ARGUS®

Fact Sheet

ARGUS INNOVATIVE GROWTH STRATEGY

INVESTMENT OBJECTIVE

The Argus Innovative Growth Strategy objective is to provide long-term capital appreciation.

The Innovative Growth Strategy may be appropriate for investors who:

- Seek long-term capital appreciation with current income as a secondary goal
- Have a relatively high-risk tolerance for market volatility
- Possess a long-term investment horizon and can tolerate short-term fluctuations

PORTFOLIO STRATEGY

INCEPTION DATE: 10/31/2016

The Argus Innovative Growth Strategy is a focused portfolio of 25–35 stocks that are rated BUY by Argus's team of Research Analysts and have a proven record of innovation and market performance.

Argus builds the Innovative Growth Strategy using a top-down, fundamentals-based approach focused on:

- **Earnings Growth:** Companies which are able to generate industry-leading EPS growth by disrupting sectors, launching new products, entering new markets or developing successful management strategies.
- **Financial Strength:** Selecting companies with industry-leading gross and operating margins.
- **Analyst Conviction:** Argus Portfolio Managers consult with the Argus Analysts and adjust ensure financial strength and proper sector diversification.
- **Macro Integration:** Aligning the portfolio with economic trends and Argus sector weightings.
- **Risk Management:** Holding at least 25 stocks from at least 8 sectors; stock weights 2-5%.

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 Innovative Growth 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 market and economic conditions. The portfolio may emphasize certain market sectors, leading to returns that differ significantly from those of broadly diversified portfolio. No single stock is meant to represent more than 5% of the portfolio or less than 2% of the portfolio, though the volatility of individual holdings may result in one or more holdings exceeding or falling short of these thresholds. 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 Innovative Growth Portfolio is not intended to be a complete investment program.

DISCLOSURES

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