

Drive results with actionable securityholder insights

- Shareholder Data Services offers you a comprehensive reporting that provides a unique, multidimensional view of data.
- Achieve a clear view on voting favourability and potential impact to your proposal outcome and target optimal populations to increase vote participation.
- Monitor voting daily to understand potential issues early in a campaign, and keep executives up to date.
- Uncover cost-effective ways to distribute proxy material to your securityholders and maintain a successful outcome.

INCREASE VOTE PARTICIPATION AND IMPACT PROPOSAL OUTCOMES

Securityholder activism and a focus on good corporate governance is driving many corporations to engage more with their securityholders. As elections can be won or lost by a narrow margin of votes, engaging retail investors is critical. In the 2021 proxy season, retail investors, who typically vote with management, only voted 34% of their securities. This leaves a large percentage of votes untapped.

Broadridge can help you make more informed decisions. Shareholder Data Services provides companies with a complete, actionable view of securityholder ownership, voting behaviour and results at critical milestones throughout their proxy campaign.

New insights, combined with more sophisticated analytical tools, enable companies to understand securityholders and their behaviour, monitor daily voting results, and efficiently target management-friendly securityholders.



KEEP MANAGEMENT UP TO DATE ON THE STATE OF VOTING

Shareholder Data Services provides details on prior and current securityholder data across a range of dimensions—including share ownership, historical voting patterns, vote projections, targeting data, and campaign effectiveness.

Armed with the right information, executives and board members can prepare for proxy season and take the necessary steps to drive successful outcomes.

Shareholder Data Services provides data that helps companies monitor voting progress and take timely actions.

THE INSIGHTS NEEDED TO MAKE INFORMED, DATA DRIVEN DECISIONS AT EVERY STAGE OF THE PROXY CAMPAIGN.

Shareholder Data Services allows you to choose from a range of reporting options: Prepare, Projection, Monitor, and Perform. These insights are aligned with critical milestones, so you can focus on the information that will provide the most value to your business. Using Broadridge's innovative technology, deep industry expertise and unmatched customer service, your Broadridge representative will review each option in detail, and help you design a strategy to achieve your desired outcomes.



PREPARE

Insights to help you engage securityholders cost-effectively.

Understand securityholder voting across different dimensions such as share range and delivery channel, analyze voting behaviour of key securityholders, uncover the source of unfavourable reporting, and see comparisons to peer companies. Answer key questions ahead of the proxy season, such as:

- What segments of securityholders voted for or against our proposals in the prior campaign?
- How can I target unvoted securityholders that may vote favourably?
- Can I reduce spend without significantly impacting vote outcome?



• Targeted Communications

- Identify opportunities to optimize spend, engage unvoted securityholders with more responsive delivery methods, and take advantage of Enhanced Packaging options to boost retail engagement.

Drive results with actionable securityholder insights.

With a data-driven focus, companies can optimize their proxy campaign to deliver a successful outcome, gain insight into their entire securityholder base, create targeted communications and measure the results.



PROJECTION

Understand how changes in share ownership could impact outcomes. Answer key questions:

- How did my securityholder base change from my prior campaign?
- Did my current securityholders vote favourable or unfavourable to management?
- Can I project my voting results for my upcoming campaign based on prior results?



• Targeted Communications

- Update communication strategies based on changes in delivery channels, identify opportunities to engage unvoted securityholders with more responsive delivery methods, and take advantage of low-cost Enhanced Packaging options to boost retail engagement.



MONITOR

Insights to help you manage and optimize your campaign.

With the Daily Vote Insights, you can monitor voting activity across each investor type on a daily basis, and keep your executives and board members apprised of key information, including:

- How are institutional and retail securityholders voting day-by-day?
- Am I ahead or behind where I was last year?
- What is the source of unfavourable voting?



PERFORM

In the event of a proposal challenge, get an early view of the vote direction, and take action by targeting management-friendly securityholders. Answer key questions during the voting period:

- How can I increase participation among voters likely to support my proposals?
- How can I target securityholders that have not yet voted?



• Targeted Communications

- Optimize your follow-up mail strategy by understanding unvoted opportunity and take advantage of low-cost Enhanced Packaging options to boost retail engagement.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

broadridge.com



Broadridge®

