CROSSMARK
GLOBAL INVESTMENTS

GLOBAL EQUITY INCOME

SMA Strategy Profile

Strategy Objective:

Seeks to provide high dividend income with long-term capital appreciation

Strategy Snapshot:

Product Inception	10/01/2010
Category	World Large-Stock Value

Crossmark's Global Equity Income Strategy seeks to provide high dividend income and long-term capital appreciation by investing in dividend-paying stocks of companies representing a broad spectrum of the global economy across a range of market capitalizations.

The Strategy utilizes a four-step process that combines dividend income with relative risk-controlled portfolio construction.

The Strategy invests in U.S. and non-U.S. dividend-paying stocks that have demonstrated a higher yield within their respective sectors, increasing dividends and favorable earnings growth. Although the strategy invests primarily in large-cap stocks, it is also able to invest in mid-cap and small-cap stocks. The non-U.S. investments are primarily in the form of depositary receipts (ADRs) which are U.S. dollar denominated instruments representing securities of non-U.S. issuers that are traded in the U.S. and in non-U.S. markets.

Key Benefits

CURRENT INCOME

1

The Strategy seeks an above-average dividend yield; therefore, every stock selected for inclusion in the portfolio must have:

- Current dividend yield higher than its sector median
- Three-year trend of increasing its dividend
- Favorable relative earnings growth

CAPITAL APPRECIATION

2

- Although the Strategy invests primarily in large-cap stocks, it is also able to invest in small- and mid-cap stocks opportunistically
- The Strategy invests in 100% dividend-paying stocks, which can be significant contributors to total return

GLOBAL DIVERSIFICATION

3

By investing in ADRs and international companies trading on U.S. exchanges, the portfolio seeks to provide:

- Additional dividend opportunities unavailable to domestic-only portfolios
- Increased diversification with a 30%-50% International allocation
- Potential for higher dividend yield

Investment Process

The Strategy employs a four-step, disciplined investment process that utilizes common performance metrics (like payout ratios and dividend growth rates) along with qualitative factors such as corporate policies.

Investment Universe	U.S. and international companies that are traded on U.S. exchanges and have a market capitalization greater than $1 billion
Quantitative Screens	• Dividend paying stocks are identified that exclude "one time" or "special dividends" • Securities with higher dividend yields within their sectors are selected • Positive dividend growth trend • Favorable earnings growth trend
Validation Process	• Quantitative due diligence process includes verifying data to a second financial database to ensure accuracy • Dividend and earnings trends, dividend policies, corporate actions and any news that could potentially impact cash flow are analyzed • Holdings that fail the investment universe, quantitative screens and quantitative validation are sold
Portfolio Construction	A risk-controlled diversified portfolio is constructed utilizing a multi-factor risk model with: • Current dividend income • Global investment exposure • A sector-neutral weight target to minimize "value" bias • Weighted portfolio holdings to control standard deviation to a benchmark

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