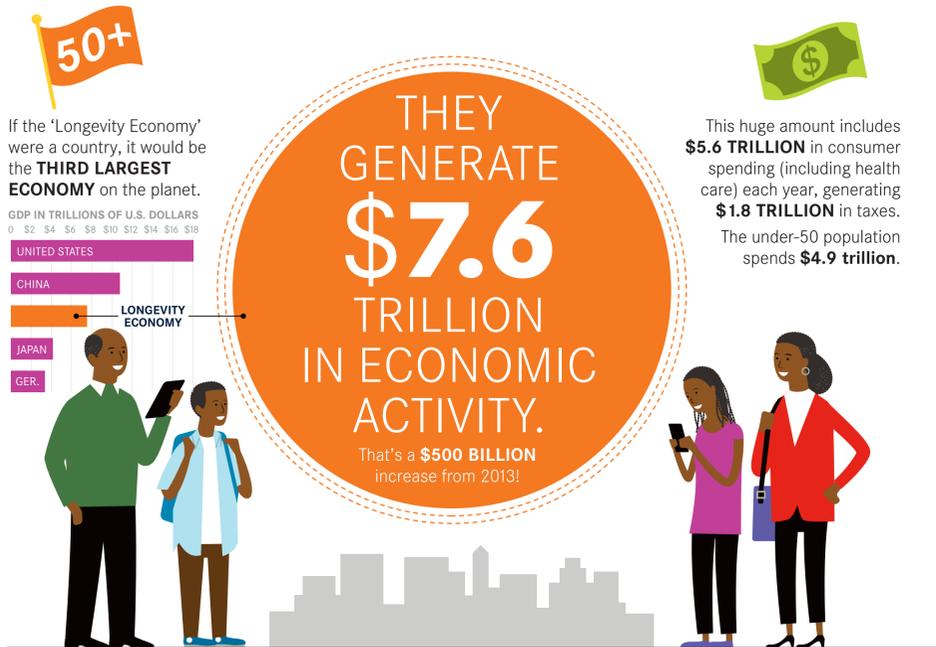


THE LONGEVITY ECONOMY: A SNAPSHOT

The 50-plus cohort—35% of the U.S. population—represents a powerful force that drives economic growth and value. Their contributions are known as The Longevity Economy: the sum of all economic activity driven by the needs of Americans aged 50 and older. This includes the products and services they purchase directly, as well as the further economic activity this spending generates.

Throughout the world the growth of this age group is having a transformative impact, economically and socially. By 2015, there were more than 1.6 billion people on the planet who were part of the 50-plus cohort. By 2050, this number is projected to double to nearly 3.2 billion people. Let's look closer...

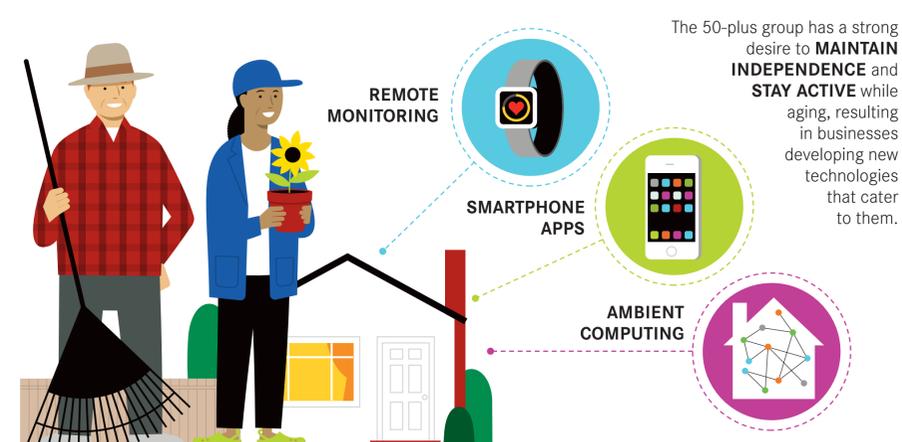
The Longevity Economy is comprised of **111 MILLION AMERICANS** aged 50-plus



They also demonstrate that **PRODUCTIVITY** doesn't diminish with age



And they **INFLUENCE TECHNOLOGY INNOVATIONS...**



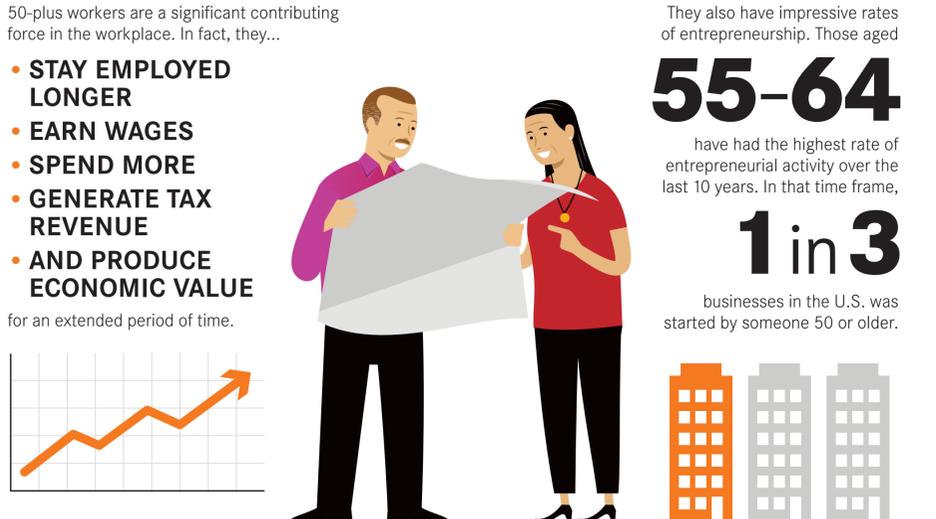
Their consumer spending supports significant **JOB CREATION**



...that respond to growing **DIVERSITY & OPPORTUNITY**



And they are **DESTROYING MYTHS** about how aging affects the economy



The 50-plus tend to be more **PHILANTHROPIC & CHARITABLE**



And they hold **83% OF U.S. HOUSEHOLD WEALTH**

As the 50-plus demographic continues to grow, the **MARKET OPPORTUNITIES ARE TOO LARGE TO IGNORE.**

With those in the 'Longevity Economy' wanting to maintain independence, employment, and health for as long as possible, **OPPORTUNITIES ABOUND** for companies to develop products and services to meet the demand.



WHAT'S YOUR 50+ STRATEGY?

For more information about The Longevity Economy, download our free report. It offers a strong roadmap for companies to address the needs of the 50-plus population.

<http://www.aarp.org/content/dam/aarp/home-and-family/personal-technology/2016/09/2016-Longevity-Economy-AARP.pdf>

Here's a shortcut that's easy to type: <http://www.goo.gl/w8AFNS>

