

# CELEBRATING FIVE YEARS OF SUCCESSFUL COLLEGE INVESTING

Since managing the Advisor-Guided Plan, J.P. Morgan Asset Management has led one of the fastest-growing 529 plans in the industry.



## GETTING FAMILIES STARTED

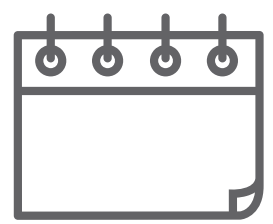
**120,000** families opened new accounts for 195,000 beneficiaries<sup>1</sup>



**100+** new families every day

## ENCOURAGING INFORMED INVESTING

**150,000** copies of College Planning Essentials distributed<sup>2</sup>



More than **7.5 million** pages of college planning insights

**1.2 million** website visits<sup>2</sup>

**550,000** service calls answered<sup>1</sup>

## GROWING COLLEGE FUNDS

**\$4.4 billion** total Plan assets<sup>3</sup>



**114%** increase in 5 years

**\$2.8 billion** contributions<sup>3</sup>

**\$946 million** tax-deferred investment earnings<sup>3</sup>

## TAKING TAX-FREE WITHDRAWALS<sup>4</sup>

**\$900 million** withdrawn to pay for college<sup>1</sup>

<sup>1</sup>J.P. Morgan Asset Management, as of 4/2/17. <sup>2</sup>J.P. Morgan Asset Management, as of 4/30/17. <sup>3</sup>J.P. Morgan Asset Management, as of 3/31/17. <sup>4</sup>Earnings on non-qualified withdrawals may be subject to federal income tax and a 10% federal penalty tax, as well as state and local income taxes. <sup>5</sup>Assumes 33% federal tax rate.

INVESTMENTS ARE NOT FDIC INSURED | NO BANK GUARANTEE | MAY LOSE VALUE

*Before you invest, consider whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in that state's qualified tuition program.*

The Comptroller of the State of New York and the New York State Higher Education Services Corporation are the Program Administrators and are responsible for implementing and administering the Advisor-Guided Plan. **Neither the State of New York nor its agencies insures accounts or guarantees the principal deposited therein or any investment returns on any amount or investment portfolio.**

Ascensus Broker Dealer Services, Inc. and Ascensus Investment Advisors, LLC serve as Program Manager and Recordkeeping and Servicing Agent, respectively, and are responsible for day-to-day operations, including effecting transactions. J.P. Morgan Investment Management Inc. serves as the Investment Manager. J.P. Morgan Asset Management is the marketing name for the asset management businesses of JPMorgan Chase & Co. JPMorgan Distribution Services, Inc. markets and distributes the Advisor-Guided Plan. JPMorgan Distribution Services, Inc. is a member of FINRA/SIPC.

New York's 529 College Savings Program includes two separate 529 plans. The Advisor-Guided Plan is sold exclusively through financial advisors who have entered into Advisor-Guided Plan selling agreements with JPMorgan Distribution Services, Inc. You may also participate in the Direct Plan, which is sold directly by the Program and offers lower fees. However, the investment options available under the Advisor-Guided Plan are not available under the Direct Plan. The fees and expenses of the Advisor-Guided Plan include compensation to the financial advisor. Be sure to understand the options available before making an investment decision.

**For more information about New York's 529 Advisor-Guided College Savings Program, you may contact your financial advisor or obtain an Advisor-Guided Plan Disclosure Booklet and Tuition Savings Agreement at [www.ny529advisor.com](http://www.ny529advisor.com) or by calling 1-800-774-2108. This document includes investment objectives, risks, charges, expenses, and other information. You should read and consider it carefully before investing.**

The Program Administrators, the Program Manager and JPMorgan Distribution Services, Inc., and their respective affiliates do not provide legal or tax advice. This information is provided for general educational purposes only. This is not to be considered legal or tax advice. Investors should consult with their legal or tax advisors for personalized assistance, including information regarding any specific state law requirements.