

PSN Manager Advantage offers asset managers a full range of options to support and publicize award-winning PSN Top Guns Strategies.

PSN Manager Advantage – Promotional offers digital coverage and brand publicity for each of your award-winning strategies. In addition to ongoing marketing through **PSN Top Guns**, this exclusive package is designed to educate visitors about individual SMAs via a dedicated landing page showcasing your PSN Top Guns strategies. Package includes:

- Ability to upload your customized banner throughout the year
- Personalized social media badge
- Contact information / Website URL
- Firm description
- Historical PSN Top Guns Award showcased beginning Q1 2024
- List all strategies
- Use and distribution of PSN Top Guns Badges through the year



PSN Manager Advantage – Promotional Package Price: \$3,000 yr

PSN Manager Advantage – Intelligence brings the enhanced exposure and branding included in the Promotional package and adds actionable market insights about your products within the PSN Database. The Market Intelligence package Includes:

- Custom Link for each strategy on your firm's landing page
- PSN Top Guns Reports for up to five winning strategies each quarter
- PSN Investor insights reports
 - * Product views within PSN Enterprise by month
 - * Universe-level view statistics for comparison and context
 - * Universe-level asset flows each quarter
 - * Top compared firms each quarter



PSN Manager Advantage – Intelligence Package Price: \$5,000 yr



Scan to Learn More

"The industry's most awarded financial services software"



PSN Badges and Reportse are offered for individual strategies each quarter.



Top Gun Badges

PSN Top Guns badges allow unlimited reproductions of the digital logo to be used in your website or other promotional material. We recommend linking the badge to your PSN Top Guns company profile page.

Top Gun Badges
\$250 each



Social Media Badges

PSN Top Guns social media badges are a customized Co-branded image that incorporates your company logo and the PSN / Zephyr logos. These badges are optimized for sharing on social media and linking to your branded PSN Top Guns page.

Social Media Badges
\$250 each

Top Gun Report + A Top Gun Badge

We offer 4 different PSN Top Guns reports to choose from; each report includes unlimited digital reproduction rights. These reports enable you to show your performance relative to managers in your PSN Top Guns peer universe and include a PSN Top Guns badge for any strategy reported on.

Price is per report; sample reports to follow.

PSN Reports
\$1,000 each

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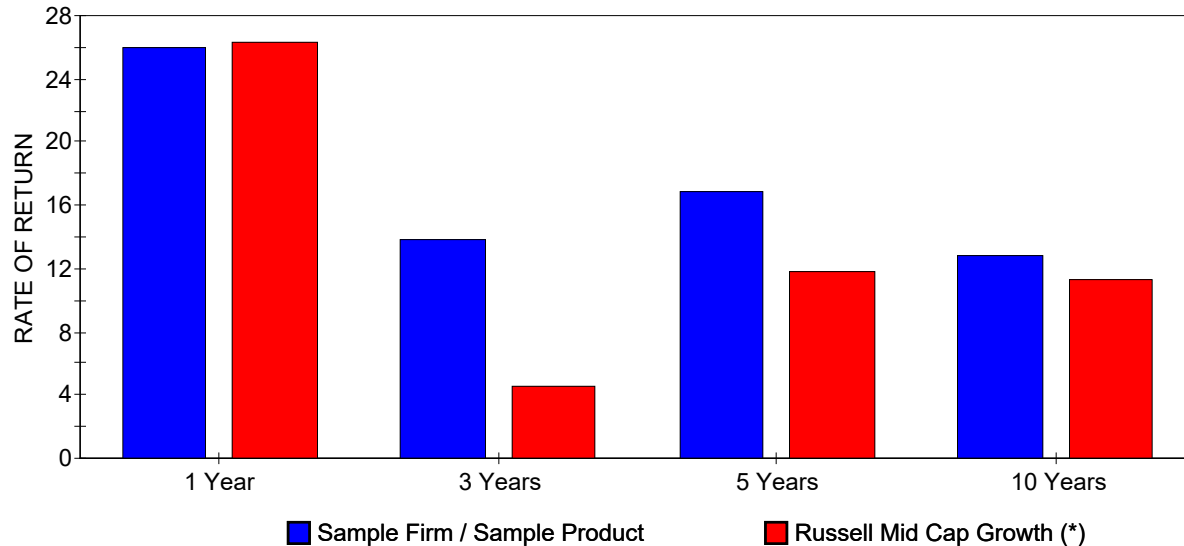
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**TOP GUNS
PSN MID CAP GROWTH UNIVERSE
PERIODS ENDING SEPTEMBER 30, 2024**



**SAMPLE FIRM
SAMPLE PRODUCT**



	<u>1 Year</u>	<u>3 Years</u>	<u>5 Years</u>	<u>10 Years</u>
Gross	25.92	13.83	16.95	12.82
Net	25.77	13.71	16.83	12.71
Style Benchmark	26.28	4.62	11.82	11.35

Criteria: The PSN universes were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. Mutual fund and commingled fund products are not included in the universe. 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 five-year period ending Sept 30, 2024. Moreover, products must have returns greater than the style benchmark for the three latest three-year rolling periods ending Sept 30, 2024. 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 become the 6 STAR TOP GUNS.

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(*) *Style Benchmark*

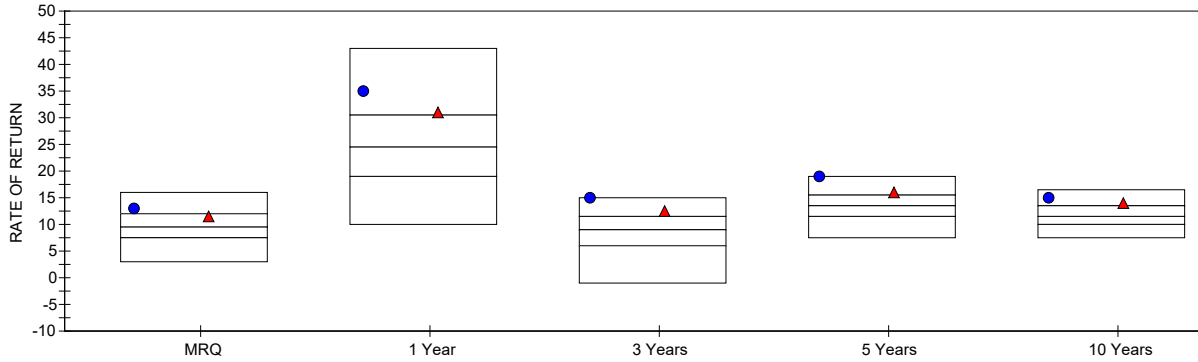
The PSN Mid Cap Growth universe is comprised of 94 firms and 139 products



**TOP GUNS
PSN US EQUITY UNIVERSE
PERIODS ENDING SEPTEMBER 30, 2024**



**SAMPLE FIRM
SAMPLE PRODUCT**



MRQ		1 Year		3 Years		5 Years		10 Years	
VALUE	RANK	VALUE	RANK	VALUE	RANK	VALUE	RANK	VALUE	RANK
11.79	16	33.87	11	13.80	1	17.86	1	14.09	6
10.56	28	29.88	23	11.49	15	15.05	18	12.96	15

PSN US Equity Universe	MRQ		1 Year		3 Years		5 Years		10 Years	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Sample Firm / Sample Product	11.79	11.65	33.87	33.19	13.80	13.22	17.86	17.27	14.09	13.53
Sample Firm A / Sample Product A	11.16	11.00	32.43	31.94	12.83	12.46	16.36	16.00	13.48	13.13
Sample Firm B / Sample Product B	11.02	10.92	32.04	31.58	12.79	12.40	16.64	16.23	13.62	13.22
Sample Firm C / Sample Product C	14.17	13.98	38.62	37.65	14.66	13.86	18.67	17.84	14.58	13.71
Sample Firm D / Sample Product D	11.72	11.64	34.47	34.08	13.07	12.73	16.43	16.08	14.12	13.75
Sample Firm E / Sample Product E	9.62	9.44	30.97	30.13	16.27	15.52	20.54	19.77	16.03	15.29
Sample Firm F / Sample Product F	11.29	11.12	32.09	31.31	12.43	11.76	17.43	16.74	14.15	13.47
Sample Firm G / Sample Product G	12.20	12.09	34.98	34.43	13.05	12.60	16.79	16.30	12.95	12.27
Sample Firm H / Sample Product H	13.04	12.90	32.54	31.87	12.91	12.34	17.39	16.81	12.90	12.34
Sample Firm I / Sample Product I	12.57	12.41	36.27	35.51	13.22	12.59	17.10	16.45	14.07	13.41
Standard & Poor's 500 (*)	10.56		29.88		11.49		15.05		12.96	

Criteria: The PSN universes were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. Mutual fund and commingled fund products are not included in the universe. PSN Top Guns investment managers must claim that they are GIPS compliant.

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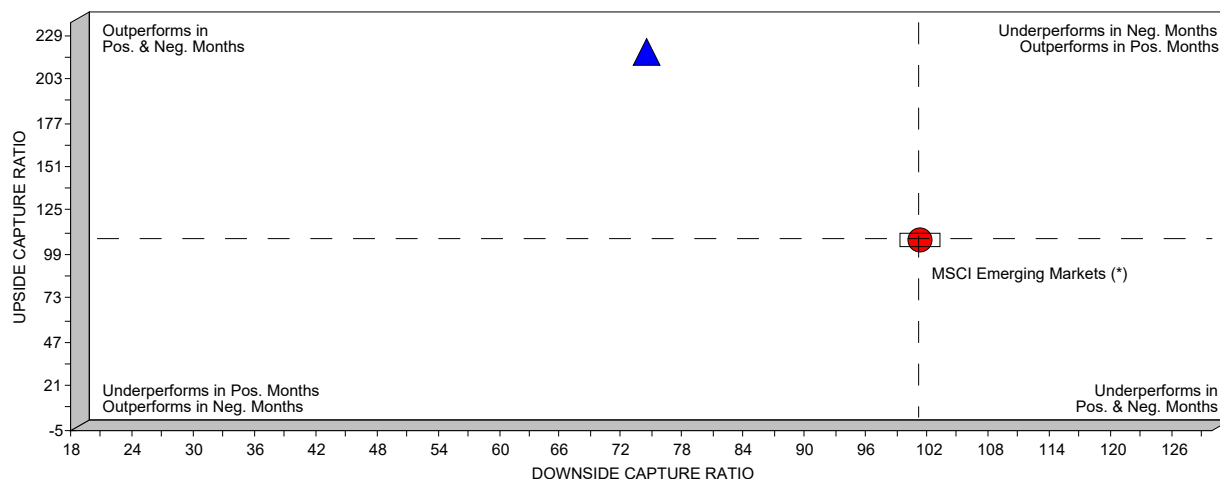
(*) *Style Benchmark*
The PSN US Equity universe is comprised of 736 firms and 2660 products



**TOP GUNS
PSN INTL EMERGING MARKETS UNIVERSE
PERIOD ENDING SEPTEMBER 30, 2024**

BULL & BEAR MASTER

**SAMPLE FIRM
SAMPLE PRODUCT
3 YEARS**



▲ Lazard Asset EM Small Cap Eq

● MSCI Emerging Markets (*)

ROR (Gross)	ROR (Net)	R-Squared	Up Capture Ratio	Down Capture Ratio	Upside/Downside Ratio
3 YEARS	3 YEARS	3 YEARS	3 YEARS	3 YEARS	3 YEARS
8.97	7.60	0.81	110.03	61.69	1.78
-4.68	N/A	1.00	100.00	100.00	1.00

Criteria: The PSN universes were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. Mutual fund and commingled fund products are not included in the universe. 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 three-year period ending SEPT 30, 2024. Moreover, products must have an upside market capture over 100 and a downside market capture less than 100 relative to the style benchmark. The top ten ratios of Upside Capture Ratio over Downside Capture Ratio become the PSN Bull & Bear Masters.

Upside Market Capture Ratio - The Up Market Capture Ratio measures the manager's performance in up markets relative to the performance of the market (index) itself. An up market is defined as any period (quarter) where the market's return is greater than or equal to zero. The higher the Up Market Capture Ratio, the better the manager grew capital during a market expansion. A value of 110 suggests that a manager's gain was 110% of the market's gain when the market was up.

Downside Market Capture Ratio - measures the manager's performance in down markets relative to the performance of the market (index) itself. A down market is defined as any period (quarter) where the market's return is less than zero. The lower the Down Market Capture Ratio, the better the manager protected capital during a market decline. A value of 90 suggests that a manager's losses were only 90% of the market's loss when the market was down.

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(*) Style Benchmark

The PSN Intl Emerging Markets universe is comprised of 149 firms and 291 products



**TOP GUNS
PSN INTL EMERGING MARKETS UNIVERSE
THREE YEARS ENDING SEPTEMBER 30, 2024**

Bull Bear Peer Report

BULL & BEAR MASTER

PSN Intl Emerging Markets	ROR (Gross)	ROR(Net)	Up Capture Ratio	Down Capture Ratio	UCR/DCR
Sample Firm / Sample Product	8.97	7.60	110.03	61.69	1.78
Sample Firm A / Sample Product A	7.33	4.70	131.74	79.15	1.66
Sample Firm B / Sample Product B	6.93	6.20	112.83	70.10	1.61
Sample Firm C / Sample Product C	6.55	5.54	96.34	61.34	1.57
Sample Firm D / Sample Product D	5.15	4.52	73.92	50.91	1.45
Sample Firm E / Sample Product E	6.57	5.51	100.80	64.09	1.57
Sample Firm F / Sample Product F	5.60	4.85	101.59	67.86	1.50
Sample Firm G / Sample Product G	5.76	4.61	117.11	76.29	1.54
Sample Firm H / Sample Product H	5.20	4.33	100.31	68.41	1.47
Sample Firm I / Sample Product I	5.63	5.06	127.40	82.17	1.55
MSCI Emerging Markets (*)	-4.68				

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() Style Benchmark*

The PSN Intl Emerging Markets universe is comprised of 149 firms and 291 products



**TOP GUNS
PSN US EQUITY UNIVERSE
PERIODS ENDING SEPTEMBER 30, 2024**

Top Guns Peer Report



PSN US EQUITY	MRQ		1 Year		3 Years		5 Years		10 Years	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Sample Firm / Sample Product	11.79	11.65	33.87	33.19	13.80	13.22	17.86	17.27	14.09	13.53
Sample Firm A / Sample Product A	11.16	11.00	32.43	31.94	12.83	12.46	16.36	16.00	13.48	13.13
Sample Firm B / Sample Product B	11.02	10.92	32.04	31.58	12.79	12.40	16.64	16.23	13.62	13.22
Sample Firm C / Sample Product C	14.17	13.98	38.62	37.65	14.66	13.86	18.67	17.84	14.58	13.71
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Sample Firm F / Sample Product F	11.29	11.12	32.09	31.31	12.43	11.76	17.43	16.74	14.15	13.47
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