



For Immediate Release



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Laurus Awarded Top Guns Designation by Informa Financial Intelligence Small-mid-cap investment strategy recognized for outperformance with lower risk profile

Toronto, Canada November 18, 2021— Laurus Investment Counsel (Laurus) has been awarded a PSN Top Guns distinction by Informa Financial Intelligence’s PSN manager database, North America’s longest running database of investment managers.

Laurus was honored with the following Top Gun ratings for its US Small-Cap Strategy for 3Q 2021:

- US Small-Cap **1 Star and 5 Star in the:** Small-Cap Core Equity Universe
- US Small-Cap **5 Star:** Small-Mid Cap Universe
- US Small-Cap **1 Star, 3 Star, and 4 Star:** Small-Mid Core Equity Universe

“This award reflects our team’s continued commitment to our mission to provide clients a lower risk path to accessing the potentially superior returns in small and mid-cap investing. We are extremely pleased to be recognized as a Top Gun Investment Manager by Informa Financial Intelligence,” said Christopher Page, President & CEO.

Top Gun firms are awarded a rating ranging from one to six stars, with the number of stars representing continued performance over time. An explanation of the Laurus awards is defined by Informa is as follows:

1-Star Category: had one of the top ten returns for the quarter in their respective universe. The peer groups were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. PSN Top Guns investment managers must claim that they are GIPs compliant. These top performers are strictly based on current quarter returns.

3-Star Category: had one of the top ten returns for the three-year period in their respective universes. The peer groups were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. PSN Top Guns investment managers must claim that they are GIPs compliant. These top performers are strictly based on returns for the three-year period.

4-Star Category: had an r-squared of 0.80 or greater relative to the style benchmark for the recent five-year period. Moreover, the strategy’s returns exceeded the style benchmark for the three latest three-year rolling periods. The top ten returns for the latest three-year period then become the 4 Star Top Guns. The peer groups were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. PSN Top Guns investment managers must claim that they are GIPs compliant. Products must have 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. The top ten returns for the latest three-year period then become the TOP GUNS.



5-Star Category: had an r-squared of 0.80 or greater relative to the style benchmark for the recent five-year period. Moreover, the strategy's returns exceeded 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 to or less than the median standard deviation for the peer group. The top ten returns for the latest three-year period then become the 5 Star Top Guns. The peer groups were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. PSN Top Guns investment managers must claim that they are GIPs compliant. Products must have 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 returns for the latest three-year period then become the TOP GUNS.

The content of PSN Top Guns Is Intended for use by qualified Investment professionals. Please consult with an investment professional before making any investment decisions using content or implied content from PSN Top Guns. Note that past performance is not indicative of future results.

Laurus' US Small-Cap strategy invests in high-quality, growth-oriented companies that have strong, predictable cashflow generation, sustainable high returns on capital, and attractive growth opportunities. A careful assessment of management is also used to discern the quality company, with the team focusing on management's leadership and capability, behavioral patterns, and transparency with shareholders. In addition, a detailed valuation methodology is utilized which relies most heavily on discounted free cash flow models. The result of the investment process is a high conviction portfolio comprised of 30-40 companies that exhibit the best combination of financial growth, cash flow visibility and upside opportunity.

"Congratulations to Laurus 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."

Through a combination of Informa Financial Intelligence's proprietary performance screens, [*PSN Top Guns](#) (*free registration to view 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.

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

About Laurus

Founded in 2014 and based in Toronto, Canada, Laurus is an employee-owned fundamental investor, searching globally to invest in strong, entrepreneurial small and mid-cap businesses with sustainable competitive advantages. Using an approach similar to private equity, Laurus conducts deep fundamental research, constructively engages with management and adopts an uncommonly long-term investment horizon to each investment. This process has proven to deliver quality returns with lower volatility over multiple market cycles for our institutional clients. Laurus's offerings include Canadian, US, International and Global Small Cap as well as North American Equity and Canadian Equity strategies. For more information about Laurus, visit <https://lauruscounsel.com>.



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>. All Rights Reserved. PSN Top Guns is powered by PSN. PSN is an investment manager database and is a division of Informa Financial Intelligence (IFI). No part of PSN Top Guns may be reproduced in any form or by any means, electronic, mechanical, photocopying, or otherwise without the prior written permission of Informa Financial Intelligence