

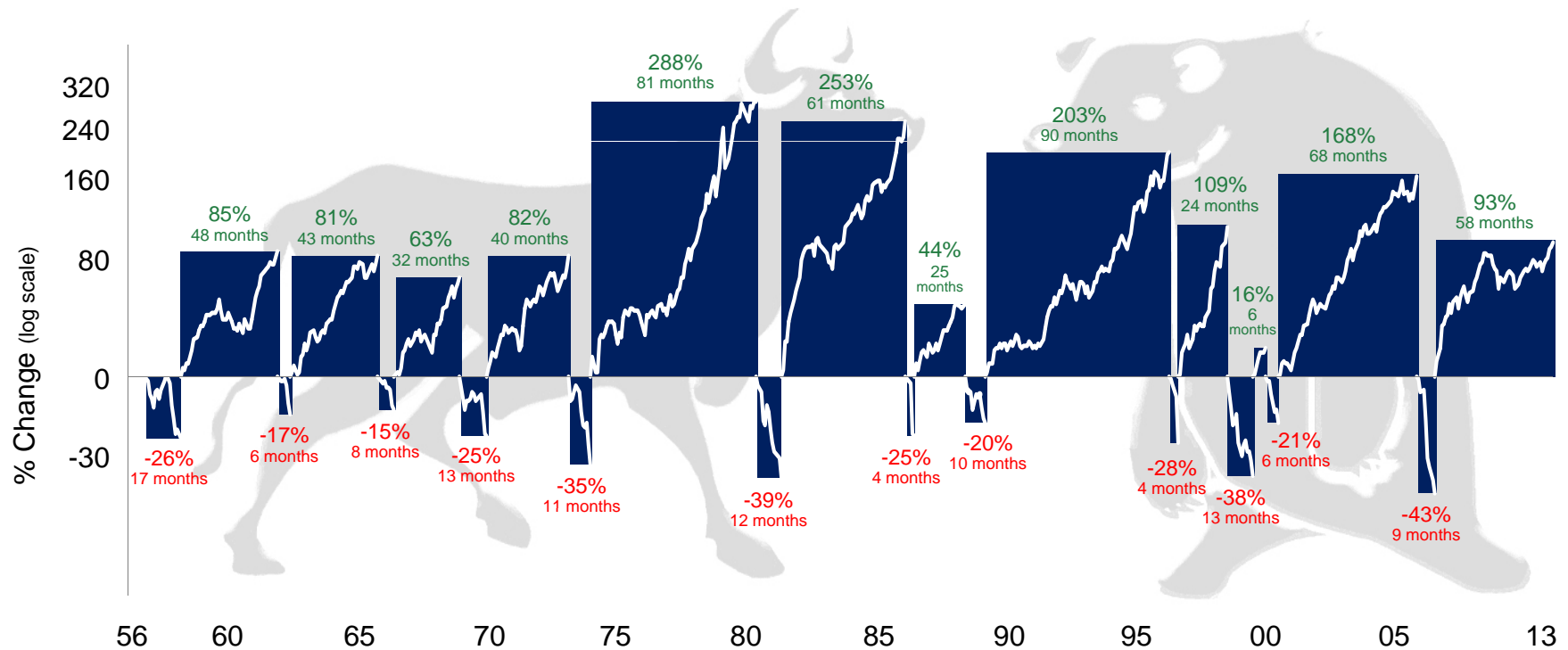
Bull & Bear Markets

Bull & Bear Facts*

Average gain in bull market: **+124%**
 Average length of bull market: **48 months**
 Average loss in bear market: **-28%**
 Average length of bear market: **9 months**

* Based on data since 1956. See page 2 for more details.

S&P/TSX Composite Index to December 2013



Source: Mackenzie Investments (Bloomberg: month-end data points as at December 31, 2013; total return, local currency)

The Risks and Rewards of Investing

- This chart represents the bull and bear markets in the S&P/TSX Index since 1956. All bars above the line are bull markets; all bars below are bear markets.
- For the purposes of this illustration, a bull (bear) market is defined as a positive (negative) move greater than 15% that lasts at least 3 months.
- The first bar represents a bear market which, at its lowest point, dropped to -26% and lasted 17 months. This was followed by a bull market rising 85% and lasting 48 months.
- Since 1956 there have been 12 bull markets and 12 bear markets. As can be seen from the chart, bull markets typically last longer and provide a more significant percentage change.
- Bear markets during this period have averaged -28% and lasted only 9 months. Bull markets during this period have averaged 124% and lasted 48 months. This is the reward for accepting the risk of bear markets.

Investor Behaviour

- According to the chart, markets spend more time in positive territory (bull) than negative (bear).
- Bull markets are, on average, longer and more intense, providing a more significant percentage change.
- On average bear markets are more brief, and yet engender fear. It is during these periods that there are significant investment 'bargains' to be found.
- Investor discipline during bear markets is critical.

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