

COMMUNICATIONS CLOUD

Connect with Investors in the Cloud

DIGITAL DRIVES REVENUE

Confronted with growing investor expectations, increasing competition and narrowing profit margins, financial services leaders recognize the urgency of driving digital by leveraging all channels.

According to Roubini ThoughtLabs, firms that are at an advanced digital stage report an 8.6% increase in revenue, an 11.3% rise in productivity, and a 6.3% improvement in market share. Conversely, if firms move too slowly on their digital initiatives, they stand to lose \$79 million per billion dollars of revenue a year.

45% of investment firms report that clients are demanding "anytime, anywhere, any device access".

Technologically-advanced firms derive 32% of their revenue through digital channels, and expect that percentage to rise to 48% by 2022.

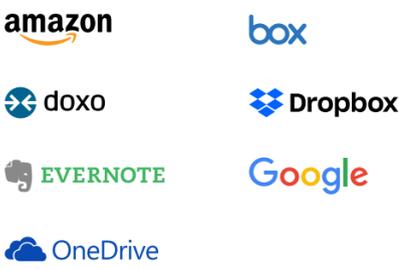
Competitive entrants are starting from the place of Digital Expert and providing a powerful user experience. By moving too slowly, firms stand to lose \$79.2 million per billion dollars of revenue.

YOUR INVESTORS ARE ALREADY USING CLOUD CHANNELS

Investors are digital in all aspects of their lives—from online banking to music platforms, from photo archives to document storage. Not surprisingly, many investors upload and access their financial documents in a cloud channel.

It's time to deliver your financial statements to the channels your investors use on a daily basis. Not only will you be saving them time and offering them convenience, you will be able to take advantage of engagement and brand-building opportunities that cloud delivery offers.

Connect to the Cloud with Broadridge:



What types of bills and statements are being stored in the Cloud?

- 33% Financial Documents
- 32% Tax Records
- 29% Monthly bills (utilities, telecom, etc.)

FINANCIAL DOCUMENTS TOP THE LIST

What are the top 3 reasons consumers use the Cloud?

- 39% Easier to manage all services from one location
- 23% Saves time and offers convenience
- 18% Reduces the number of usernames and passwords to remember

THE CLOUD MAKES LIFE EASIER

BENEFIT FROM CLOUD DELIVERY

Document Delivery
Digital documents are delivered directly into your investor's chosen cloud service every month. There is no extra action on their part.

Digital Experiences
Create stronger investor connections with digital content and experiences, including voice interactions and calendar capabilities.

Insights
See what content is going to which channel and how investors are interacting at third-party destinations.

Brand Display Options
Increase brand exposure by adding tags, URLs, personalized messages, support information, and even HTML headers with transactional content.

Alerts & Notifications
Receive an alert about the delivery status of content, which enables you to communicate appropriately with investors.

Automatic Archive
Personal cloud services maintain an archive for as long as an investor wants it, increasing trust in the paperless option.

With one connection, you can extend your digital reach, increase paperless adoption and enhance the customer experience.

Contact Broadridge today at 1 (844) 364-4966 or at broadridge.com.