

#HowToEarnMore?

Everything you wanted to know
but were too afraid to ask!

#WorriedAboutInvesting?



Worried you **won't have access** to your money?



Worried about **risk**?



Worried you won't have **enough** to invest?



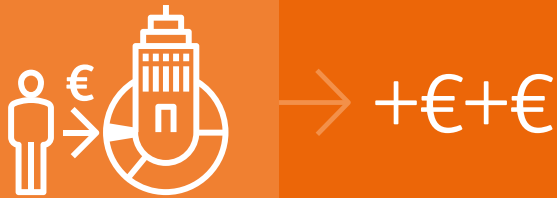
Worried you won't **understand**?

You're not alone!

This short guide strips investing of its mystique and explains how it works in plain and simple language.

Simple words that seem complicated but really aren't!

SHARES



When you buy a share in a company, it means you own a small part of it.

Your share entitles you to a portion of the company's profits. This is your dividend. Profits not paid out as dividends increase the value of the company and so your investment.

BONDS



When you buy a bond, it means you loan money to a company.

In addition to your initial amount, you earn interest on your loan.

Congratulations!

Buying shares backs **entrepreneurs!**

Congratulations!

Buying bonds stimulates economic **growth!**

Bottom line

When all is said and done, investing boils down to trading shares and bonds!

Tips and tricks



Timing isn't everything

Waiting for "the right time" to invest can mean waiting forever, and when time is money, it isn't smart to waste either.



Patience is your greatest asset

Don't panic when markets jump up or down, as they always do. Investing is a long-term game. Since 1969, the lowest average return on a diversified investment over a 20-year period has been 5% a year for European shares and bonds.¹



Keep it simple

Start investing early and choose a diversified fund with a proven track record. If you're a beginner, don't try to hit the jackpot at once but start out small and get sound advice.

to get you started



Don't put all your eggs in one basket

Invest in a diversified portfolio to offset stock market volatility and reduce your risk over the long term.



Boring is good

The portfolios with the best returns are often those of investors who rarely look at them and don't respond to market movements.



One step at a time

If you're unsure, invest small amounts to begin with and see how you go.

Good to know



€ 2.50

Say you buy a cup of coffee every day for €2.50.



€ 77

That comes to €77 a month.



€ 910

Which adds up to €910 a year.



€ 76,000

If that money were invested over 30 years at 6%, it would save €76,000.

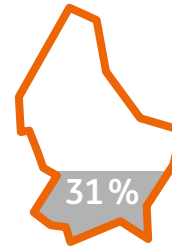
Bottom line

Investing as little as €2.50 a day can go a long way.

How do other people manage their money?²



Europeans save 56% of their money. 44% are invested.



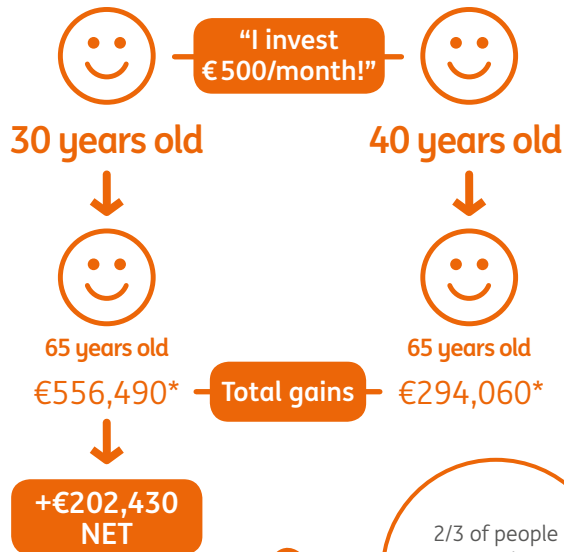
For their part, **Luxembourgish** residents save 69% and invest 31% of their money.

Bottom line

Saving and investing are not opposites but complements. Find the balance that's right for you.

The sooner you invest, the better

It's never too early. Numbers don't lie: if you start investing at 30, by the time you turn 65 you'll have made €202,430 more than if you start at 40.



2/3 of people in Luxembourg invest **less than €10,000³**

Bottom line

Great oaks from little acorns grow. You don't have to be rich to invest.

What's the difference between saving and investing?

Saving

Why?
Have cash immediately on hand
#Security



What for?
Afford unplanned expenses, whether treats or necessities



How much?⁴
Average return of 0% to 2% a year



Investing

Why?
Grow your pool of savings over the long term
#Yield

What for?
Make your money work for you or save comfortably for your retirement

How much?⁵
Average return of 1.5% to 6% a year*

Bottom line

In the short term, saving is generally the best option. In the long term, investing far outperforms saving. Inflation (i.e. steadily rising prices) reduces the value of your savings. Your salary may be indexed to inflation but your savings aren't.

*Investing €500 per month (with an average rate of 5% per year).

*Depending on risk profiles (conservative to aggressive). Past performances are not a guarantee of future performances.

What about investing in property?

How much do you want to make?



House prices over 10 years in Luxembourg⁶



Aggressive **investment** strategy over 10 years⁷



Even a conservative investment strategy* made a return of 20% over the last 10 years in Luxembourg.

How much do you want to invest?



Property: minimum outlay of €300,000



Invest Plan: minimum outlay of €50/month



What matters is investing regular sums over time, not putting down big amounts.

How soon do you want your money back?



Property is not bought and sold overnight



With the Invest Plan, you get your money back within 4 working days



Some types of investments are very flexible.

* Your investment profile depends on your situation, goals and risk appetite. There are five risk profiles ranging from very conservative to very aggressive. Past performances are not a guarantee of future performances.

Bottom line Investing in stocks and bonds and investing in property are two different strategies that both play out over the long term.

Saving while investing in property as well as in the financial markets remains the best way to have a balanced and diversified portfolio. Start investing now to safeguard your future. Whatever you aspire to, investing can help you get there faster.

**Would you like to know more?
Drop by for a cup of coffee
in one of our branches
and let's chat about it.**

Remember, you don't have to be an expert. Start small and see what works for you. Together we can discuss what strategy suits you best.

Until then!



**If you want to make
money, you only
need to invest a little.**



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¹ Source: Franklin Templeton Academy- Morningstar Direct. Calculation from 1997 to 2017.

² Source: Eurostat 2017.

³ Source: ING International Survey, Mobile banking 2018.

⁴ Source: Banque Centrale du Luxembourg. Calculation from 2008 to 2018.

⁵ Source: ING Portfolio Management, Bloomberg. Calculation from 2006 to 2017.

⁶ Source: Statec.

⁷ Source: ING Portfolio Management, Bloomberg. Calculation from 2006 to 2017.

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#NotEnoughToInvest
#50euros/MonthAreEnough
#InvestPlan_ING



Help, he loves spending money!
Luckily, I invest €50/month, it's **simple**,
our **cash** is **available** in 4 days and its **performance**
can offer us a whole lot of new **opportunities**.
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