



Argus Investors' Counsel, Inc. Named to PSN Top Guns List of Best Performing Strategies for 1Q 2024

Stamford, CT—May 31, 2024— Once again, **Argus Investors' Counsel, Inc.** has been named to the celebrated *PSN Top Guns List* of best performing separate accounts for its Argus Innovators strategy.

The Argus Innovators strategy earned a PSN Top Guns 2-Star award, meaning the Innovators strategy had one of the top ten returns for the one-year period ending March 31, 2024, across a peer group of 251 Large Cap Core Equity products and 677 US Core products.

The Argus Innovators Portfolio seeks to outperform the S&P 500 Index over a period longer than 12 months by holding a diversified basket of stocks issued by companies with proven records of innovation. The portfolio focuses on innovative companies that spend aggressively on R&D, receive numerous patents, generate a high percentage of sales from new products, are first to new markets, and disrupt industries through cutting-edge products and management processes.

“We think that our unique approach to innovation helps distinguish our Innovators Strategy,” according to Argus Research CEO John Eade. “Our approach leads us to a diversified portfolio that also includes an income component. We also benefit from extensive interaction among our Portfolio Managers and our team of award-winning security analysts.”

ANNUALIZED TOTAL RETURNS <i>(as of 3/31/2024)</i>	Quarter To Date	Year To Date	Latest 1 Year	Latest 3 Year	Latest 5 Year
Argus Innovators- Net of Fees	14.20%	14.20%	40.54%	10.54%	15.98%
Argus Innovators- Gross of Fees	14.29%	14.29%	40.98%	10.88%	16.34%
S&P 500 w/Div	10.56%	10.56%	29.88%	11.49%	15.05%

Source: Advent. Innovators Composite Inception date is 2/28/2018.

The Argus Innovators, Argus Large Cap Core Equity, U.S. ESG, Dividend Growers, Equity Income, Growth & Income, Growth and Argus Custom Portfolios are available as separately managed accounts.

For more information, please contact: Invest@ArgusInvest.com

Visit our website at www.ArgusInvest.com



About Argus Investors' Counsel

Argus Investors' Counsel is an SEC-registered investment advisor based in Stamford, CT, and has been certified as a WBE through the Women's Business Enterprise National Council (WBENC) since 2007. Argus specializes in equity investment management, serving a nationwide array of clients.

About Zephyr's PSN

The Top Guns list, published by Zephyr, remains one of the most important references for investors and asset managers. PSN Top Guns award winners are honored for exceptional performance. PSN Top Guns performance awards are tabulated for thousands of strategies across 75 peer groups subdivided by increasingly rigorous screens and reported in ascending classes from 1-6 stars. For nearly four decades, Zephyr's PSN has been a top resource for investment professionals and asset managers rely on Zephyr's PSN to effectively reach institutional and retail investors. Over 2,800 firms, 285 universes, and more than 21,000 products comprise the PSN SMA database.

Performance Notes:

Argus Investors' Counsel, Inc. (AIC) is an SEC-registered investment advisor that provides investment advisory services to institutional and individual investors. AIC's SEC registration does not imply a certain level of skill or training. The information in this document has not been approved or verified by the SEC or by any state securities authority. The Argus Innovators Composite was created on February 28, 2018. The Argus Innovators Composite contains fee-paying, fully discretionary accounts that do not contain investment restrictions. The U.S. dollar is the currency used to express performance. Returns are presented gross and net of management fees and include the reinvestment of all income. Past results are not indicative of future returns. AIC claims compliance with the Global Investment Performance Standards (GIPS®). AIC has been verified firm-wide by ACA Performance Services from April 1, 2017 through December 31, 2023 and by Ashland Partners & Company, LLP from January 1, 1995 through March 31, 2017. GIPS® is a registered trademark of CFA Institute. CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein.

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