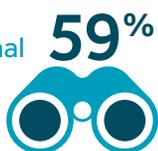


# 5 reasons why women are advocates for non-traditional investments

Despite the “conservative” reputation of women investors, a recent survey\* of high net worth investors by MainStay Investments indicates that women may advocate alternative investments more than you think.

## 1 The benefits of diversification

Almost two-thirds (59%) of women who currently invest in non-traditional assets indicate they are **looking to diversify exposure.**



## 2 Added growth potential and seeking principal protection



When **considering alternative investments**, women value the following characteristics: increased return/growth potential (92%), strong capital growth (92%), and principal protection (92%).

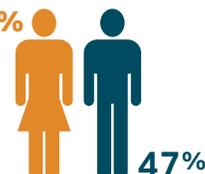
## 3 Long-term potential

Most women believe (68%) that as the economy continues to evolve, alternative investments may offer the **best opportunity to diversify** and meet their long-term objectives.



## 4 An emerging core holding

More women (60%) than men (47%) see alternatives as **more of a “mainstream” option** and a core investment holding in 5-10 years.



## 5 A positive overall experience

A majority of women who have invested in alternative investments cite an **overall positive experience** (58%) and would be willing to recommend them to their peers (89%).



### Is it time to challenge conventional wisdom?

Now may be the time to challenge conventional wisdom, or lose out on a big opportunity. When it comes to building a properly diversified portfolio, non-traditional investments may be the answer. Your financial advisor can help you develop a better understanding of the risk and rewards associated with increasing exposure to non-traditional investments.

Non-traditional investments are not appropriate for all investors, and carry specific risks above and beyond those associated with traditional asset classes.

\* *Investing Outside the Box*: MainStay Investments' High Net Worth Investor Study on Non-Traditional Investments was conducted online between October 24–November 11, 2013 among a nationally representative sample of 806 high net worth investors. All high net worth investors surveyed were U.S. residents, aged 40 – 65 with at least \$1 million in investable assets (not including the value of a home). The study covered topics related to these investors' knowledge of alternative investments, current use of alternative investments, interest in alternative investments, and perceived benefits of alternative investments. Alternative (or non-traditional) investments is defined as an investment that is not one of the three traditional asset types (stocks, bonds, and cash). In early 2014 Nielsen acquired Harris Interactive and The Harris Poll. Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. This Harris Poll was contracted by New York Life Investment Management LLC to conduct a survey for release by Mainstay Investments.



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