Ally Invest Digital Conference Puts Focus on Investing in Today's Market Environment

Free Online Event Features Expert Insights for Every Level of Investor

CHARLOTTE, N.C., June 23, 2020 /PRNewswire/ -- Ally Invest, the online brokerage and wealth management arm of Ally Financial Inc. (NYSE: ALLY), today announced its second digital conference designed to help people of all experience levels sharpen their investing skills. The fully-online "Ally Invest Digital Conference," scheduled for Wednesday, June 24, 2020, is free to attend and will be livestreamed on Ally's YouTube Channel.

Due to the success of the firm's inaugural conference in March, Ally Invest is again bringing together a blend of experts from top institutions to provide investors with an entire day of free financial education. The conference will be divided into two sessions: the morning session will be geared toward those who are newer to investing and the afternoon will focus on strategies for more seasoned investors. Attendees are welcome to join all sessions or attend the specific sessions that cater to their interests and needs.

"Today's investing environment can appear daunting at times, but opportunities abound for investors who understand how to navigate it," said Lindsey Bell, chief investment strategist at Ally Invest. "Our second digital conference is about empowering investors at all skill levels with the knowledge they need to take action. Whether you're new to investing or a seasoned trader, this event will offer valuable insights and practical learnings to help you achieve your financial goals."

"The timing of our conference also allows us the opportunity to discuss how recent disruptive events have impacted people and thei relationship with money," said Lule Demmissie, president of Ally Invest. "Be it related to bringing more people of color into the investing conversation or investing in the era of COVID, we'll be touching on topics that make investing more accessible. At Ally, we constantly strive to create solutions for all people, consistent with our 'Do it Right' philosophy. We want to provide access and information to help everyone consider the wealth-building benefits of investing early and for the long-run."

Demmissie and Bell will co-host the conference. A lineup of experts from Ritholtz Wealth Management, Dare to Dream Financial Planning, VectorVest and Snider Advisors will join Ally's Senior Options Analysts Brian Overby and Senior Investment Strategist Callie Cox to discuss planning and investing strategies to help attendees prepare for their financial futures.

Registration for the event is open now here. A full agenda is below.

Ally Invest Digital Conference Agenda and Speaker Lineup

10:00 a.m. -- Lule Demmissie, President, Ally Invest (*Conference Kick-off*)

10:15 a.m. -- Lindsey Bell, Chief Investment Strategist, and Callie Cox, Senior Investment Strategist, Ally Invest

- *Why Now May Be the Best Time to Invest*
  Almost three months ago, U.S. stocks were in the depths of one of the swiftest and cruelest bear markets in history. Now, equities are back near record highs in record time. Some called the sell-off the "opportunity of a lifetime," but with higher price and a great deal of lingering uncertainty, is the opportunity gone now? Join Lindsey Bell and Callie Cox for a master class on investing during uncertain times, and why now may be a good time to kick off your investing journey.

11:10 a.m. – Ben Carlson, Director of Institutional Asset Management, Ritholtz Wealth Management

- *A Tool for Market Volatility*
  Diversification. It's one of the most important tools for investing and building a portfolio, yet it's also one of the easiest investment topics to misunderstand and thus, ignore. Embracing diversification can help protect you against market volatility a a time when having a large concentration of one stock or several stocks in one sector can be a dangerous setup. Ben Carlson will walk you through what diversification means for your portfolio, how it works in practice and how you can use it to manage your financial risk.

12:05 p.m. -- Lule Demmissie, President, Ally Invest and Anna N'Jie-Konte, Founder, Dare to Dream Financial Planning

- *Combating the Wealth Gap Head On*
  For generations, investing in the stock market has been one of the most effective ways to build personal wealth. In the past, however, one had to already be wealthy to participate – which perpetuated a system where the rich became richer while large portions of the population were left out. The impact of this disparity is particularly evident in communities of color and

especially in the black community. Today, technological advancements have made it possible for anyone to invest with just a few dollars – yet many still see the stock market as a club that's not for them. Why are the tried-and-true vehicles for building wealth still not a lever that many in minority groups feel comfortable pulling? How can they overcome these obstacles? Lule Demmissie and Anna N'Jie Konte will address some of the current inequalities in investing and how investing can be more purposely employed to help close the wealth gap.

1:00 p.m. -- Glenn E. Tomkins, Jr., Senior Instructor, VectorVest Inc.

- *Refresh & Reset Your Portfolio: Taking Gains & Cutting Losses*
  Everything in our lives needs a refresh at some point, and our investment portfolio is no different. Glenn Tompkins will teach you how to identify the weakest stocks in your portfolio, what you need to consider when removing them, and how to replace them with stocks in the fastest-moving industries. You'll learn how VectorVest can help you understand and embrace locking in profits, as well as how this technique may help you develop a diversified, risk-adjusted portfolio in a volatile marketplace.

1:55 p.m. -- David Peltier, Portfolio Manager

- *Next Level Diversification*
  You already know diversifying your portfolio is one way to manage the risk of losing money. Taking diversification to the next level by investing in other asset classes, like fixed income or international securities, could help smooth out the volatility in your portfolio while helping to improve returns over the long-term. David Peltier will give you a primer on various asset classes and how to determine if adding them to your portfolio is right for you.

2:50 p.m. -- Brian Overby, Senior Options Analyst, Ally Invest and Shelley Seagler, Director of Education, Snider Advisors

- *Climbing the Market with an Options Ladder*
  Covered calls may offer a valuable investment tool for income-focused investors, but did you know this strategy can also be included as part of a larger investment approach? In fact, when combined with cash management techniques, covered calls may become a powerful tool to create sustained yields in a variety of market conditions. Brian Overby will interview Shelley Seagler to learn how Snider Advisors uses options strategies to help manage downside risk and capitalize on long-term income for a portfolio of stocks.

3:45 p.m. -- Brian Overby, Senior Options Analyst, Ally Invest

- *Sharpen Your Options Game*
  Option trading can help you effectively trade in all kinds of market conditions, giving you flexibility to adjust when the environment changes. But you can only take advantage of this flexibility if you stay open to learning new strategies. Join Brian Overby as he shares the basics of "spread trading." Familiarizing yourself with the possibilities of spreads can help you to recognize the right conditions to use them and how they may be an interesting alternative to buying puts and calls outright.

4:30 p.m. -- Lindsey Bell, Chief Investment Strategist, and Brian Overby, Senior Options Analyst, Ally Invest *(Closing Remarks)*

About Ally Invest

Ally Invest is the brokerage and wealth management offering from Ally Financial Inc. that exists alongside the firm's 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 the competitive deposit products offered by the firm's banking subsidiary, Ally Bank, gives customers a powerful value proposition for managing their financial wellbeing. Securities products and services are offered through Ally Invest Securities LLC, member FINRA and SIPC. Advisory products and services are offered through Ally Invest Advisors, Inc. an SEC registered investment advisor. Products offered by Ally Invest Securities and Ally Invest Advisors are NOT FDIC INSURED, NOT BANK GUARANTEED and MAY LOSE VALUE. All investments involve risk, losses may exceed the principal invested, and past performance does not guarantee future results.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with $182.5 billion in assets as of March 31, 2020. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive-finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally Invest Securities LLC and Ally Invest Advisors, Inc., visit https://www.ally.com/#disclosures.

For more news about Ally, please visit the Ally press room at http://media.ally.com.

Contact
Ally Public Relations, Justin Nicolette
Justin.Nicolette@ally.com
980.312.8636

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