

## Crossmark Global Investments Awarded Top Guns Designation by Informa Financial Intelligence

**Houston, Texas—September 11, 2020—** Crossmark Global Investments, Inc. is proud to announce that both Crossmark's Large Cap Core Growth Strategy and Balanced Core Strategy have been awarded a PSN Top Guns distinction by Informa Financial Intelligence's PSN manager database, North America's longest running database of investment managers. Crossmark was awarded with a 6-star Top Gun rating for its Large Cap Growth Strategy and a 3-star Top Gun rating for its Balanced Core Strategy.

"We are pleased to be recognized for our Large Cap Core Growth Strategy and Balanced Core Strategy," said Melville Cody, Senior Portfolio Manager. "We aim to provide the most effective, risk-controlled investment options for our clients.

Through a combination of Informa Financial Intelligence's proprietary performance screens, [\\*PSN Top Guns](#) ranks products in six proprietary categories in over 50 universes. This is a well-respected quarterly ranking and is widely used by institutional asset managers and investors. Informa Financial Intelligence is part of Informa plc, a leading provider of critical decision-making solutions and custom services to financial institutions.

Top Gun firms are awarded a rating ranging from one to six stars, with the number of stars representing continued performance over time.

Crossmark's Large Cap Core Growth Strategy was named Top Gun 6-star rating, meaning our Large Cap Growth Strategy had an r-squared of 0.80 or greater relative to the style benchmark for the recent five-year period. Moreover, products must have returns greater than the style benchmark for the three latest three-year rolling periods. Products are then selected which have a standard deviation for the five-year period equal or less than the median standard deviation for the peer group. The top ten information ratios for the latest five-year period then become the 6 Star Top Guns. Additionally, our Balanced Core Strategy was named Top Gun 3-star rating, meaning it had one of the top ten returns for the three-year period in their respective universes.

"Congratulations to Crossmark Global Investments, Inc. for being recognized as a PSN Top Gun," said [Ryan Nauman, Market Strategist at Informa Financial Intelligence's Zephyr](#). "This highly esteemed designation allows us to recognize success, excellence and performance of leading investment managers each quarter."

The complete list of PSN Top Guns and an overview of the methodology can be located on <https://psn.fi.informais.com/>

For more details on the methodology behind the PSN Top Guns Rankings or to purchase PSN Top Guns Reports, contact Margaret Tobiasen at [Margaret.tobiasen@informa.com](mailto:Margaret.tobiasen@informa.com)

### **About Crossmark Global Investments**

Crossmark Global Investments provides a full suite of investment management solutions to institutional investors, financial advisors and the clients they serve. Crossmark has a multidecade legacy of

specializing in values-based investing strategies for clients. Founded in 1987, the firm is headquartered in Houston, Texas.

**About Informa Financial Intelligence's Zephyr**

Financial Intelligence, part of the Informa Intelligence Division of Informa plc, is a leading provider of products and services helping financial institutions around the world cut through the noise and take decisive action. Informa Financial Intelligence's solutions provide unparalleled insight into market opportunity, competitive performance and customer segment behavioral patterns and performance through specialized industry research, intelligence, and insight. IFI's Zephyr portfolio supports asset allocation, investment analysis, portfolio construction, and client communications that combine to help advisors and portfolio managers retain and grow client relationships. For more information about IFI, visit <https://financialintelligence.informa.com>. For more information about Zephyr's PSN Separately Managed Accounts data, visit <https://financialintelligence.informa.com/products-and-services/data-analysis-and-tools/psn-sma>.

**Crossmark Global Investments, Inc. (Crossmark)** is an investment adviser registered with the Securities and Exchange Commission that provides discretionary investment management services to mutual funds, institutions, and individual clients. Investment advice can be provided only after the delivery of Crossmark's firm Brochure and Brochure Supplement (Form ADV Parts 2A and 2B) and once a properly executed investment advisory agreement has been entered into by the client.

All Investments are subject to risks, including the possible loss of principal. Past performance does not guarantee future results.

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