Crossmark Global Investments Appoints Reed Williams as Senior Director of Exchange-Traded Funds

HOUSTON — [June 8, 2026] — Crossmark Global Investments, a faith-based investment management firm known for helping investors align their portfolios with their values, today announced the appointment of **Reed Williams, CIMA®, CETF®**, as **Senior Director of Exchange-Traded Funds**. In this newly created role, Mr. Williams will lead the distribution strategy for Crossmark's exchange-traded fund offerings, deepen relationships across financial advisors, RIA, TAMP, broker/dealer and institutional channels, and help advance the firm's growing presence in the ETF marketplace.

Mr. Williams brings more than 20 years of senior-level investment industry experience, with deep expertise in ETF sales, distribution strategy, national accounts, product launches, advisor education and relationship management. Most recently, he served as Executive Vice President and Divisional Investment Consultant for the Eastern Region at Cambria Investment Management, where he was one of the original senior members hired to help launch and build out third-party distribution for the firm's active ETFs; including the industry's first ever open enrollment 351 Exchange ETFs.

Prior to Cambria, Mr. Williams spent more than a decade at WisdomTree Asset Management and helped build the firm from a start-up into one of the ETF industry's leading sponsors. In addition to his dedicated external sales responsibilities, Mr. Williams was involved and had exposures within multiple areas of the ETF business; including product development, national accounts, institutional distribution, ETF strategy, capital markets, advisor education, trading and liquidity, and new fund launch prioritization. His experience at WisdomTree gave him a unique front-row seat to the full lifecycle of building, scaling and distributing an ETF platform.

Mr. Williams began his career in the very early days of the ETF industry with State Street, the original ETF sponsor and creator of the first ever ETF (SPY) and their subsequent SPDR family of ETFs. During that time, he was involved in the launch and sales successes of some of the industry's largest and most well-known ETFs today.

"Reed joins Crossmark at an important time as we continue to invest in the growth of our ETF platform and expand the ways advisors and investors can access our values-based investment solutions," said Heather Lindsey, Head of Distribution at Crossmark Global Investments. "His deep ETF expertise, proven distribution experience, and firsthand experience helping build one of the industry's most successful ETF platforms from the ground up will be invaluable as we broaden our reach across key intermediary and institutional channels."

In his new role, Mr. Williams will be responsible for developing and executing Crossmark's ETF market strategy, crafting compelling product narratives, supporting platform onboarding, strengthening strategic relationships, and partnering closely with sales, national accounts, portfolio management, marketing and compliance teams to accelerate ETF adoption. The role reflects Crossmark's continued commitment to expanding its ETF capabilities while maintaining the firm's disciplined investment process and values-based approach.

“Crossmark has built a differentiated platform at the intersection of investment discipline, values-based investing and client service,” said Mr. Williams. “I’m excited to join the firm at this critical stage of growth and look forward to working with advisors, platforms and institutional partners to expand awareness and adoption of Crossmark’s Active ETF solutions.”

Mr. Williams holds the Certified Investment Management Analyst® designation through the Investments & Wealth Institute, with coursework completed at the University of Pennsylvania’s Wharton School of Business, as well as the Certified ETF Advisor designation. He also holds FINRA Series 7 and Series 63 securities licenses and earned a bachelor’s degree from the University of Vermont.

About Crossmark Global Investments

For nearly four decades, Crossmark Global Investments has served as a trusted investment management partner to financial intermediaries and the clients they serve. The firm is known for helping individual and institutional investors align their portfolios with their values through a full suite of socially conscious and responsible investment solutions, guided by a disciplined investment process. Crossmark’s product offerings include mutual funds, separately managed accounts and ETFs. Headquartered in Houston, Texas, Crossmark is rooted in faith and operates with a commitment to fiduciary rigor, stewardship and a culture of caring.

To learn more, visit Crossmark’s website, crossmarkglobal.com, or LinkedIn page.

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An investor should consider the investment objectives, risks, charges, and expenses of the funds carefully before investing. The prospectus and, if available, the summary prospectus contain this and other information about the funds. You may obtain a prospectus and, if available, a summary prospectus by downloading from crossmarkglobalETF.com or calling Crossmark toll-free at 888-845-6910. Please read the prospectus or summary prospectus carefully before investing.

The funds may not achieve their objectives if the managers' expectations regarding particular securities or markets are not met. Equity investments generally involve two principal risks – market risk and selection risk. The value of equity securities will rise and fall in response to general market and/or economic conditions (equity market risk).

The funds' values-based screening policies exclude certain securities from the universe of otherwise available investments. As a result, the funds may not achieve the same performance they otherwise may have in the absence of the screening process. If the funds have invested in a company that is later discovered to be in violation of one or more screening criteria and liquidation of an investment in that company is required, selling the securities at issue could result in a loss for the funds. Further, the funds' values-based screening policies may prevent the funds from participating in an otherwise suitable investment opportunity.

The funds' investment adviser considers positive value characteristics when making investment decisions. There is a risk that the funds may forgo otherwise attractive investment opportunities or increase or decrease exposure to certain types of issuers and, therefore, may underperform strategies that do not consider the same or any positive value characteristics. A company's positive value characteristics are determined based on data and rankings generated by one or more third-party providers unaffiliated with the adviser, and such information may be unavailable or unreliable. Additionally, investors can differ in their views of what constitutes positive value characteristics. As a result, the funds may invest in issuers that do not reflect or support, or that act contrary to, the values of any particular investor.

The funds are subject to management risk because they are actively managed investment portfolios. The adviser will apply investment techniques and risk analyses in making investment decisions for the funds, but there can be no guarantee that these will produce the desired results.

There can be no assurance that the quantitative models used in managing the funds will perform as anticipated or enable the funds to achieve their objectives.

The funds are classified as non-diversified under the Investment Company Act of 1940, as amended. This means that the funds may invest in securities of relatively few issuers.

Investments in large cap companies and in growth stocks are subject to the risks of equity securities.

An investment in the funds involves risk, including possible loss of principal. ETFs trade like stocks, are subject to investment risk, fluctuate in market value and may trade at prices above or below the ETF's net asset value (NAV), and are not individually redeemable directly with the ETF. Brokerage commissions and ETF expenses will reduce returns. ETFs are subject to specific risks, depending on the nature of the underlying strategy of the funds. These risks also include value stocks risk, market disruption and geopolitical risk, inflation risk, issuer risk, small- and mid-cap companies risk, other investment companies or real estate investment trust risk, focus risk, concentration policy risk, market price risk, small fund risk, and authorized participant concentration risk. **For a complete description of the funds' principal investment risks, please refer to the prospectus.**

Not FDIC Insured — No Bank Guarantee — May Lose Value

PINE Distributors LLC is the distributor for the Crossmark ETFs (the "funds"). Crossmark Global Investments Inc. (Crossmark) serves as the investment adviser of the Crossmark ETFs. PINE Distributors LLC is not affiliated with Crossmark Global Investments Inc. CRSMK-5542364-05/26