

Is Home Bias costing you?

HOME BIAS

vs.

DIVERSIFICATION

UK investors looking to invest in UK*



UK investors looking to invest in US*



The causes of home bias

The advantages of diversification

48%

feel the most informed about their home market

Wider market opportunities

Broader sector exposure

Limited exposure to risk

40%

want to support domestic companies

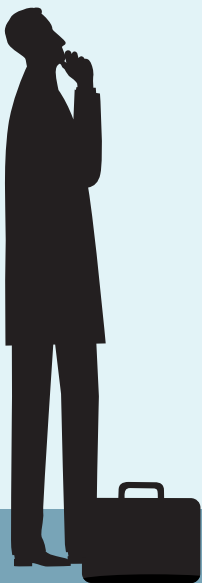
ANNUALIZED RETURNS BY MARKET†

	UK	US	WORLD	EMERGING MARKETS
2018	-14.10%	-4.50%	-8.93%	-14.25%
2017	22.38%	21.90%	24.62%	37.75%
2016	-0.04%	11.61%	8.48%	11.60%
2015	-7.51%	1.32%	-1.84%	-14.60%

39%

feel they better understand the dynamics of their own economy

Talk to a Schwab investment professional, or visit schwab.co.uk, to better understand market opportunities outside your home country.



*The findings are based on an online survey, conducted by YouGov in April 2018, of 201 UK investors with a minimum of £25,000 in disposable assets.

† Source: Charles Schwab & Co., Inc. with data from FactSet, MSCI as of December 31, 2018. Past performance is no indication of future results.

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