

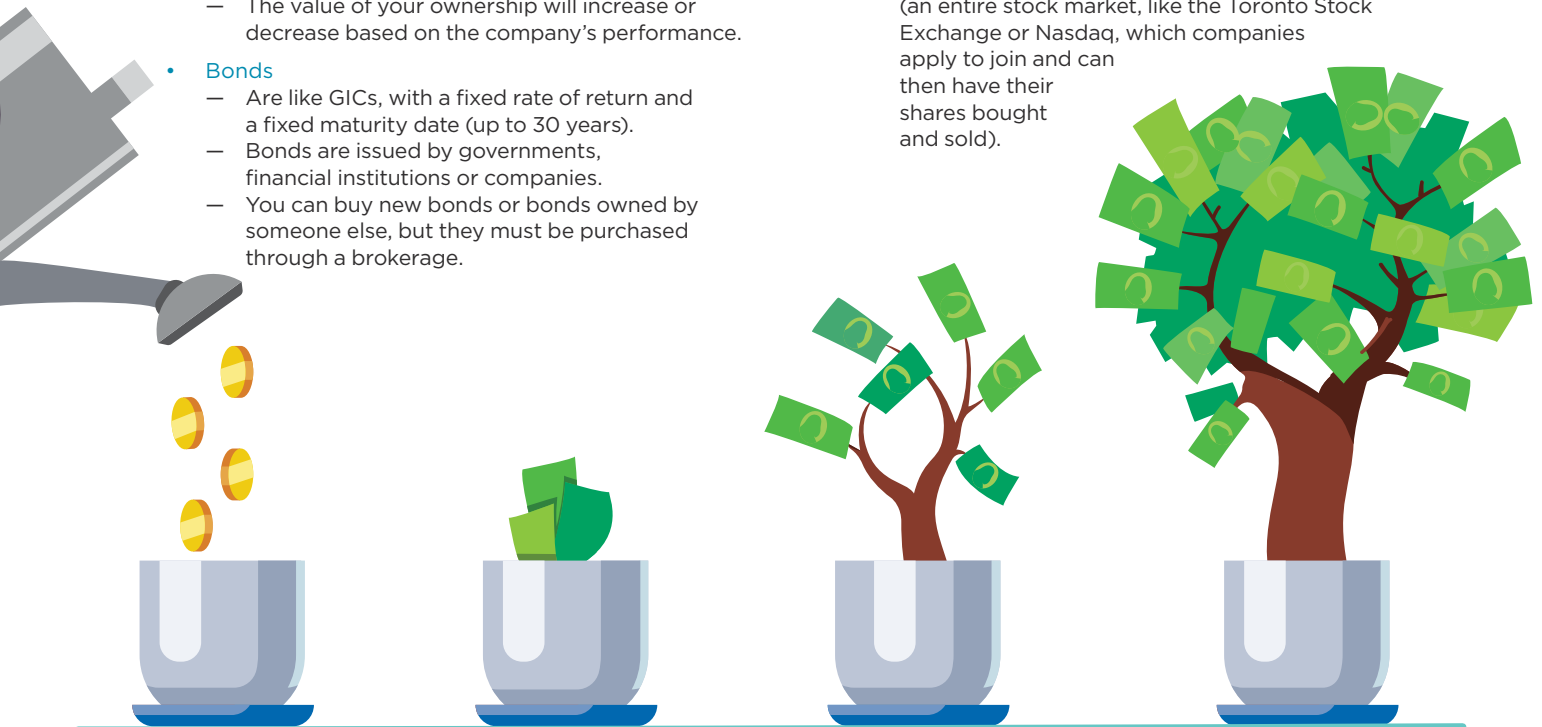
**JUST THE FACTS:
HELPING YOU TALK ABOUT MONEY**

Investment Products

Investment products are financial tools for investing money with the expectation of a favourable return – i.e., your money will earn money. Ask a financial professional for advice on which is right for you.

Common investment products:

- **Guaranteed Investment Certificates (GICs)**
 - Also known as term deposits.
 - You give your money to a financial institution for a fixed period (1-5 years) at a fixed rate of return (which may vary depending on the term).
- **Stocks**
 - You buy a portion (or share) of ownership of a company, which gives you a right to vote on some company decisions (such as members of the board and executive salaries).
 - You are entitled to a percentage of the company's profits, depending on how much you own.
 - The value of your ownership will increase or decrease based on the company's performance.
- **Bonds**
 - Are like GICs, with a fixed rate of return and a fixed maturity date (up to 30 years).
 - Bonds are issued by governments, financial institutions or companies.
 - You can buy new bonds or bonds owned by someone else, but they must be purchased through a brokerage.
- **Mutual Funds**
 - A group of people buy stocks and/or bonds communally, pooling their money.
 - Usually administered by a professional money manager to determine which mutual funds to select (such as Canadian banks or stocks of specific types of company).
 - This management of the portfolio is paid for either through direct fees or a percentage of the return from the investments.
- **Exchange Traded Funds (ETFs)**
 - Like a mutual fund, but investing in an "index" (an entire stock market, like the Toronto Stock Exchange or Nasdaq, which companies apply to join and can then have their shares bought and sold).



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*Looking to better understand money basics and how they apply to you?
You may also be interested in taking our **Financial Wellness Guide questionnaire.***