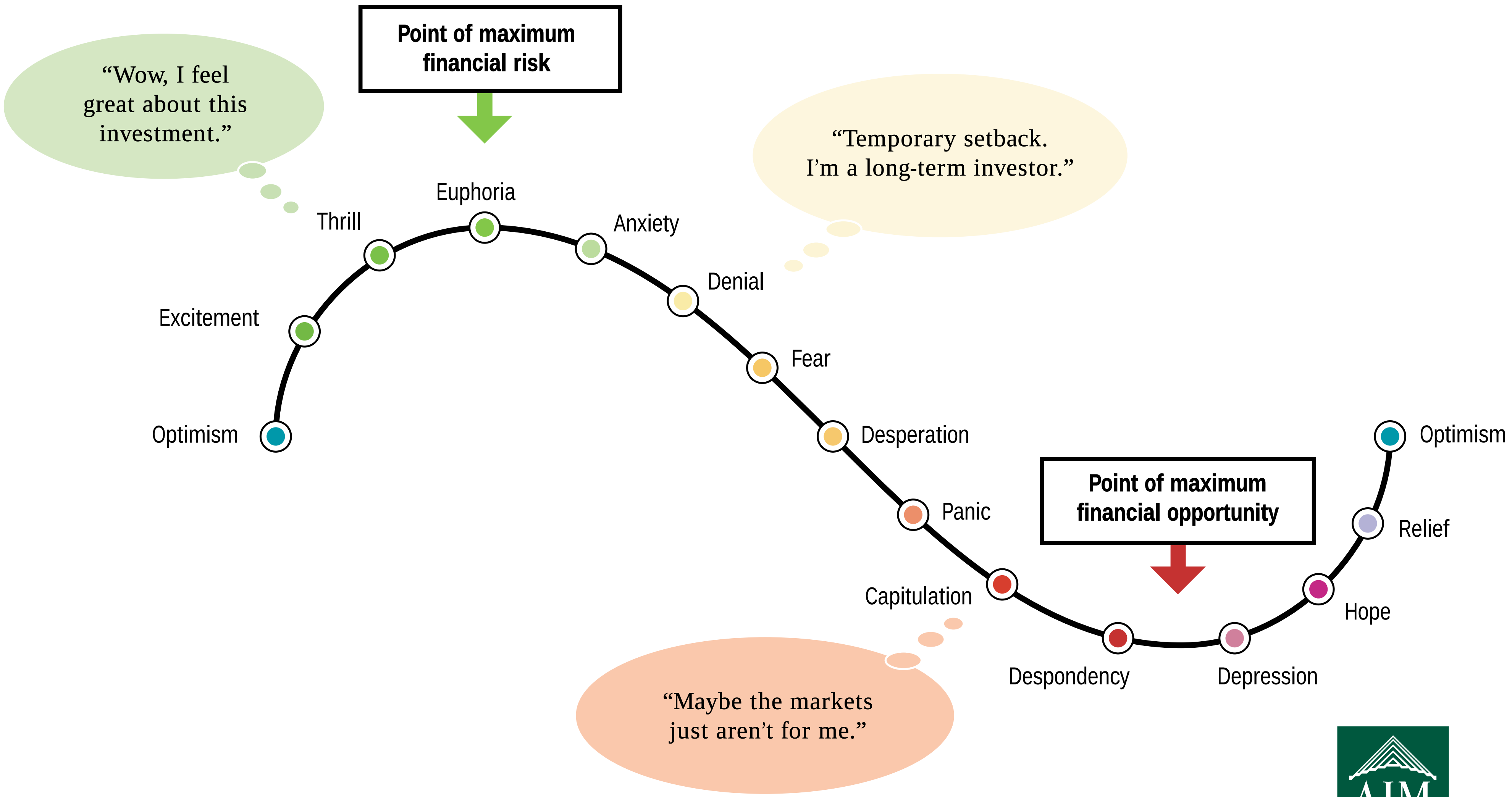
The cycle of **market** emotions



AIM FUNDS℠

TRIMARK INVESTMENTS™

Chart source: Westcore Funds / Denver Investment Advisers LLC, 1998

The cycle of market emotions

Investing can be a highly emotional experience. This outline of market emotions can help you take a rational approach to maximizing market fluctuations. Now's the time to build a long-term investment strategy with your financial advisor – a strategy that will carry you through the cycle of market emotions.

Expectations are high

- *Optimism* drives every investment
- Your expectations become reality; *excitement*, *thrill* and *euphoria* take over
- You reach the point of maximum financial risk: Your confidence is very high

Nothing lasts forever

- Soaring markets will level off, bringing on feelings of *anxiety*, *denial* and outright *fear*
- As markets fall, next up are *desperation*, *panic*, *capitulation* and *despondency*
- *Depression* sets in: You begin to question your place in the investment world

Long-term thinking is key

- Review your original objectives and remember that you're investing for the long term
- Keep in mind that market downturns can result in maximum financial opportunity

A brighter future

- Markets begin to normalize: *Hope* and *relief* emerge
- Prospects for a brighter future encourage *optimism* once again

In the end, by anticipating and understanding the series of emotions that you may experience, you'll be better equipped to tolerate and benefit from market fluctuations.

AIM Funds Management Inc.
5140 Yonge Street, Suite 900, Toronto, Ontario M2N 6X7
inquiries@aimfunds.ca **www.aimfunds.ca**

Telephone: 416.590.9855 or 1.800.874.6275
Facsimile: 416.590.9868 or 1.800.631.7008

Sales Offices: **Calgary • Montreal • Toronto • Vancouver**

MKMCCHE(11/00)

AIM FUNDS™

TRIMARK INVESTMENTS™