

FROM FOMO, TO YOLO, TO OH NO!!!!

J.P. Morgan once said, "Nothing so undermines your financial judgement as the sight of your neighbour getting rich." The old adage still holds true today, but our "neighbourhood" has grown significantly through the connectivity of social media.

- Social media has intensified our envy for creating rapid wealth.
- FOMO (fear of missing out) has never been quite this intense.
- Day trader mentality is replacing methodical investments.

It has never been easier to set up an online investment account, deposit your life savings and YOLO (you only live once) your way into whichever stock is currently trending. This is a stark contrast from reading the business clippings to learn about the organization you are entrusting your hard-earned money with.

- Investing has become mainstream for younger generations.
- MEME stocks and digital coins drive the most volume.

What gets lost in all of the "win big" stories are the losses being sustained. Just like the Gold Rush, where only a select few actually made riches, most are left holding the proverbial "bag."

Far more people have had a moment of FOMO, decided YOLO, and when the dust settled, are left muttering "OH NO...what have I done?"

Here at Uline, we often refer to the saying "the grass is not always greener." Our approach is centered on reliable performance, a consistent experience and long-term stability.

Investing in our people, buildings and inventory provides long-term gains for our customers. We look forward to growing together.

A hand holding a smartphone with three blue speech bubble icons overlaid: "#YOLO", "#FOMO", and "OH NO!!".

Karam Lal

KARAM LAL
CANADA
BRANCH MANAGER



EDMONTON – LARGER WAREHOUSE NOW OPEN!



Due to our increased growth and your support, Uline has opened a new 573,000 sq. ft. warehouse.

- Over 38,500 quality products in stock – even the big stuff!
- Improved service to more of Western Canada.
- 99% of orders ship same day with no backorders.
- Knowledgeable Customer Service reps available 24/7. Never an automated attendant.