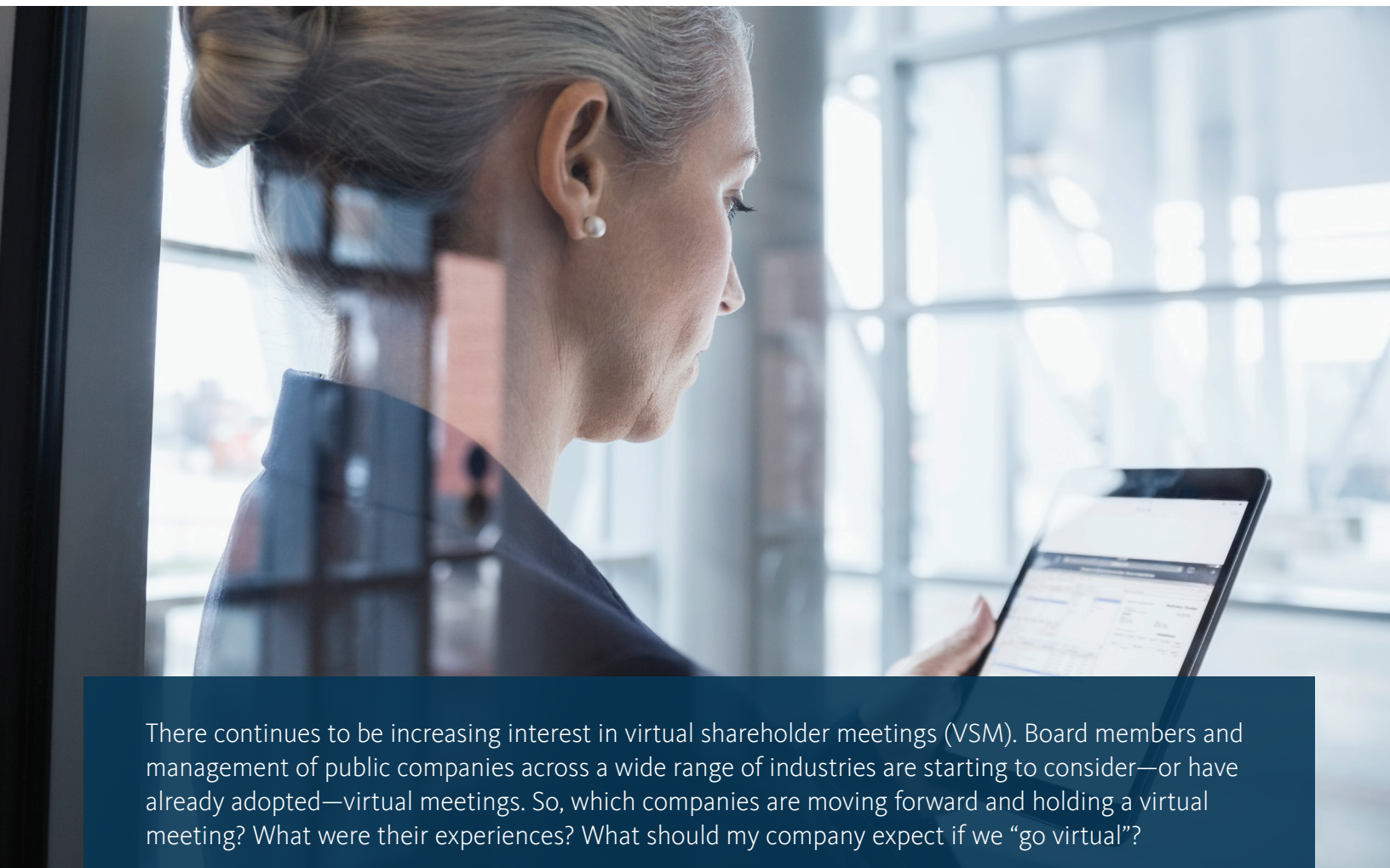


# Virtual shareholder meetings

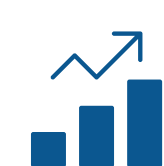
2018 facts and figures



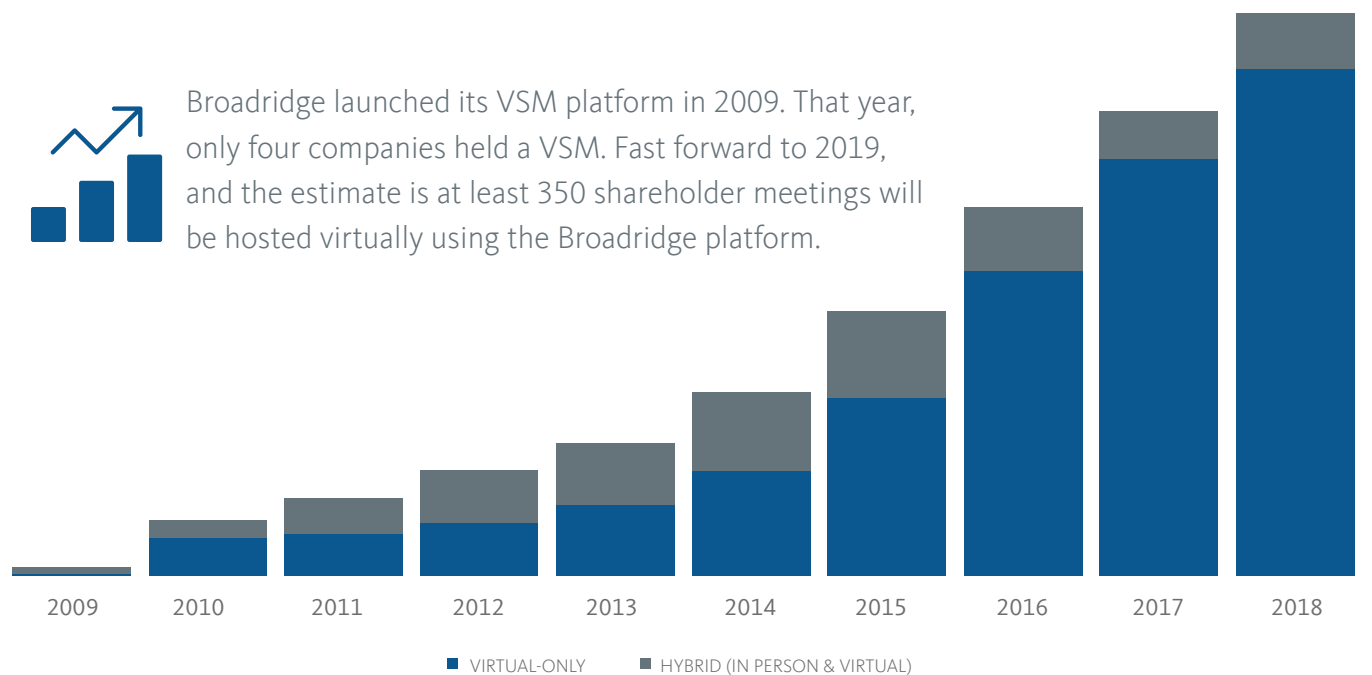
There continues to be increasing interest in virtual shareholder meetings (VSM). Board members and management of public companies across a wide range of industries are starting to consider—or have already adopted—virtual meetings. So, which companies are moving forward and holding a virtual meeting? What were their experiences? What should my company expect if we “go virtual”?

A pioneer in VSMs, Broadridge is well-positioned to share facts and figures about this relatively new and revolutionary way to conduct annual meetings.

## Year-over-year growth - Virtual-only vs. Hybrid



Broadridge launched its VSM platform in 2009. That year, only four companies held a VSM. Fast forward to 2019, and the estimate is at least 350 shareholder meetings will be hosted virtually using the Broadridge platform.



## 2018 SUMMARY

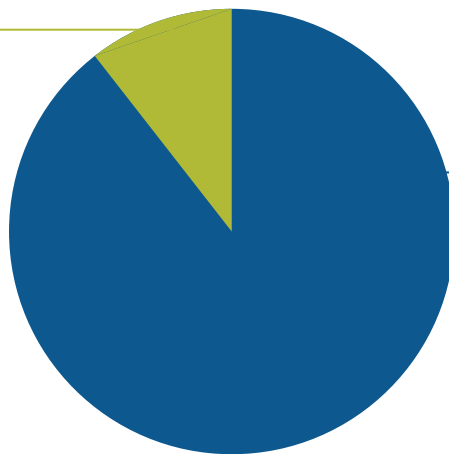
**285 COMPANIES HELD VIRTUAL MEETINGS**

## Authenticated Webinars

In addition to the 285 virtual meetings, 11 authenticated webinars were hosted on the platform. The sessions allowed investors and guests to attend but required shareholder validation in order to submit questions.

10% hybrid

- 20% were conducted with live video
- 80% used live audio



90% virtual-only

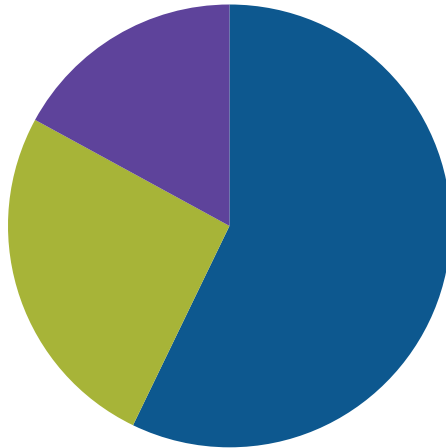
- 2% were conducted with live video
- 98% used live audio

## Profiles of companies holding VSMs

17%  
large-cap

29%  
mid-cap

54%  
small-cap



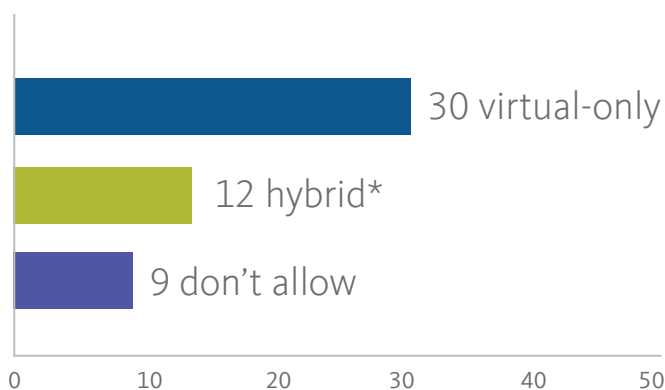
10 S&P 100 companies

37 S&P 500 companies

32 Fortune 500 companies

## State Corporate Law

As of 2018, 30 states allow the use of virtual only meetings. 12 states require a physical meeting location in conjunction with a virtual only meeting. The remaining only allow a physical meeting.



\*Including the District of Columbia

## Activities at the meetings

### MEETING ATTENDANCE

Validating all shareholders is a key component of any annual meeting; this enables a shareholder to attend the meeting, ask questions and vote their shares. Of the 285 virtual meeting held in 2018, 90% also allowed non-shareholders to attend—with Broadridge ensuring they could not vote or ask questions.

### SHAREHOLDER QUESTIONS



About 14% allowed questions to be collected online in advance of the meeting.



95% of VSM users allow questions to be submitted online during the live meeting.



Approximately 3% allow live phone line questions during the meeting.

### MEETING VOTES



The majority of shares are cast in advance of an annual meeting, whether the meeting is physical, virtual or hybrid.

### SHAREHOLDER PROPOSALS

21 of the 285 virtual meetings hosted had shareholder proposals. In 2018, the most common way for the company to accommodate the proponent was to have the shareholder participate via an operator-assisted phone line connected into the live meeting.

@18 of the meetings proposals were presented via operator-assisted phone line

@2 of the meetings proposals were presented in person

@1 of the meetings proposals were pre-recorded in advance and presented

## Key considerations when choosing a service provider.

If your company has decided to offer a virtual shareholder meeting, choosing the right service provider will help you ensure a better experience for your shareholders and company management.

### Choose an experienced service provider

Broadridge is an expert in virtual meetings, having conducted almost 1,000 on our platform.

### Rely on a platform that provides a seamless process for beneficial shareholders

Beneficial shareholders need the same access as registered shareholders. Make sure the platform you choose will validate attendance at the meeting, allowing them to ask questions and vote in real time, and not entail onerous advance activities such as obtaining a legal proxy.

### Ask the important questions

Does it offer integrated capabilities? Combining key functions such as Q&A and Voting in a single view, offering multiple ways to submit a question—pre-meeting, text box or phone line, and consolidating all your information into an administrative dashboard helps you track questions, vote results and attendance.

Is it easy to use for you and your shareholders? When assessing VSM providers keep in mind the usability of the technology. For example, will your shareholders need to install software? How simple is the login process? Will your shareholder have to stream audio or will they also have phone access to the audio?

## Looking ahead

### THE VSM ADVANTAGE

2019 promises to show even more growth in VSMs as more companies begin to realize the advantages of “going virtual.” To see a list of upcoming meetings, as well as replays of past meetings, please visit [virtualshareholdermeeting.com](https://virtualshareholdermeeting.com).

For more information on the Broadridge VSM service, visit [broadridge.com/vsm](https://broadridge.com/vsm).

Broadridge, a global fintech leader with over \$4 billion in annual revenue listed on the S&P 500 index, 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.

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Communications  
Technology  
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