ARGUS®
Fact Sheet

ARGUS CORE EQUITY STRATEGY

INVESTMENT OBJECTIVE

The Argus Core Equity objective is to provide above average, long-term risk-adjusted returns in both growth and value-oriented market environments.

The Core Equity Strategy may be appropriate for investors who:

- Seek long-term total return, including both capital appreciation and dividend income
- Value high-quality companies and are comfortable with moderate broad market risk
- Possess a long-term investment horizon and can tolerate short-term fluctuations

PORTFOLIO STRATEGY

INCEPTION DATE: 12/31/1994

The Argus Core Equity Strategy is a large-capitalization portfolio of 45-55 equally weighted, financially strong companies offering broad exposure across the investment universe.

Argus builds the Core Equity Portfolio using a bottom-up, fundamentals-based approach focused on:

- **Financial Strength:** Prioritizing companies with solid balance sheets and healthy cash flow.
- **Industry Leaders:** Selecting top firms with disciplined capital and R&D investment that enables strategic growth without excessive debt from industries shaping the future of the U.S. economy.
- **Strategic Diversification:** Identifying companies with discrete, uncorrelated revenue streams— going beyond sector- and industry-based diversification, and incorporating both growth and value styles.
- **Risk Management:** Implementing counter-momentum rebalancing as a means to maintain diversification and reduce risk. Maintaining high conviction holdings, exiting positions that no longer meet financial criteria or add diversification to the portfolio.

WHAT SETS ARGUS APART

Argus Investors' Counsel, Inc. is a Registered Investment Advisor with the U.S. Securities and Exchange Commission.

- A trusted fiduciary since 1960
- Leading independent research company for 90+ years
- Time-tested fundamental approach
- Award-winning research analysts
- Women-owned business

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PORTFOLIO RISKS

An investment in the Argus Core Equity Portfolio is subject to a range of market, income, sector, and management risks. Individual stocks may decline suddenly or sharply due to unexpected shifts in equity markets and economic conditions. The Core Equity Portfolio is rebalanced to maintain equal weightings across all holdings, helping reduce the risk of any one sector dominating the portfolio. This approach may result in performance differences for individual holdings or sectors compared to the benchmark. Because the portfolio does not target a hypothetical cash balance, its returns may be more volatile than similar portfolios that maintain a cash positions as part of a defensive strategy. The portfolio manager's security selections may result in performance that varies from the benchmark, potentially leading to underperformance. Portfolio changes are recommended on a fixed schedule and may have tax implications for some investors.

The Argus Core Equity Portfolio is not intended to be a complete investment program.

DISCLOSURES

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