

Broadridge Fund Proxy Communications

Unparalleled data. Proven strategies. Precise shareholder targeting.

It's all about your success

Most firms face the same hurdles: inconsistency reaching quorum, overspending on outreach, and campaign strategies that leave budget questions unanswered. 30+ years of driving participation on both the registered and beneficial sides of proxy campaigns gives us the inside track on helping clients pass proposals and reach quorum. Our industry-leading, end-to-end solution utilizes:

- Sophisticated analysis of the most comprehensive investor database
- Unmatched data-driven strategy and outreach
- Innovative voting communications like our proprietary investor and advisor digital ad targeting
- Ongoing campaign updates with the ease of consolidated billing

When the landscape shifts, our experts adapt. New and innovative strategies, tools and techniques are consistently developed to support the evolving proxy campaign needs.



Visit **Broadridge.com** to learn more about Mutual Funds and Alternative Investment Proxy.

Four steps to cost-optimized quorum



Perform in-depth fund analysis

- Analyze shareholder makeup of each fund
- Identify key institutional and retail holders
- Target priority shareholders, brokers, branches, and intermediaries



Determine quorum paths by fund

- Estimate expected turnout by shareholder type
- Identify likely voting segments
- Prioritize outreach



Design outreach strategy

- Engage key voting decision-makers
- Activate intermediary and shareholder networks
- Develop targeted tactical plan



Execute and evaluate

- Deploy digital and traditional outreach
- Provide daily vote and outreach updates
- Refine targeting based on trends

Noteworthy news

New leaders take charge

Vanessa Montero has joined us as Head of U.S. Asset Management Proxy Services. She brings 25 years of alternative industry expertise and a client-centric approach to navigating complex proxies with confidence.

Kevin Feeley is our new Vice President, Client Services, Strategy & Operations, US Funds. Over three decades, he's built alternative operational expertise that helps clients achieve seamless execution.

Client win

Digital ad campaign quickly accrues 65M votes

For one leading firm, a surefire win—changing the structure of a fund to slash 10% in expenses for investors—was struggling to reach quorum. They utilized our investor targeting solution to run a six-week, data-driven ad blitz that earned high-value impressions and results.

30M+ targeted ads draw high-value voters

- 570K impressions
- Peak daily click-through rates: 2.51% (investors) and 5.25% (advisors)
- Peak daily shares voted: 4.8M
- Total shares voted: 65M

~\$30B Market capitalization

30K+ Mutual funds and ETFs served

550+ Fund proxy campaigns over the past five years

30+ years Driving proxy voter participation

Discover the intelligence behind successful proxy campaigns

We're more than just a proxy services provider. We're a strategic partner for campaign success.

End-to-end campaign solutions

- Scalable, secure, easy-to-integrate technology engine
- Dedicated project management tools and expertise
- Optimized costs and accelerated paths to vote success
- Extensive audit and controls to protect vote integrity

Cutting-edge analytics, strategy, and execution

- Fund and investor analysis on industry-leading database
- Customized, fund-level campaigns
- Voting bloc identification and targeting
- Broadridge-led advisor and broker outreach

Digital-forward communications that break through

- Emails, mobile app, social posts, targeted ads, and texts
- Enhanced notices, VIF forms, Endeavor Letters with QR code, and mail packaging
- Supported by scalable call center

Ready for premium proxy support? Contact our team.



Vanessa Montero

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25 years of experience

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Get more insights on fund proxy communications

Don't Let Non-Votes Hold You Back



Top Five Reasons to Use Digital Proxy Communications



How Discretionary Voting Can Help You Achieve Quorum and Save Money



Broadridge

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