



FOUNDATION

Press Release

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Iowa 12th-grader's Expert Investment Advice Drives Positive Returns in Capital Markets and in Life

*Juliet Namwanje's Essay Wins SIFMA Foundation's
Fall 2020 National InvestWrite® Competition*

She Was Surprised with Celebration

New York, NY, April 12, 2021 – Juliet Namwanje, age 17, from West Des Moines, Iowa is well on her way to joining the ranks of some of the best financial legends in the world. The diligent 12th-grader defied the challenges of distance learning and cinched an exhilarating win in the SIFMA Foundation's Fall 2020 InvestWrite competition, penning an essay on how challenges can create opportunities in the global economy and in life.

Competing in the high school division, Namwanje, who attends Waukee Senior High School, researched and composed an impressive long-term financial plan and was recognized as the winner in the state of Iowa during a surprise virtual presentation on March 30, 2021.

SIFMA Foundation's InvestWrite national essay competition bridges classroom learning in math, social studies, and language arts with the practical research and knowledge required for saving, investing and long-term planning. It also serves as a culminating activity for The Stock Market Game™ a highly effective in-person, remote learning and hybrid educational tool in which students invest and manage a hypothetical \$100,000 online portfolio of stocks, bonds, mutual funds and cash.

“SIFMA Foundation's programs give youth of all backgrounds, especially in underserved communities, a real shot at financial independence and economic mobility,” said Melanie Mortimer, President of the SIFMA Foundation. “We equip and train teachers to offer essential skills and knowledge to their 4th-12th graders to navigate the capital markets and financial decision-making. To date, we've transformed the lives of 20 million students like Juliet through learning that is practical and fun.”

The Fall 2020 InvestWrite competition challenged students to write an essay about how they've adapted to change at some point in their lives, how a publicly traded company has adapted to change, and how that company's stock could be combined with other stocks, bonds or mutual funds to create a successful long-term portfolio.

Namwanje developed a plan that would have an impact today and into the future and wowed the team of judges with her essay. She was participating in the InvestWrite Competition as a part of her Waukee APEX course: Finance, Banking and Investments.

Juliet Namwanje and her teacher, Jesse Hunt, were honored by the SIFMA Foundation during a virtual presentation on March 30, 2021.

Winning Essay by Juliet Namwanje

Transitioning to working in a home environment since the outbreak of the COVID-19 pandemic was not an easy feat for me. I found it much harder to avoid distractions and stay focused while working in a non-traditional work environment. There is no getting away from distracting people or escaping the daily course of everyday home life when working from home. I also found it more difficult to be productive and focused while working in a place where no one is around to keep me accountable. I've had to overcome all these challenges by becoming more diligent about completing important tasks and managing my time efficiently. The experience of having to step up and be accountable for myself tested my will power. It made me gain a completely new understanding of what it means to be self-motivated. I've grown to be a lot more self-driven and self-motivated from my experience which will help me a lot in working towards achieving future goals and success.

Likewise, many companies have been pushed to upgrade and restructure themselves during the pandemic. Walmart is one of the few companies that have managed to successfully pull it off. Walmart used to sit comfortably as the world's largest retailer pre-pandemic. It grossed significantly more sales revenue than other prominent retail giants like Costco, Kroger, and Amazon in 2019. A lot changed in the retail landscape after the outbreak of the coronavirus pandemic this year, shifting the trajectory of almost all retail businesses. Lock-down restrictions in the early months of the pandemic encouraged many retailers to adapt to the new landscape by expanding their digital service options for services like in-store pickup, online shopping, and quick delivery. Walmart strategically adapted to this new landscape with the release of Walmart Plus, a premium subscription service that provides members with perks like unlimited delivery and various discount packages from all their physical store locations. Walmart plus can also provide same-day-delivery for its members, made possible via a tactical partnership with Instacart, a company that arranges delivery and in-store pickup services for grocery stores. This move positioned Walmart Plus as a direct competitor with the likes of Amazon Prime, the only previously available retail premium delivery service on the market. Walmart further adapted to the new retail landscape by adding a new feature to the Walmart app called Walmart Pay, allowing customers to scan and check out their items in stores through their app. This feature makes it possible for customers to scan and check out their items touch-free, which is not only convenient for customers but also mitigates the spread of coronavirus. Walmart's continuous innovative efforts to address current consumer needs are a step in the right direction and make the company well poised to have a lot of growth in the future. On top of that, Walmart has an already established brand and track record as a relatively stable investment. The company has an impressive streak of consistently increasing its EPS, revenue, and profit every year for the past two decades. They also have a great track record of increasing their annual dividend every year for their stakeholders ever since they started paying one in 1974. All these individual factors combined, make Walmart a great long-term investment.

I would combine Walmart in a portfolio with Shopify and FedEx, which are all well-positioned to have a lot of growth in the coming years. Shopify was one of the biggest beneficiaries of the pandemic, as most consumers pivoted to shopping online. The company has managed to grow a lot in the past few months which for the most part, can be attributed to the e-commerce boom that was fueled by the pandemic. Shopify provides a great e-commerce platform for both small and big retailers meaning it has a lot of growth potential, as many entrepreneurs and businesses now look to expand or transition to having online stores. This new trend of online shopping and e-commerce isn't going away anytime soon and FedEx will also derive a lot of growth from it. Having invested a ton in optimizing their last-mile residential delivery strategy and in updating their logistics software, they will likely continue to have a considerable growth trend in the

future. Seeing as USPS is standing on its last legs, the odds are, FedEx will gain a significant portion of its market share, making FedEx a really promising long-term investment.

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About the SIFMA Foundation for Investor Education

The SIFMA Foundation is dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds, with a focus on youth. Drawing on the involvement and expertise of educators and the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunities across communities and increase individuals' access to the benefits of the global marketplace. Notable Foundation programs include The Stock Market Game™, which has enabled more than 20 million students to become financially prepared for life, the InvestWrite® national essay competition, the Capitol Hill Challenge™, and Invest It Forward®. For more information on the work of the SIFMA Foundation, visit www.sifma.org/foundation.

About InvestWrite®

InvestWrite® is a culminating activity for Stock Market Game students extending their classroom learning with a written challenge to address real-world financial issues and situations. Students must analyze, think critically and problem solve about a long-term saving and investing scenario. Nearly 250,000 student essays have been evaluated by their teachers and over 40,000 financial professionals have served as volunteer judges. Essays are judged by financial professionals who volunteer their time each year to ensure young people are exposed to the essentials of personal finance early in life. Judges evaluate students' understanding of long-term investing, diversification, the global capital markets, and factors that drive investments as well as their expression of investment ideas in essay form. Winners locally and nationally rise to the top to earn exciting awards and prizes including laptops, classroom pizza parties, trophies, plaques and banners, and certificates. For more information about InvestWrite®, visit www.investwrite.org.

About SIFMA

SIFMA is the leading trade association for broker-dealers, investment banks and asset managers operating in the U.S. and global capital markets. On behalf of our industry's nearly 1 million employees, we advocate on legislation, regulation and business policy, affecting retail and institutional investors, equity and fixed income markets and related products and services. We serve as an industry coordinating body to promote fair and orderly markets, informed regulatory compliance, and efficient market operations and resiliency. We also provide a forum for industry policy and professional development. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit www.sifma.org.

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