

# More access. Less risk.



Top five considerations for choosing a VSM partner

The Coronavirus (COVID-19) health crisis is requiring many public companies to move their in-person annual meeting to a virtual shareholder meeting (VSM).

**But not all VSMs are built the same.**

1

## Streamline access

Access should involve **only two steps** for shareholders.

**Step 1.**  
Enter the URL



### Step 2.

Enter the control number found in the proxy materials

2

## Accelerate the transition to virtual



If you find you need to coordinate several partners and create several new communications, **you're doing too much**, and it's going to delay the transition.

3

## Authenticate all your shareholders

Make sure your partner can seamlessly manage your entire shareholder population, **including beneficial shareholders.**



4

## Execute best practices



**Communicate** with shareholders before the meeting  
**Capture questions** (pre-meeting, text box or phone)  
**Facilitate** proxy voting  
**Establish rules** to maximize participation

5

## Ride on a proven track record



Although several providers have made virtual meetings available, make sure to **find a partner you can trust.**

## Take advantage of Broadridge's expertise:

In the past few years

**SUCCESSFULLY  
MANAGED  
1500+ VSMs**

Unique industry position and

**PURPOSE-BUILT  
VSM TECHNOLOGY**

Seamlessly transition to a virtual meeting, sometimes in

**UNDER TWO WEEKS**

Get started today.

Talk to an expert +1 888 364 4966 or visit [broadridge.com/VSM](https://broadridge.com/VSM)



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