

# Pfeiffer Vacuum Technology Case Study

## The Broadridge International Shareholder Communications Programme

For more than 100 years Pfeiffer's products have been setting milestones in vacuum technology. It has a comprehensive line of products and services which range from individual components through to complex vacuum systems.

Quality products and worldwide service play a decisive role in Pfeiffer's work. With the invention of the turbo molecular pump, the company has set a new standard in vacuum engineering and has become the world market leader in this field.

Pfeiffer Vacuum is listed on the Deutsche Boerse, Frankfurt - Prime Standard and TecDAX. Approximately 70 percent of its shareholder base is made-up of non-resident shareholders.

### Aims & challenges

"Pfeiffer is one of the most profitable machinery companies in Germany. It aims to keep profits up in order to safeguard the jobs of its employees, satisfy the needs of its customers and meet its shareholders' expectations of a high dividend payout ratio and share price", said Gudrun Geissler, Investor Relations, Pfeiffer Vacuum Technology AG.

Its challenge is to remain one of the best suppliers of vacuum technology in the world, enjoy the highest possible levels of customer satisfaction and operate independently with a large shareholder base.

Conversely, Pfeiffer had concerns that its non-resident shareholders' participation at its general meetings was continually falling year-on-year. Pfeiffer is dedicated to upholding the highest levels of corporate governance and recognises that shareholder participation at its corporate events is the best medium by which its shareholders can influence the company's actions. Therefore it looked for ways in which to reach its shareholders outside of Germany.

### Why Broadridge?

Manufacturing facilities in the very heart of markets: 71 sites in 19 countries;

- "Pfeiffer is assured that any information intended for its non-resident shareholders, who are linked to Broadridge's systems, is sent accurately and electronically on a real-time basis", said Geissler.
- Prior to the general meeting deadline, Pfeiffer receives several important reports from Broadridge.
- This allows the company to collect any votes which may be lost in the custodian channel.
- To optimise participation, shareholders are alerted before the general meeting deadline if they have not yet voted.
- Broadridge's offering reduces the overall proxy costs for shareholders and custodians.
- Pfeiffer's contact at Broadridge is a German speaker, ensuring that the benefits of the programme and advice on how to increase proxy voting responses can be explained to them in detail.

Broadridge has had a substantial impact on the level of participation among Pfeiffer's shareholders at its AGMs. Attendance has increased from 31% in 2005 to 50% in 2006 and to 58% in 2007.

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