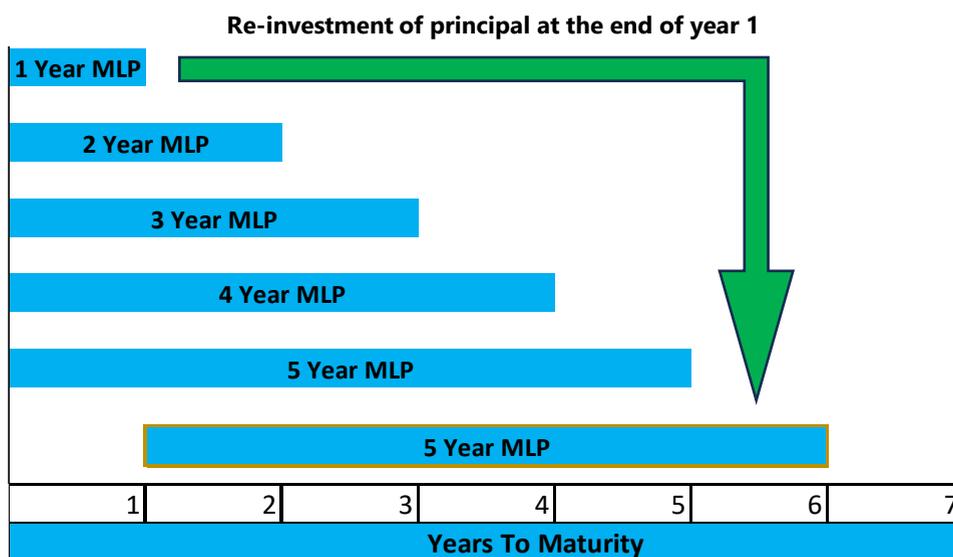


## Building A Customized Ladder With Market-Linked Products

Laddering is a common and effective way to construct a Market-Linked Product (MLP) portfolio aimed at providing defined liquidity and the potential for higher income/returns. To create a Market-Linked Product ladder, an investor purchases multiple MLPs with varying maturities, staggering each structure like steps on a ladder. When the first MLP matures, the proceeds can be reinvested in a product with a maturity matching the longest step of the original ladder. The intended goal is to keep the average maturity of the portfolio constant over time.

**The unique properties of Market Linked Products may provide investors the opportunity to enhance the potential impact of conventional laddering with the addition of customized risk management and diversification strategies.**

- ✓ **Manage Market Risk** – pre-set levels of MLP downside protection may reduce or, in some instances, potentially eliminate the risk of loss from negative market performance<sup>1</sup>.
- ✓ **Deliver Periodic Liquidity** – defined maturity dates may present the opportunity to forecast cashflows and plan access to cash.
- ✓ **Increase Diversification** – blending downside protection with staggered maturities aids in reducing exposure to market volatility and effectively allows investors to implement dollar cost averaging<sup>2</sup> upon reinvestment.



1. Any return of principal, as well as interest and gains generated are subject to the credit risk of the issuer and terms of the offering documents, which could include participation rates, interim caps, and various risks. Dividends paid on the underlying asset are not passed through to the Market-Linked Product. There is no guarantee that a Market-Linked Product will generate a positive return. Any applicable downside protection will be realized only at maturity, which may range up to 10 years. For certain Market-Linked Notes, return at maturity could be less than the original amount invested. Regarding Market-Linked CDs, the Federal Deposit Insurance Corporation (FDIC) insures principal amounts up to applicable limits in the event the issuer becomes insolvent.
2. If MLP underlier at reinvestment is identical to original MLP underlier.

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**Scan here** to access and bookmark the current digital copy of our FINRA-reviewed Market-Linked CD brochure



**Scan here** to access and bookmark the current digital copy of our FINRA-reviewed Principal Protected Notes brochure



**Scan here** to access and bookmark the current digital copy of our FINRA-reviewed Market-Linked Notes brochure

### It's Important to Note...

Market-linked products are intended to be buy and hold investments. There may not be a liquid secondary market and if sold prior to maturity, principal may be at risk. Any return of principal, interest and gains generated is subject to the credit risk of the issuer. For market-linked CDs, the FDIC insures principal amounts up to applicable limits in the event the issuer defaults. Dividends paid on the underlying index are not passed through to the market-linked product. To understand the specific terms that may impact the performance of a particular Market-Linked Product, you should review the relevant offering documents.

### Questions?

Contact InspereX at **888.849.5732** or **[advisorsupport@insperex.com](mailto:advisorsupport@insperex.com)**

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The investment products discussed herein are considered complex investment products. Such products contain unique features, risks, terms, conditions, fees, charges, and expenses specific to each product. The overall performance of the product is dependent on the performance of an underlying or linked derivative financial instrument, formula, or strategy. Return of principal is not guaranteed and is subject to the credit risk of the issuer. Investments in complex products are subject to the risks of the underlying reference asset classes to which the product may be linked, which include, but are not limited to, market risk, liquidity risk, call risk, income risk, as well as other risks associated with foreign, developing, or emerging markets, such as currency, political, and economic risks. Depending upon the particular complex product, participation in any underlying asset ("underlier") is subject to certain caps and restrictions. Any investment product with leverage associated may work for or against the investor. Market-Linked Certificates of Deposit are subject to the credit risk of the issuer above the FDIC insurance limits. Investors who sell complex products or Market-Linked Certificates of Deposit prior to maturity are subject to the risk of loss of principal, as there may not be an active secondary market. You should not purchase a complex investment product until you have read the specific offering documentation and understand the specific investment terms, features, risks, fees, charges, and expenses of such investment.

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