

Securityholder Analytics

HIGHLIGHTS

- Evaluate your securityholder communications process
- Account Ownership breakdown by Retail and Institutional investors
- Combined Canada and United States share ownership data in one convenient report
- Ownership trend analysis
- Available in PDF and Excel formats for ease of data use
- Enhance your communications strategy with data analytics
- Standalone shareholder data reports by geographical breakdown, share range or residency

DEVELOPING COST-EFFECTIVE COMMUNICATIONS

As the hub of investor communications, Broadridge has unique insight into street ownership of virtually every publicly traded company in Canada and the United States and this insight can be valuable for companies looking to engage their entire shareholder base.

Broadridge's Securityholder Analytics service provides a single-source solution for continuous securityholder disclosure and proxy management needs.

We are complementing our existing analytics reports with **Enhanced Securityholder Analytics** - our next step to providing greater insight and transparency into who invests in your company.

"NEW" SECURITYHOLDER OWNERSHIP REPORT

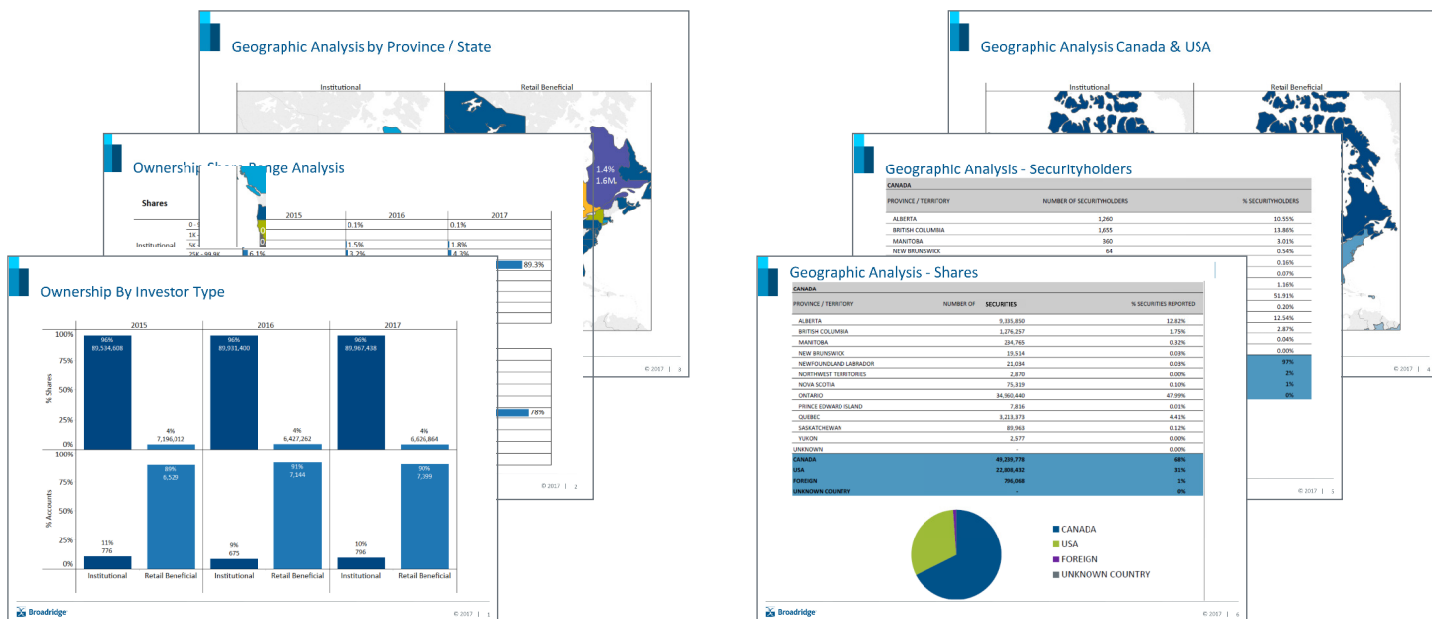
This comprehensive and cost efficient report provides issuers an ownership overview of securityholder demographics and geographic location which incorporates ownership breakdown by investor type between retail and institutional investors in North America.

Features:

- 3 year trend analysis based on previous proxy meeting securityholder data inclusive of both Canadian and U.S. securityholders
- Tiered analysis of both Retail and Institutional securityholders represented by both share range and by account ownership
- Includes both Geographical analysis and Share Range reporting for both Canadian and U.S. securityholders reducing cost and time if reporting was ordered separately
- Report layout flexibility to allow data to be arranged for what best suits the requestor
- Data is provided in both a PDF report and Excel format – allowing data points to be "lifted" and incorporated into other formats for internal reporting needs

Continued overleaf

SAMPLE SECURITYHOLDER OWNERSHIP REPORT



GEOGRAPHIC REPORT

- Based on securityholder addresses provided by financial intermediaries
- Geographic breakdown of securities and securityholders
- Listed by Canadian province and territory
- Includes number of securities reported, number of securityholders and percentage of securityholders in each jurisdiction
- U.S. Geographic Report available

SHARE RANGE REPORT

- Based on security position records from your financial intermediaries
- Security and securityholder concentration by share range
- Includes security ranges, number of accounts, number of securities and percentages
- Top 10 security ranges
- U.S. Share range report available

RESIDENCY REPORT

- Based on residency codes provided by financial intermediaries
- Security and securityholder confirmation by geographic breakdown

Broadridge, a global fintech leader with over \$9 billion* in market capitalization, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

broadridge.ca

Ready for Next

Communications
Technology
Data and Analytics



*As of November 2017

