Shareholder Communications, Redefined.

Discover smart, simple ways to efficiently manage and communicate with your shareholders.
Redefine success.

Shareholder management is an essential task that can consume a big chunk of your time and your budget. Your challenges are multiplying, but resources are limited. Budgets are tight, and deadlines are short. Through it all, you’re expected to drive favorable results and meet high shareholder expectations.

To succeed in this demanding environment, you need flexible, cost-efficient solutions that let you respond quickly and effectively to changing demands, and create more impactful experiences. Broadridge can help.
Discover smart ways to reduce costs and simplify your job while adding value to every step of shareholder management.

Broadridge, your single source for Proxy Services including:

- Proxy Voting
- Multi-Channel Communications
- Shareholder Data Services
- Enhanced Packaging
- Virtual Shareholder Meetings
Redefine voting.

Help shareholders cast their votes with just a few clicks, from any device.

Shareholders are comfortable living in a digital world. In fact, 95 percent of investors are active online. Online voting presents a powerful, effective way to keep shareholders engaged, while ensuring good governance.

95% of investors are active online

Today, organizations like yours are utilizing more digital tools to meet a broad range of objectives:

- **Increase participation:** Encourage more retail investors to vote their shares.
- **Add convenience:** Give shareholders a way to cast their votes from anywhere, on any device.
- **Rein in costs:** Minimize printing and mailing expense.
- **Go green:** Less paper and less waste makes online voting a more sustainable process.
The Broadridge ProxyVote solution can help you accelerate your move to digital.

Enable voting anytime, anywhere, from any device.
Shareholders can verify their voting status, read shareholder materials, and cast their votes with just a few clicks—using a tablet, smartphone or computer.

Streamline every process.
The intuitive interface is organized to make the voting process clear. With concise instructions and a simple, step-by-step process, everything is easy to follow.

Build brand loyalty.
Customize email notifications, landing pages, and voting pages with your brand identity and messaging to support voting outcomes. Your landing page can even include an audio or video message from your Board of Directors or executive management.
Redefine print.

Reduce costs and effort with single-source simplicity.

Managing the distribution of shareholder materials can be a complex and stressful process. Management expects you to be strategic, but so much time is spent coordinating vendors, incorporating revisions, and following up to meet tight filing and mailing deadlines.

Broadridge takes complexity out of the equation. Our comprehensive, full service solution simplifies document management at every stage of the process, from planning, typesetting and pre-press to print production, enhanced online presentment and distribution. With everything delivered by a single provider, there’s no waste, delays, missed deadlines or cost overruns.

Turn to Broadridge for:
- Proxy statements
- Annual reports
- Typesetting and filings
- Corporate actions documents, including spin-off communications
- Shareholder letters
- Non-proxy documents
Broadridge provides many ways for you to cut costs without diminishing your impact. Eliminate duplicates and consolidate documents by households. Stratify your target list, only sending full packages where it makes sense. Create and distribute electronic versions for shareholders who have opted for e-delivery. And save time at every step.

**High volumes and fast turnarounds for hard copy distributions.**
We’re equipped to distribute millions of pieces per day, with advanced digital print technologies and high-speed inserting and polywrap machines. Select the service level that suits your needs. We can provide end-to-end service, mail printed materials that you supply, or anything in between.

**Value Added Savings**
Eliminate waste with accurate print quantities, and no shipping expense.

**Expedited Service**
Maximize your efficiency with well-coordinated print-to-distribution capabilities and consolidated timelines.
Benefit from a complete, actionable view of shareholder ownership.

Shareholder activism and an increased focus on good governance practices is causing corporations to engage with their shareholders more.

Effective engagement requires careful planning based on insights into shareholder trends and behaviors.

Armed with the right information, management can be better prepared to drive successful proxy outcomes and gain shareholder insights year-round.

Broadridge Shareholder Data Services gives you access to a complete view of shareholder data across a range of dimensions. Now you can take advantage of the more sophisticated analytical tools needed to monitor, target, and engage all investors.

- How can you provide the Board and Senior Management with detailed answers to their questions on vote outcomes for proposals with organizational risk?
- Can you easily access the detailed data on voting patterns needed to effectively monitor and target friendly shareholders?
- Do you fully understand the voting impact of your decisions on proxy distribution through Notice and Access?
- How can you optimize your proxy spend?
SHAREHOLDER DATA SERVICES
Gain the multi-dimensional view you need

Develop data-driven strategies

- Support successful voting outcomes
- Measure the success of targeted campaigns
- Communicate and market more effectively

Tap directly into proxy and investor data available only through Broadridge. This unique resource offers a real strategic advantage to drive a successful proxy season.

Insights at your fingertips.
Use advanced analytics to understand share ownership, analyze historical voting behaviour and measure proxy campaign results.

Interactive dashboard
View your shareholder base from any perspective in just a few clicks.

- Share ownership
- Share ranges
- Vote history
- Vote projections
- Vote timing
Redefine impact.

Increase open rates on critical print communications.
Your shareholder’s mailbox is inundated with bills, statements, catalogs, personal letters, magazines and more—which makes cutting through the clutter a serious challenge.

Fortunately, when you have a need that requires greater impact, you don’t have to settle for standard proxy communications. Advanced print-to-distribution technologies let you add targeted messaging and colourful, eye-catching graphics that get your mailings noticed, spark meaningful engagement when it matters most, and achieve measureable results.

What kind of impact do you want to make?
• Generate more votes for key proposals
• Increase e-enrollment
• Highlight new products and services
• Drive traffic to your website and social media
• Foster brand loyalty
• Inform shareholders who may be at risk of escheatment

Add power to your proxy mailings.
In a recent analysis, Enhanced Packaging outperformed standard formats.

- Shares voted: UP TO 12% average increase
- Accounts voted: UP TO 30% average increase
Step one
Enter your control number at proxyvote.com

Step two
Click the button to sign up

GO PAPERLESS
in two simple steps

1. Go to proxyvote.com and sign up
2. Follow the instructions to receive your voting materials digitally

ENHANCED PACKAGING
Take shareholder mail to a new level

Instantly communicate the importance of your message. Innovative packaging, full-colour, full-page inserts and customized messaging distinguish your mailing from standard envelopes. Now you can capture your shareholder’s attention and ensure that your communication gets read.

Clear back polywrap packaging
Make a strong impression with a personalized, full-colour, full-page insert that shows through even before an envelope is opened. This makes a highly effective presentation for important documents such as annual reports.

Windowed reminder envelopes
Ideal for reminder mailings, this format can help you drive higher engagement and brand recognition. Colourful, double-sided inserts can be customized with a clear call-to-action and highlight your brand.

Multichannel delivery
Combine Enhanced Packaging with customized proxyvote.com capabilities to deliver impactful messages to shareholders no matter how they receive the material.
Redefine participation.

Bring a new level of access and inclusiveness to your shareholder meetings.

While some companies have embraced virtual-only shareholder meetings, others hold “hybrid” meetings that include a physical meeting with a virtual element.

Virtual Shareholder Meetings are reshaping the way boards and investors interact, giving companies greater insight into shareholder concerns, and creating new opportunities for investors to make their voices heard.

In 2015 the number of virtual shareholder meetings more than doubled from 2012.

2015: 134 meetings
2012: 53 meetings

Accessible from practically anywhere in the world, virtual meetings enable investors who are unable to attend in person to participate, observe the proceedings, submit questions and proposals, and vote their shares. The advantages are obvious. Virtual Shareholder Meetings are more efficient and offer greater security and control. Most importantly, they increase participation, giving executives an expanded and more engaged audience.

Did you know?

Hosting a virtual meeting is easier than you may think. Start with a simple webcast. Add shareholder validation and online voting capability and you’re ready to meet.
Your shareholders are accustomed to online interaction. Virtual meetings position your company as forward-thinking and innovative. Join the hundreds of leading companies that have added a virtual component to their annual shareholder meetings. Benefits include:

- **Convenience**
  It’s easier for directors and shareholders to take time out from their busy schedules to participate.

- **Efficiency**
  Manage your meeting from a single administrative dashboard that shows key statistics such as votes, shares and attendance totals at a glance.

- **Security**
  Access is restricted to validated participants.

- **Lower Cost**
  Eliminate the expense of organizing physical meetings.

- **Control**
  Easily prioritize and manage the queue of submitted questions.

**Generate higher levels of shareholder interaction, engagement and understanding**

**Provide your board of directors with valuable insights**

**Eliminate facility and travel costs associated with traditional in-person meetings**
Empowered by 50 years of experience, Broadridge is committed to providing public companies with the strategic approach they need to effectively reach their shareholders.

- Preferred solutions provider for the Fortune 500
- Leader in electronic shareholder communications
- #1 choice for virtual shareholder meetings

Learn More:
Please contact your local service representative or call +1 800 353 0103. broadridge.com/corporateissuer