

GenZers & Millennials Turn "Can't Even" into "I Got This" with Interactive Investing Guide from Ally Invest

Investing Guide Gives a New Generation of Investors the Basics to Get Started...Without Being, Well, "Basic"

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CHARLOTTE, N.C., March 20, 2019 /PRNewswire/ -- In a recent Ally Invest survey of U.S. adults, nearly 66% of Millennials said they found investing to be intimidating or downright scary. To help get the proverbial investing monster out of the closet, Ally Invest has launched a GenZ- and Millennial-friendly e-book titled [The Clutch Guide to Investing](#). The eBook offers would-be investors a fun-to-read introduction to investing topics as well as some clear steps to get started.



"When it comes to investing, young adults are constantly being told that 'time is on their side'," said Dave Dusseault, executive director of Ally Invest. "While that's true, these 18-30 year olds need more than platitudes to help them overcome their many concerns, including how to juggle everyday expenses and debts with saving and investing; how to pick the right investing approach; and where to go for honest, trusted information. This new guide covers those topics in a way that's easy for young adults to understand and absorb, providing the information they need to help conquer their investing fears and understand how to get started."

What's Inside:

Included in the 18-page e-book are six brief sections that walk readers through the following:

- What's holding many young adults back from investing and how to keep those fears in check
- A quick primer on investing and the terms every would-be investor should know
- Where the reader fits in vis-à-vis his/her peers when it comes to finances
- Matching different investing approaches with individuals' personal styles, preferences and tolerance for risk
- Tips for getting started (Spoiler alert: skipping the daily latte can compound into nearly \$100K over 30 years!)
- Answers to readers' deepest, darkest investing concerns

Ally Invest is the brokerage and wealth management offering from Ally that exists alongside the firm's award-winning online banking products. Ally Invest offerings consist of a low-cost trading platform for self-directed investors, as well as a suite of affordable, automatically-managed investment portfolios, both delivered through a fully-transparent online process. The combination of low-cost investing with Ally's competitive deposit products gives customers a powerful value proposition for managing their financial well-being.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of \$178.9 billion as of December 31, 2018. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve approximately 18,000 dealer customers and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.


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