

“Q2 Disruptions” Video Transcript

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In case you haven't noticed...more and more people are enjoying the mobile cuisine trend.

In fact, one study expects the food truck industry to be a \$2.7 billion business by 2017.

You know, in some ways the food truck could be considered a market disruptor, something that challenges traditional business models and redefines market strategy. They're a great example of how aspiring entrepreneurs are using innovative technology, and inventing new ways of delivering products and services.

[Image on screen says that Disruptive Tech includes data and analytics, cyber security, wearable technology, internet of things, 3-d printing, mobile technology and cloud computing.]

In fact, in the coming years, we believe many other industries will benefit from successful disruptions, as powerful new technology creates new opportunities and brings about changes that can enrich our daily lives.

Now don't get me wrong. Not all disruptors are positive. Some, like economic uncertainty and geopolitical tensions, can lead to volatility and are likely to continue. (thank you)

[Image on screen shows a Current Bull Market graph depicting an upwards climb from 2009 to 2016; Source: graph is representative of the S&P 500 returns performance between 3/31/09 and 5/10/16. Past performance does not guarantee future results. An index is unmanaged and not available for direct investment.]

But, historically, periodic volatility can bring potential opportunities for investors and may actually be the best time to invest.

There will always be market disruptions. But, we believe investors, much like innovative entrepreneurs, who can look beyond the short-term and focus on long-term trends, will be rewarded.

So, how do you sort through all the disruptors and find the opportunities?

Download our special Wells Fargo Investment Institute report: "Disruptions and Volatility-where to invest when the markets are in perpetual motion."

All investing involves risk including the possible loss of principal. Different investments offer different levels of potential return and market risk. You should be aware of, and understand, all risks associated with a particular investment product before investing.

Graph showing S&P 500 returns from 3/31/09 reflect data dating back to the last bull market (2009).

Food truck trends according to 2012 report from Emergent Research and Intuit, Inc.

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