

# Why Invest?

When it comes to saving and investing, there are lots of options to consider. Finding the one that is right for you is really important.

## Deposits aren't always the right answer

Deposits can be great for instant access to a rainy day fund. However, they may not help you meet your long term savings goals or grow in line with inflation, especially when interest rates are low. So over time your money may buy less and less.

## Investing & long term returns



Investing is one way to potentially beat inflation



When interest rates are low, investing can be another way to look after your money and financial goals



Investing offers the opportunity for money to potentially grow over the medium to long term



We all have long term financial goals, investing provides an opportunity to help reach those goals that deposits can't.

To find out more about investing:

 **Talk to the advisor available in your local Bank of Ireland branch**

 **1890 309 309\***

 **Search BOI Investments**

**Warning: The value of your investment may go down as well as up.**  
**Warning: This fund may be affected by changes in currency exchange rates.**  
**Warning: If you invest in this fund you may lose some or all of the money you invest.**  
**Warning: Past performance is not a guide to future performance.**

\*To improve our service to you calls may be recorded.

The information set out is intended as a guide only and should not be relied upon without seeking appropriate professional advice.

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