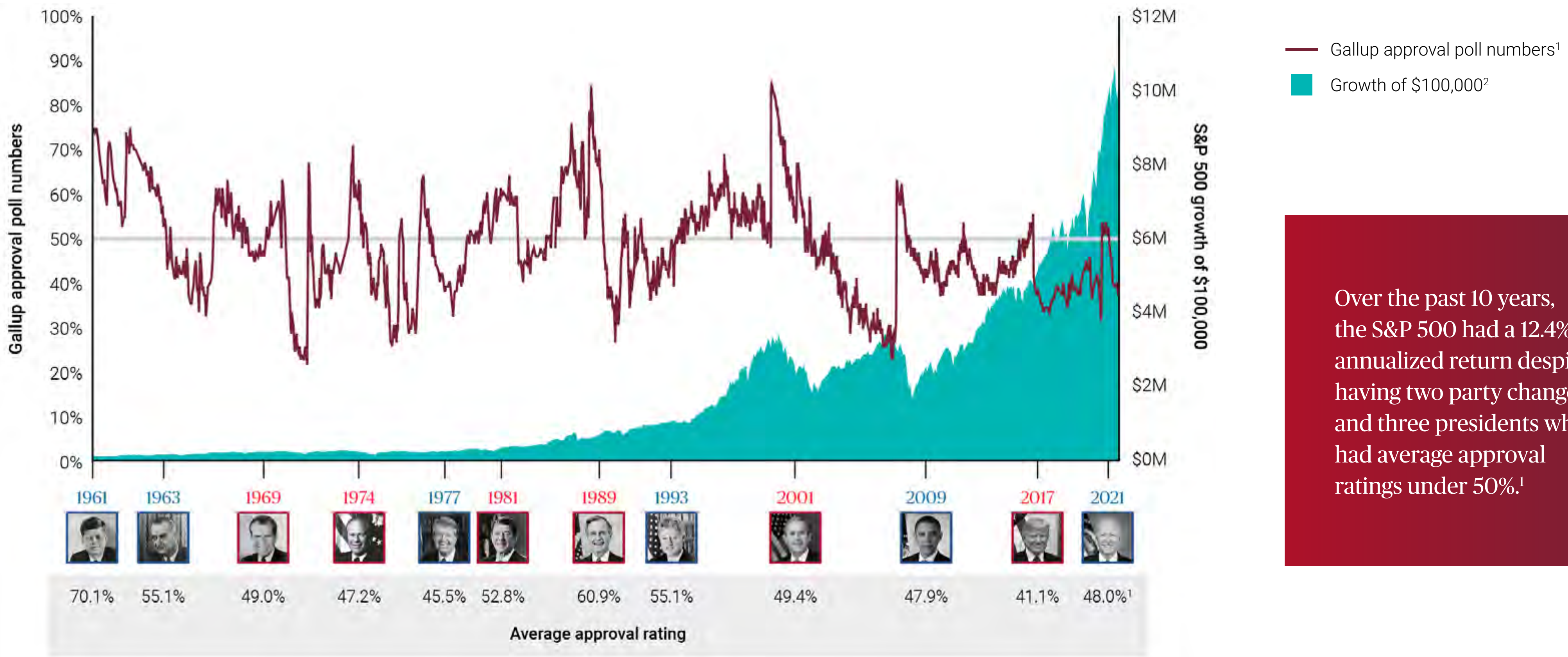
Investors who work with a financial professional accumulate 270% more assets after 15 years than those who don't.[1]

[1] Franklin Templeton, "Is the 60/40 Portfolio Dead? Remixing the Recipe for Investment Success," September 2020. https://www.franklintempleton.ca/content-common/market-perspective/en_CA/60-40-topic-paper-en.pdf.

Markets don't belong to a political party

Whether you're watching TV, browsing the web or connecting on social, you're bound to find many opinions surrounding the president, political actions and agendas.

Amid all the media coverage and varying points of view, it's reassuring to remember that markets are impartial and have produced strong returns regardless of which party is in office or the popularity of a president.



Over the past 10 years, the S&P 500 had a 12.4%[3] annualized return despite having two party changes and three presidents who had average approval ratings under 50%.[1]

Presidential portraits. Library of Congress, https://www.loc.gov/free-to-use/presidential-portraits.

[1] Gallup https://news.gallup.com/interactives/185273/presidential-job-approval-center.aspx.

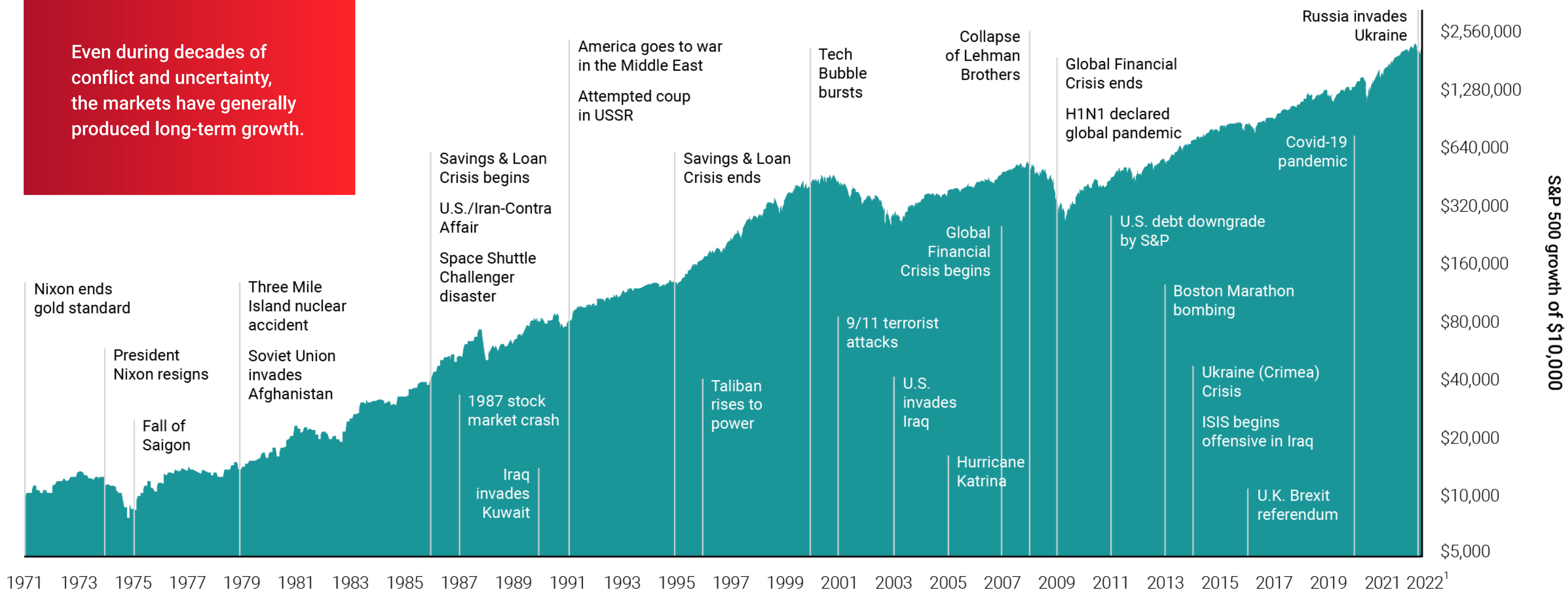
[2] Source: Bloomberg, Lincoln Financial Group. S&P 500 Price Return Index growth of $100,000, January 2, 1961, through March 31, 2022.

[3] Morningstar Direct, S&P 500 Price Return Index as of March 31, 2022.

When in doubt, zoom out

Market volatility has always been a source of concern for investors — whether it's caused by geopolitical events, pandemics, inflation, interest rates or other economic conditions. It's important to consider that while current events may feel unprecedented to us, the markets have seen and tackled these types of challenges before — and are poised to do so again.

Even during decades of conflict and uncertainty, the markets have generally produced long-term growth.

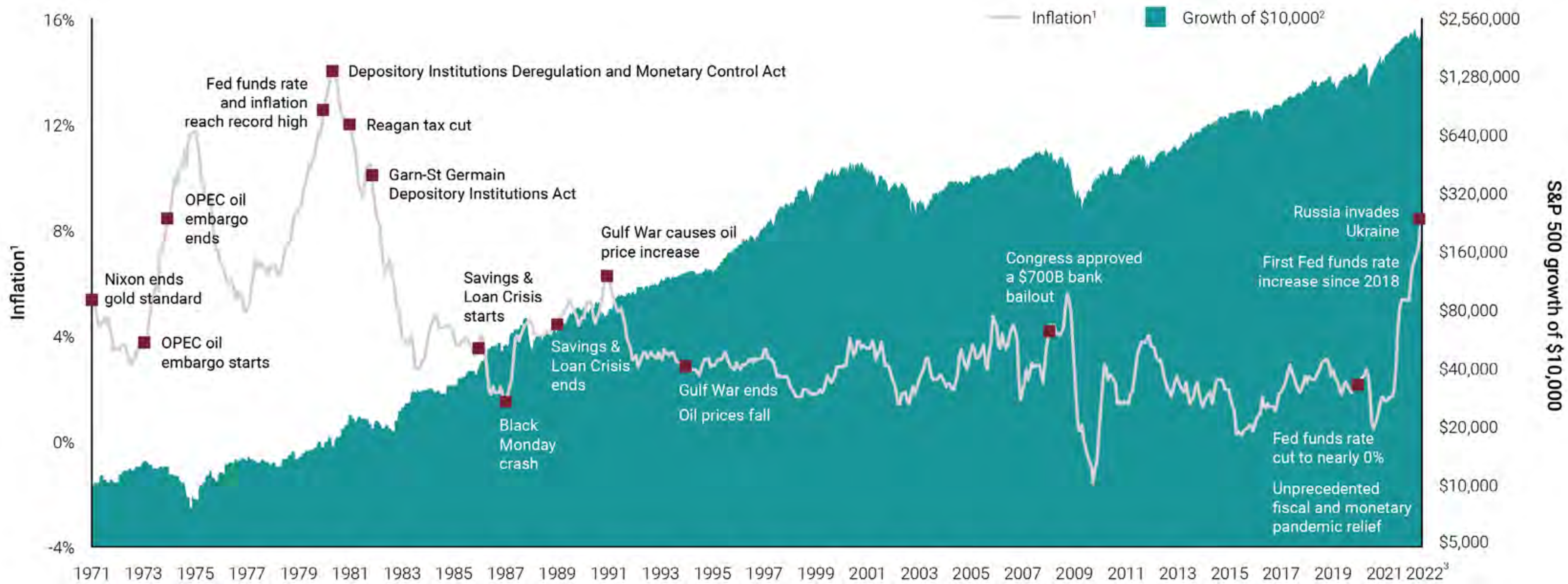


Source: Morningstar Direct, S&P 500 Price Return Index January 1, 1971, through March 31, 2022. Scale is logarithmic. **Investing involves risk including possible loss of principal. Past performance is no guarantee of future results.** This chart is for illustrative purposes only and not indicative of any actual investment. The S&P 500® Price Return Index is an unmanaged index of 500 stocks used to measure large-cap U.S. stock market performance. Investors cannot invest directly in an index. Index returns do not reflect any fees, expenses, or sales charges. Stocks are not guaranteed and have been more volatile than the other asset classes. These returns were the result of certain market factors and events which may not be repeated in the future. The information presented is not intended to constitute an investment recommendation for, or advice to, any specific person.

[1] Data is as of March 31, 2022.

Power up your purchasing power

Taking a long-term view also applies when considering the impact of inflation. While the economy can go through periods of high inflation from time to time, often in response to geopolitical events and public policy, it has not historically impacted the long-term upward trend for stocks. Being invested in the markets provides portfolios with the growth potential to outpace inflation and keep your financial goals on course.



[1] Source: Bloomberg. 12-month headline Consumer Price Index percent change.

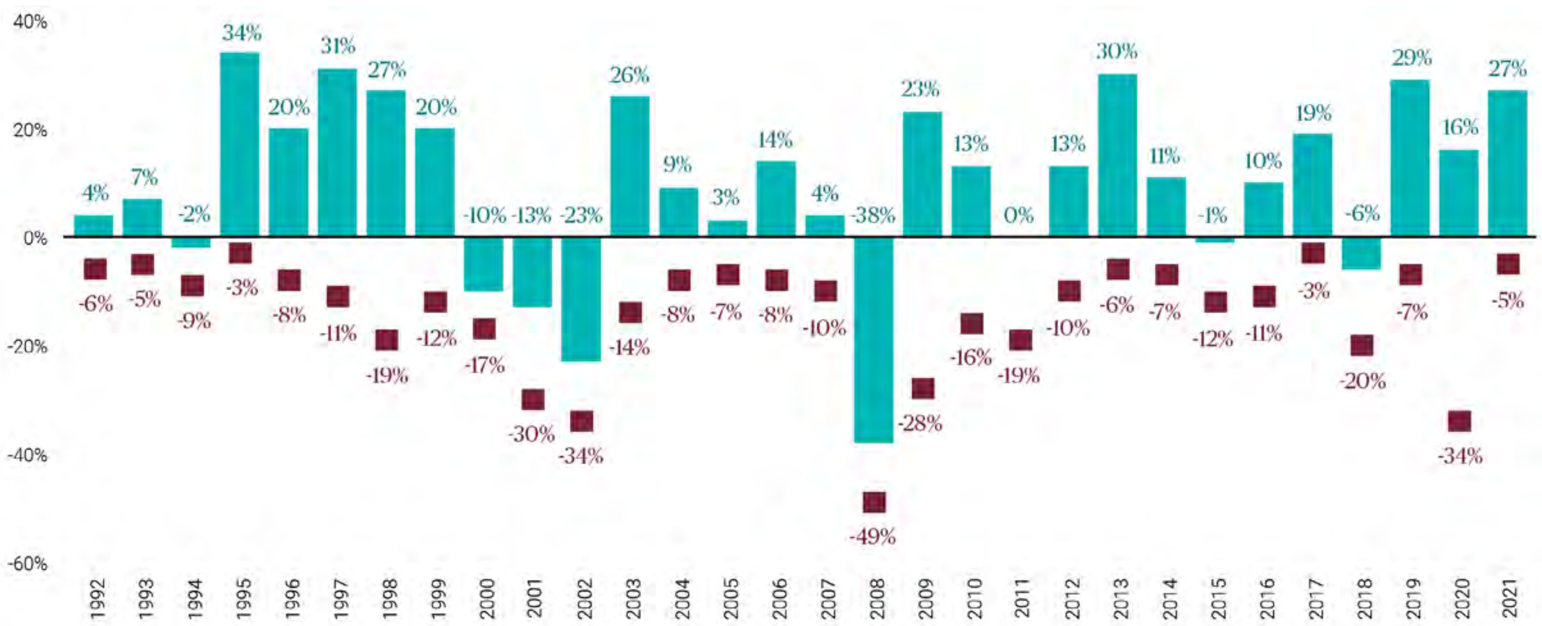
[2] Source: Morningstar Direct, S&P 500 Price Return Index January 1, 1971, through March 31, 2022. Scale is logarithmic. **Investing involves risk including possible loss of principal. Past performance is no guarantee of future results.** This chart is for illustrative purposes only and not indicative of any actual investment. The S&P 500® Price Return Index is an unmanaged index of 500 stocks used to measure large-cap U.S. stock market performance. Investors cannot invest directly in an index. Index returns do not reflect any fees, expenses, or sales charges. Stocks are not guaranteed and have been more volatile than the other asset classes. These returns were the result of certain market factors and events which may not be repeated in the future. The information presented is not intended to constitute an investment recommendation for, or advice to, any specific person.

[3] Data is as of March 31, 2022.

Avoid the fear of the bear and pull of the bull

During times of market downturns, it's natural to want to retreat to safer investment vehicles until fluctuations have passed. However, this course of action generally has a negative impact on financial plans, since lagging indicators may cause the investor to miss some of the market's best days.

When facing periods of volatility, remember that market shocks have historically also led to periods of market gains, and that bad days don't mean bad years. In fact, most years that experienced negative intra-year shocks still ended up with positive annual returns.



Those who stayed invested experienced over 50% more growth than those who missed only the best 10 market days.[1]

Abandoning financial plans to jump in and out of the market may result in lower returns since you're more likely to miss out on days of market recovery.

You cannot invest directly in an index. All indices are unmanaged and do not include fees or expenses. **Investing involves risk including possible loss of principal. Past performance is not indicative of future returns.**

Source: Morningstar, Standard & Poor's. Returns are based on price index only and do not include dividends. Intra-year declines refer to the largest market drops from a peak to a trough during the year. For illustrative purposes only.

[1] FactSet, S&P, Lincoln Investment Advisors Corp. Returns based on S&P 500 Price Return Index January 1, 2000, through December 31, 2021.

Proactively prepare

Having a financial plan in place is just the first step. As your goals and needs evolve, so will your financial plan — you may need to make portfolio adjustments to keep it in line with your time horizon and risk tolerance.

Stay ahead of what's coming:

- Meet with your financial professional to review your plan
- Discuss if any of your goals have changed and make necessary adjustments
- Consider what life changes are ahead and what solutions may be needed at different stages

As you continue your financial pursuit, you'll want to consider additional products and services to help ensure you're prepared for every stage of life — from 401(k) plans to life insurance to annuities to long-term care planning.

"The best way to predict the future is to create it."

A Lincoln®

With more than 117 years of innovation and expertise in developing holistic solutions, Lincoln Financial is dedicated to helping Americans secure better, more optimistic futures for themselves and their loved ones.

Contact your financial professional to help keep your goals on track.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

LincolnFinancial.com

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN-4797839-062122
PDF ADA 6/22 **Z04**
Order code: LFD-MVBRC-BRC001

Lincoln Financial Group®

The S&P 500® Price Return Index tracks the stock performance of 500 large U.S. companies. This is a product of S&P Dow Jones Indices LLC, a division of S&P Global, or its affiliates ("SPDJI"), and has been licensed for use by The Lincoln National Life Insurance Company. Standard & Poor's®, S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC, a division of S&P Global ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by The Lincoln National Life Insurance Company.

Important information:

Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives and/or insurance agents do not provide tax, accounting, or legal advice. Please consult an independent professional as to any tax, accounting or legal statements made herein.

Affiliates include broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA, and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY.

For use with the general public.