2022

Broadridge Proxy Best Practices

Proven strategies to transform your next proxy into an engagement storytelling experience
As shareholder expectations evolve, proxy storytelling matters more than ever.

Converging trends are reshaping the landscape, putting enormous pressure on investor relations professionals to step up shareholder engagement.

Consider that mobile trading platforms and zero trade commissions are bringing millions of new investors into the fold. Shareholders, employees, and consumers are more focused on ESG issues than ever. Meanwhile, so-called meme stocks continue to gather steam. Small-time investors can now mobilize on social media to disrupt the largest institutional investors and hedge funds.

In this climate, corporations will need to reimagine how they connect with investors and position themselves in the market. How will you tell your story?

**Proxy season: your best storytelling opportunity**

Each year, we help thousands of corporate issuers deliver millions of proxies. When you manage as many proxies as we do, you get to see what works and what doesn’t.

The proxy is no longer a mere regulatory disclosure. Instead, your proxy represents the very best opportunity to own your narrative.

We’ve found that leading issuers excel at the craft of storytelling and their proxy is the main vehicle through which they tell their story.

To that end, basic principles can help drive successful outcomes across myriad industries. The right proxy design empowers you to shape investor perceptions, showcase your achievements and build shareholder loyalty.

Inside this resource, you’ll discover the principles, strategies and best practices proven to help transform your next proxy into an engaging narrative experience.

**Let’s dive in.**
Proxy storytelling matters more than ever. That’s why more issuers are transitioning away from plain, visually dense proxies to more thoughtfully designed narrative experiences. By leveraging these design best practices, we’ll help you craft a story, which is more accessible and consumer friendly. Design makes a big difference when it comes to audience persuasion and understanding. Strategically designed charts, graphs and iconography, for example, can help simplify complex ideas and more effectively showcase your achievements. Using your brand elements and photography can reinforce your brand and help build shareholder loyalty.

**Bottom line:** Good storytelling requires sound design.

**Design Considerations**
Here are six easy-to-implement design enhancements for you to consider to help in creating a more effective shareholder communication.

- **Make your story more engaging**
- **Summarize key points**
- **Reinforce your brand identity**
- **Visualize information**
- **Humanize your board**
- **Tell your ESG story**
Make your story more engaging

Think about content organization and flow while identifying key content you wish to highlight. Use color and infographics to add interest to the page. Utilize design to help your proxy stand out, have more impact and effectively engage your stakeholders.

All-text documents are transitioning to a simpler, more visually appealing approach that incorporates color and graphics to help readers understand complex issues quickly.

Summarize key points

Investors demand brevity and clarity, so it’s critical to add a summary at the beginning of your proxy. This enables you to highlight your company’s goals, strategies and performance.

Don’t hesitate to include visual elements to enhance understanding. Include callouts and sidebars to highlight key points.
3 Reinforce your brand identity

Your proxy should be an extension of your brand. Be sure to align design with existing brand standards. Of course, include your logo, colors and font style to anchor all the elements of your story.

Brand elements should work together to reflect the personality and vision of your organization — and brand.

4 Visualize information

A well-designed chart or table highlights key data and makes your point instantly clear. Keep charts and graphs simple and straightforward, with legends that are easy to read. Clarity, logical organization and consistency are key.

For example, consider using graphics to contextualize and illustrate executive compensation or board composition. You can more effectively highlight board diversity, tenure, skills, and more.
Humanize your board

When shareholders can associate a face with a name, they are more likely to feel a connection to your board and to your company. Photography, as well as a well-written bio, help the reader to better know the individual, their experience and their skills.

Make it easy to scan the board member’s competencies and roles, committee memberships and other board memberships.

Tell your ESG story

Today, many investors believe ESG issues impact materiality and financial performance. So, it’s imperative to include content that showcases your ESG metrics and progress.

The proxy statement can serve as a springboard to additional in-depth ESG content on your website or a free-standing ESG Report.
As investor behaviors evolve, stay ahead of the curve with the industry’s only true single-source shareholder engagement solution.

Streamline the production and printing of proxy communications to ensure a smooth transition from printing to distribution. Our single-source, full-service solution reduces shipping charges, expedites processing and helps you print only the quantity required. Plus, every project is backed by the undisputed reliability and quality you’ve come to expect from Broadridge.

Last-minute changes, print overruns and mailing logistics can make it challenging to get investor and shareholder communications where they need to be on time and within budget. Our single-source solution streamlines the process — from document preparation through to printing and mailing — to guarantee quality and speed and reduce costs.

We offer four options that include typesetting and design services, HTML conversion and fast turnaround—so you can save time and effort while keeping your budget under control.

You’ll also benefit from our unsurpassed knowledge of SEC requirements, shareholder communications and financial technology.

Tap into the industry’s trusted leader in proxy design, production and distribution:

**A consultative approach**

We supply our clients with powerful tools like our online proxy design library and design specialists to create a high impact document.

**More efficient content management**

A single-source XML typeset document or a file designed and produced on your Workiva platform simplifies authoring and version control, and can output for print or the web.

**Cost reduction**

We can help reduce the number of pages in your proxy to minimize printing and mailing expense.

**Enhanced packaging**

Get your proxy noticed in the mailbox and increase open rates. Clear back polywrap packaging shows your proxy cover before the envelope is opened.
Count on Broadridge.

We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

At Broadridge we specialize in proxy and annual report stylization, design, content management, SEC filing, printing and distribution. We are the only provider that can provide composition, filing, print, and distribution services under one roof, which will save you valuable time and money.

You can learn more about our complete end-to-end solution here.

**Proxy Services**

**Annual Meeting Services**

**Enhanced Proxy Design**

Talk to the proxy experts at Broadridge

Let the industry’s only true single-source solution for all your document management, SEC compliance and shareholder communications needs show you how easy and cost-effective it can be to enhance your proxy statement. Contact us today. +1 (844) 364-4966.

Broadridge, a global Fintech leader with over $4.5 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and intelligence. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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