

Mutual Fund engages shareholders with customized proxy approach



KNOW YOUR SHAREHOLDERS

Analyze and segment your shareholder base and create a plan of action for each shareholder category. Precisely manage shareholder preferences to reduce costs while improving response.

USE DATA TO DRIVE SUCCESSFUL STRATEGIES

Armed with strategic data from decades of proxy campaigns, it's possible to predict voting behaviors and accurately target messaging to optimize results.

COMMUNICATE WITH IMPACT

Create customized print and digital communications, using enhanced packaging and custom HTML templates to target messaging and support your brand.

LEARN MORE.

For information about our Mutual Fund Proxy Services, visit us at [broadridge.com](https://www.broadridge.com) or call +1 (866) 359-0456.

THE CHALLENGE: REACHING SHAREHOLDERS MORE EFFECTIVELY

NA global mutual fund leader set out to strengthen shareholder communications for more than 100 separate CUSIPs and for nearly 1.7 million positions. While this fund complex demands a high degree of customization, it is also committed to navigating the most cost-effective proxy campaigns possible.

The fund company's primary goals were to:

1. Communicate more effectively with shareholders for the two or three proxy solicitations launched each year, and
2. Achieve positive results for a number of upcoming proxy votes, including a trustee election.

For Broadridge, the central challenge was using data-driven insights to create customized communications for delivery via mail, on the web and through e-delivery, all at an appealing cost.

CORE BENEFITS

- Improved operational efficiency
- E-delivery expertise
- Enhanced packaging design
- A database of proxy outcomes
- Customization based on shareholder analysis
- Collaborative customer experience through single point of contact

A STRATEGIC APPROACH

Facing a tough, multi-proposal campaign, the mutual fund company recognized the need for an effective communications strategy. They sought a partner with a long history of proxy experience, and ultimately elected to work with Broadridge.

Early in the campaign, a Broadridge project manager met with the fund company's internal business analysts to analyze the shareholder base and segment voting entities. Together, they developed a precisely calibrated communications strategy. Tactical considerations included:

- Determine the degree to which IRA and broker discretionary voting would reduce the overall shares needed for quorum
- Help write and structure the proxy statement to promote the most favorable outcome.
- Anticipating the response of proxy advisory firms and pre-empt problems whenever possible.
- Schedule proxy and follow-up mailings for optimal returns.

CUSTOM-DESIGNED, MULTICHANNEL COMMUNICATIONS

Because this mutual fund company was committed to a high degree of customization, Broadridge designed an enhanced packaging campaign that increased the percentage of envelopes opened. To ensure that they would stand out from other mail, each mailing showcased the company's logo and a familiar tagline within the envelope window.

In addition, Broadridge was able to leverage the more than 127 million electronic consents it has on file, making it easier to launch a successful e-campaign and minimize costs. Broadridge designed half a dozen different HTML e-delivery templates to reach the roughly one-third of shareholders who consented to online communications.

Broadridge, a global Fintech leader with over \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for our clients and help them get ahead of today's challenges to capitalize on what's next.

broadridge.com



REAL-TIME INSIGHT

Knowing precisely how to time reminder mailings can significantly reduce a company's costs. By launching its first direct-mail campaign eight weeks before the shareholder meeting date, the mutual fund company was able to monitor initial responses, and refine its strategy based on the results to date.

A SUCCESSFUL OUTCOME

Although the trustee election was close, there were sufficient votes in support of the proposal, eliminating the need for additional rounds of costly reminders and phone solicitations. The client considered this to be a resounding victory.

Attributes of a winning proxy process.

Broadridge provides a unique, end-to-end solution that delivers greater operational efficiency, cost control and optimal results for mutual fund proxy campaigns.

IN-DEPTH ANALYSIS

Understand how shares are distributed, who your shareholders are, and how they are likely to vote on your proposals.

PRECISE STRATEGY

Create a detailed strategic plan on how to reach every voting entity, maximize response and drive successful outcomes.

EFFECTIVE COMMUNICATION

Deliver engaging, multichannel communications — including visually appealing proxy statements, targeted messaging and branded notifications and reminders.

CONVENIENT VOTING

Let shareholders cast their votes any time, anywhere, via the device of their choice.

REAL-TIME INSIGHT

Monitor and analyze voting in real time, and respond strategically.

SUCCESSFUL OUTCOMES

Engage and inform all stakeholders to gain the support needed to achieve your corporate goals.

