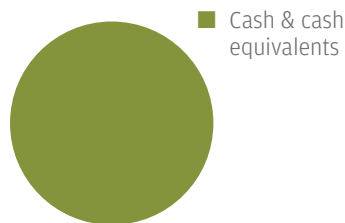


# Goal-based wealth management



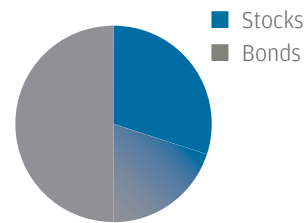
## Short-term needs

3-6 months, e.g. emergencies



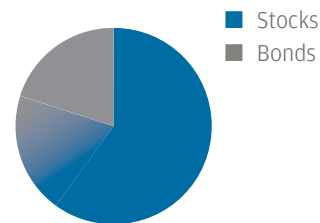
## Medium-term goals

5-10 years, e.g. college, home



## Long-term goals

15+ years, e.g. retirement

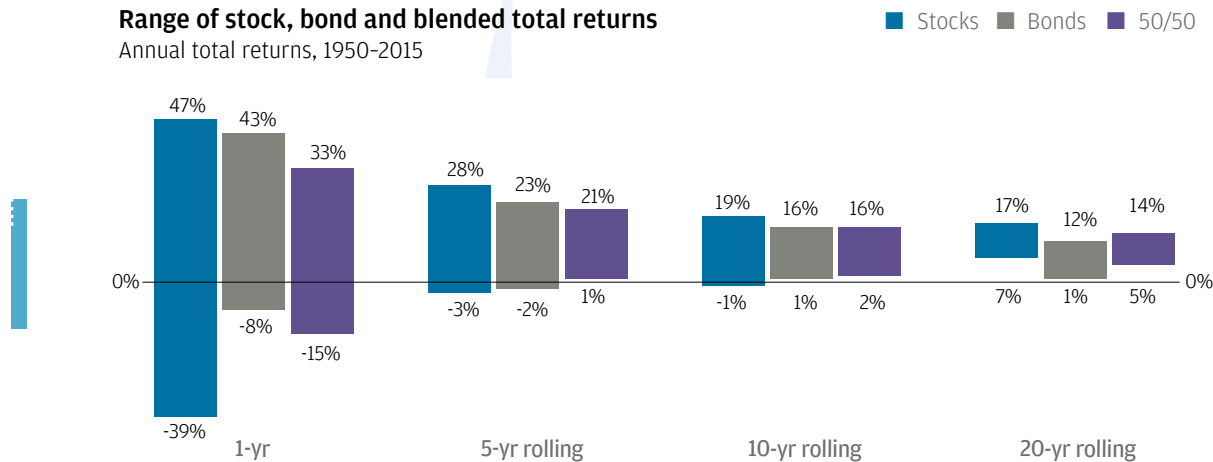


### DIVIDE AND CONQUER

Aligning your investment strategy by goal can help you take different levels of risk based on varying time horizons and make sure you are saving enough to accomplish all of your goals—not just the ones that occur first.

## Range of stock, bond and blended total returns

Annual total returns, 1950-2015



Source (top chart): J.P. Morgan Asset Management.

Source (bottom chart): Barclays Capital, FactSet, Federal Reserve, Robert Shiller, Statagis/Ibbotson, J.P. Morgan Asset Management. Returns shown are based on calendar year returns from 1950 to 2015. Stocks represent the S&P 500 and Bonds represent Statagis/Ibbotson for periods from 1950 to 1980 and Barclays Aggregate after index inception in 1980.

Note: Portfolio allocations are hypothetical and are for illustrative purposes only. They were created to illustrate different risk/return profiles and are not meant to represent actual asset allocation.

**J.P.Morgan**  
Asset Management