



# Shareholder Communications, Transformed



CORPORATE ISSUER SOLUTIONS

End-to-end solutions that are simple,  
smart and strategic

# Transform shareholder engagement.

Every day brings a new challenge in shareholder management. Whether looking to accelerate digital adoption, increase engagement or drive successful proxy outcomes, you're expected to do more with less.

## Broadridge can help.

We provide the data and tools you need to serve shareholders in ways that make more sense for your business. An expert service team guides and advises you every step of the way.

We design our solutions to be simple, smart and strategic to meet your needs for today—and tomorrow.

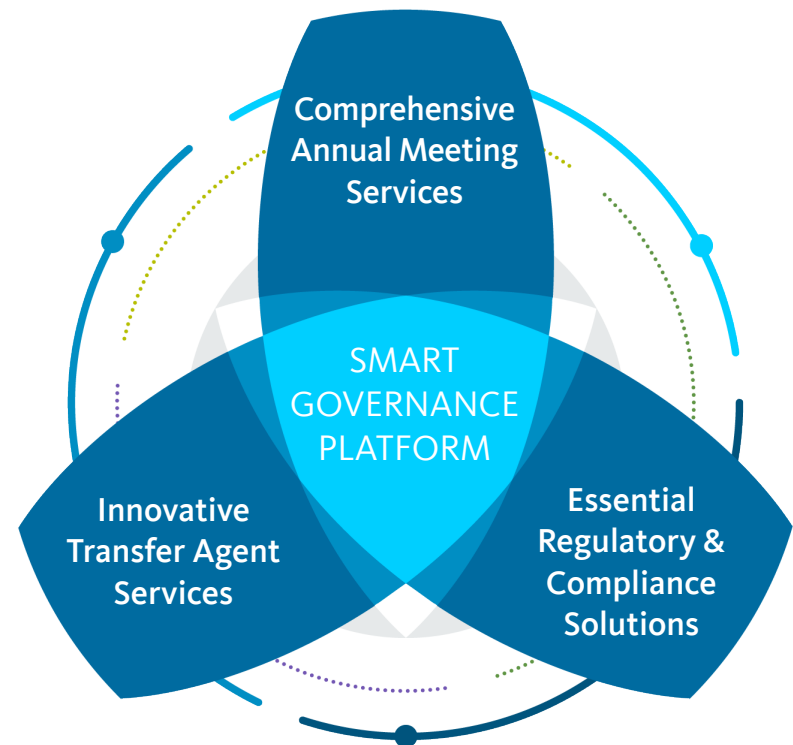
## Discover new ways to:

Simplify and automate processes and drive down costs.

Uncover opportunities with data and insights.

Make your job easier with a single-source solution and innovative tools.

Create a better shareholder experience and promote your brand.



Discover smart ways to simplify your job and streamline expenses while adding value to every step of shareholder management.

Broadridge, your single source for  
Transfer Agency, Proxy Services  
and Compliance Solutions:

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Proxy Voting

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Multi-Channel Communications

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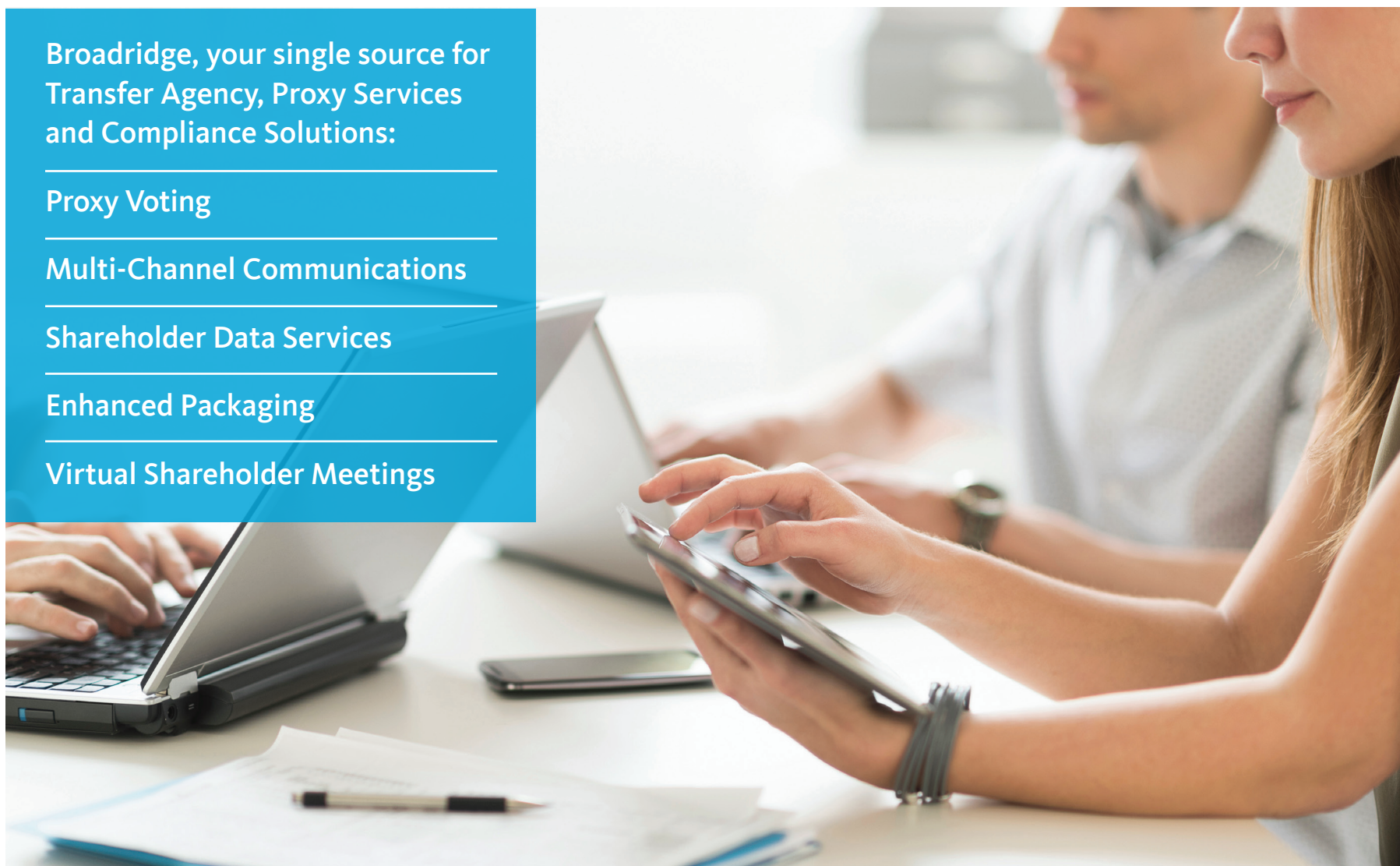
Shareholder Data Services

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Enhanced Packaging

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Virtual Shareholder Meetings



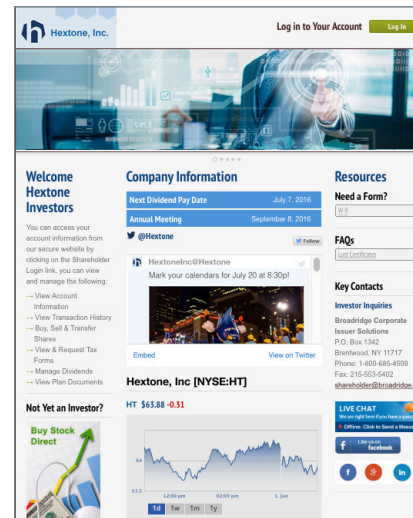
# Transform shareholder management.

When it's your job to manage shareholder services, you have a lot on your plate. From staying on budget and managing multiple vendors to internal reporting and executive transactions, you rely on your transfer agent to make it all happen quickly, efficiently and cost-effectively.

At Broadridge, we bring a fresh perspective to transfer agent services, focusing on making your job easier and helping you achieve your business goals. As your full-service partner, we work hard to keep problems off your desk and reduce operational expense. We function as a seamless extension of your organization, keeping your brand front and center at every touchpoint. And we provide easy-to-use tools that simplify processes and automate tasks—so you can achieve more, with less.

## Expect more from your transfer agent.

- Innovative tools that simplify your job
- Customized shareholder portal brings your brand to life
- US-based call centers with a unique focus on the shareholder experience
- Exceptional security and controls from the back office of Wall Street
- A proven, efficient onboarding process that provides a quick, smooth transition



*Your branded landing page connects you with your shareholders with real-time RSS and Twitter feeds, custom FAQs and content that best represents your company.*

## TRANSFER AGENT SERVICES

A better experience for you—and your investors

Enjoy the efficiency and convenience of a single-source solution, aligned with your business needs.

### Easy transition

Our proven onboarding process takes very little of your valuable time. Rigorous, multi-point data validation ensures accuracy and reveals opportunities to reduce expenses.

### Productivity

Our Client Portal helps you work smarter every day. Simple, intuitive tools push information to those who need it most.

### Transparency

With clear business terms and simple invoices, you can budget with confidence and eliminate unexpected fees.

### Innovation

Our ongoing investment in new technology brings greater efficiencies and enhanced capabilities to every aspect of shareholder management.

### Expense reduction

We understand your budget pressures and collaborate to ensure your expenses don't go up even as your registered shareholder base goes down.

# Transform shareholder voting.

## Help shareholders cast their votes with just a few clicks, from any device.

Shareholders are comfortable living in a digital world. In fact, 95 percent of investors are active online. Online voting presents a powerful, effective way to keep shareholders engaged, while ensuring good governance.



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95% of investors  
are active  
online

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Today, organizations like yours are utilizing more digital tools to meet a broad range of objectives:

- **Increase participation:** Encourage more retail investors to vote their shares.
- **Add convenience:** Give shareholders a way to cast their votes from anywhere, on any device.
- **Rein in costs:** Minimize printing and mailing expense.
- **Go green:** Use less paper and generate less waste with the more sustainable process of online voting.

The Broadridge ProxyVote® solution can help you accelerate your move to digital.

Enable voting anytime, anywhere, from any device.

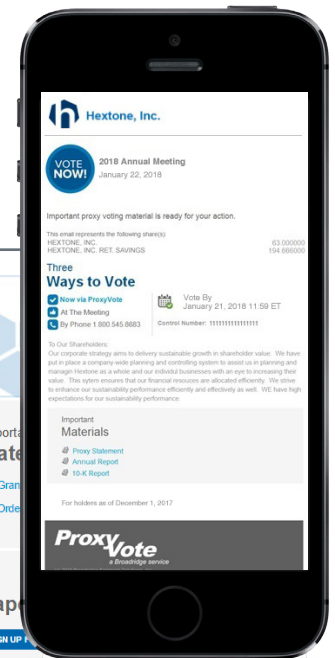
Shareholders can verify their voting status, read shareholder materials, submit a question and cast their votes with just a few clicks—using a tablet, smartphone or computer.

Streamline every process.

The intuitive interface is organized to make the voting process clear. With concise instructions and a simple, step-by-step process, everything is easy to follow.

Build brand loyalty.

Customize email notifications, landing pages, and voting pages with your brand identity and messaging to support voting outcomes. Your landing page can even include an audio or video message from your Board of Directors or executive management.



# Transform document management.

## Reduce costs and effort with single-source simplicity.

Managing shareholder materials can be a complex and stressful process. Management expects you to be strategic, but it takes time to coordinate vendors, incorporate revisions and follow-up to meet tight filing and mailing deadlines.

Broadridge takes complexity out of the equation. Our comprehensive, full-service solution simplifies document management at every stage of the process. Our team of experts, dedicated to your account, can help prepare proxy materials and other compliance documents. They quickly and accurately handle document formatting, design, XBRL tagging and SEC filing, before seamlessly handing off for print, online presentment and distribution.

With everything delivered by a single provider, there's no waste, delays, missed deadlines or cost overruns.



Turn to Broadridge for:

Proxy statements

Annual reports

Typesetting and EDGAR filings

Corporate actions documents,  
including spin-off communications

Shareholder letters

Non-proxy documents



## MULTI-CHANNEL CAPABILITIES

Optimized for your shareholder communication needs

Broadridge provides many ways for you to cut costs without diminishing your impact. Eliminate duplicates and consolidate documents by households. Stratify your target list, only sending full packages where it makes sense. Create and distribute electronic versions for shareholders who have opted for e-delivery. And save time at every step.

### High volumes and fast turnarounds for hard copy distributions

We're equipped to distribute millions of pieces per day, with advanced digital print technologies and high-speed inserting and polywrap machines. Select the service level that suits your needs. We can provide end-to-end service, mail printed materials that you supply, or anything in between.



### Value Added Savings

Eliminate waste with accurate print quantities, and no shipping expense.



### Expedited Service

Maximize your efficiency with well-coordinated print-to-distribution capabilities and consolidated timelines.

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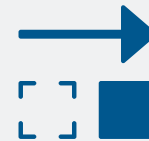
# Transform data into insight.

## Drive results with actionable shareholder insights.

Shareholder activism and an increased focus on good governance practices is causing corporations to engage with their shareholders more.

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

Shareholder Data Services provides details on prior and current shareholder 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.



### Prepare

Understand shareholder voting across different dimensions.



### Projection

Understand how changes in share ownership could impact outcomes.



### Monitor

Monitor voting activity across each investor type on a daily basis.

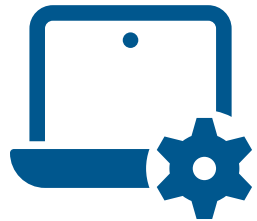


### Perform

Get an early view of the vote direction, and take action if necessary.

# SHAREHOLDER DATA SERVICES

## Gain the multi-dimensional view you need



## Develop data-driven strategies.

- Deliver successful outcomes.
- Measure the success of targeted campaigns.
- Communicate and market more effectively.

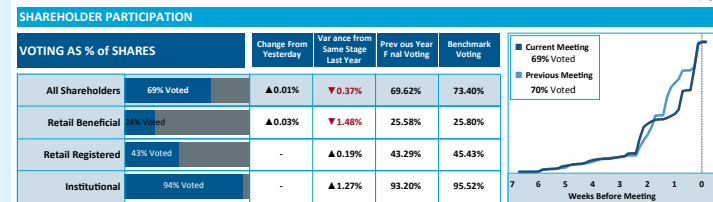
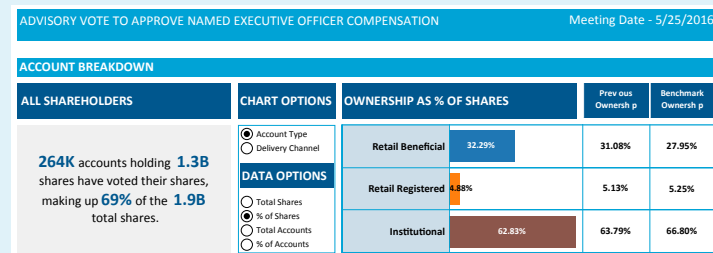
Tap directly into proxy and investor data available only through Broadridge. This unique resource offers a real strategic advantage to drive a successful proxy season.

## Insights at your fingertips

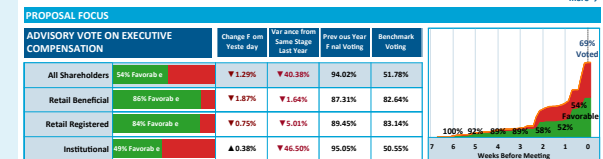
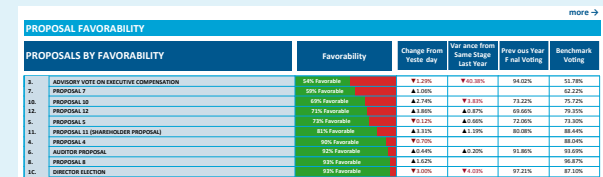
Provide executives and board members with more details on the current state of the voting. Use advanced analytics to understand share ownership, analyze historical voting behavior and measure proxy campaign results.

## Interactive dashboard

View your shareholder base from any perspective in just a few clicks.



- Share ownership
- Share ranges
- Vote history
- Vote projections
- Vote timing



# Transform your impact.

## Increase open rates on critical communications and impact the number of votes cast.

Your shareholder's mailbox is inundated with bills, statements, catalogs, personal letters, magazines and more—which makes cutting through the clutter a serious challenge.

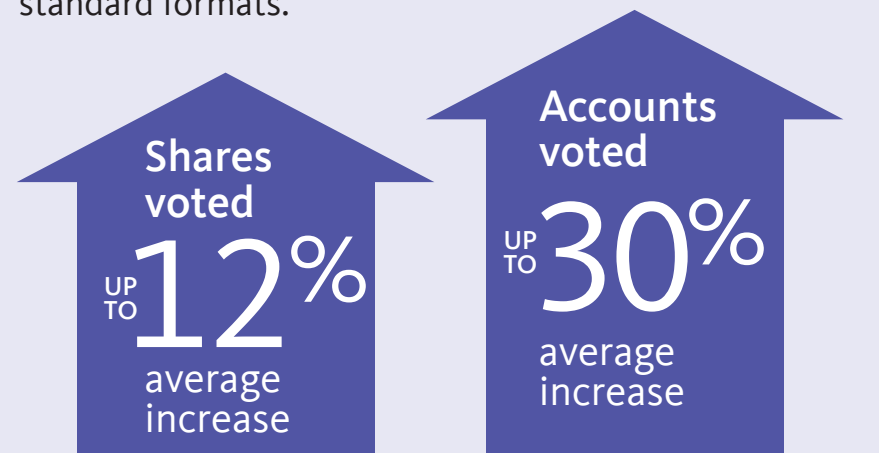
Fortunately, when you have a need that requires greater impact, you don't have to settle for standard proxy communications. Through our Enhanced Packaging options, advanced print-to-distribution technologies let you add targeted messaging, consistent brand imagery and impactful graphics that get your mailings noticed and achieve measurable results.

## What kind of impact do you want to make?

- Generate more votes for key proposals.
- Increase enrollment in e-delivery.
- Highlight new products and services.
- Drive traffic to your website and social media.
- Foster brand loyalty.
- Inform shareholders who may be at risk of escheatment.

## Add power to your proxy mailings.

Enhanced Packaging outperforms standard formats.



# ENHANCED PACKAGING

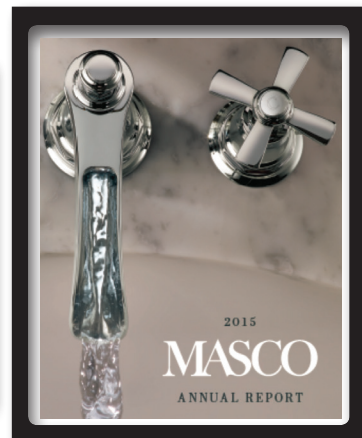
## Take shareholder mail to a new level

### Instantly communicate the importance of your message.

Innovative packaging, full-color, full-page inserts and customized messaging distinguish your mailing from standard envelopes. Now you can capture your shareholder's attention and ensure that your communication gets read.

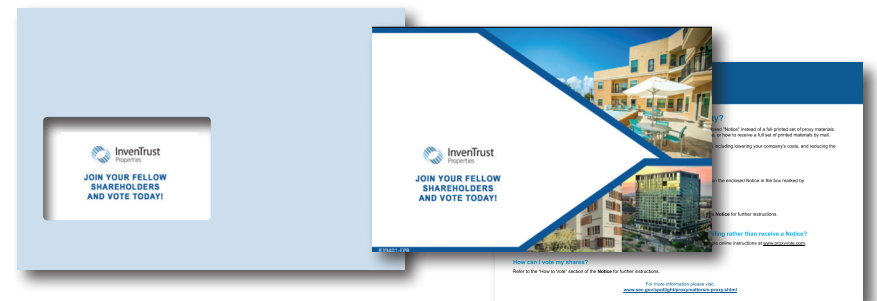
### Clear back polywrap packaging

Make a strong impression with a personalized, full-color, full-page insert that shows through even before an envelope is opened. This makes a highly effective presentation for important documents such as annual reports.



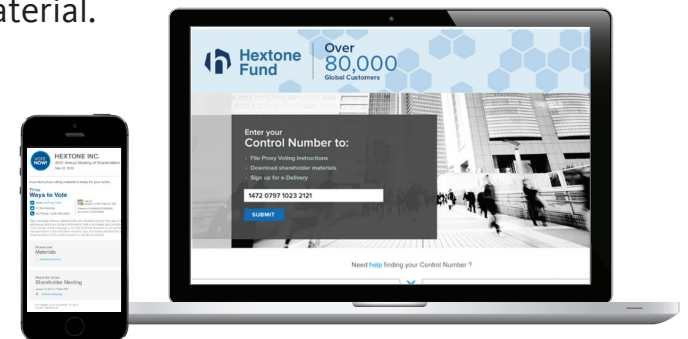
### Windowed reminder envelopes

Ideal for reminder mailings, this format can help you drive higher engagement and brand recognition. Colorful, double-sided inserts can be customized to highlight your brand and include a clear call to action.



### Multichannel delivery

Combine Enhanced Packaging with customized proxyvote.com capabilities to deliver impactful messages to shareholders no matter how they receive the material.



# Transform participation.

## Enhance participation with online convenience.

Virtual Shareholder Meetings are reshaping the way boards and investors interact, giving companies greater insight into shareholder concerns, and creating new opportunities for investors to make their voices heard.

The Virtual Shareholder Meeting online toolset is easy to use, with no software to install. Companies can engage shareholders more effectively while reducing expenses and enhancing their reputation for innovation and transparency.

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**The number of virtual shareholder meetings has more than tripled between 2012 and 2016.**

**2016: 187 meetings**

**2012: 53 meetings**

Accessible from practically anywhere in the world, virtual meetings enable investors who are unable to attend in person to participate, observe the proceedings, submit questions and proposals, and vote their shares. You can choose a virtual-only meeting, or a hybrid model, where shareholders can participate in person or online.

The advantages are obvious. Virtual Shareholder Meetings are more efficient and offer greater security. Most importantly, they increase participation, giving executives an expanded and more engaged audience.

## Did you know?

Hosting a virtual meeting is easier than you may think. Start with a simple webcast. Add shareholder validation and online voting capability and you're ready to meet.



# VIRTUAL SHAREHOLDER MEETINGS

Meet the expectations of digital-age investors

Your shareholders are accustomed to online interaction. Virtual meetings position your company as forward-thinking and innovative. Join the hundreds of leading companies that have added a virtual component to their annual shareholder meetings. Benefits include:



## Convenience

It's easier for directors and shareholders to take time out from their busy schedules to participate.



## Efficiency

Manage your meeting from a single administrative dashboard that shows key statistics such as votes, shares and attendance totals at a glance.



## Security

Access is restricted to validated participants.



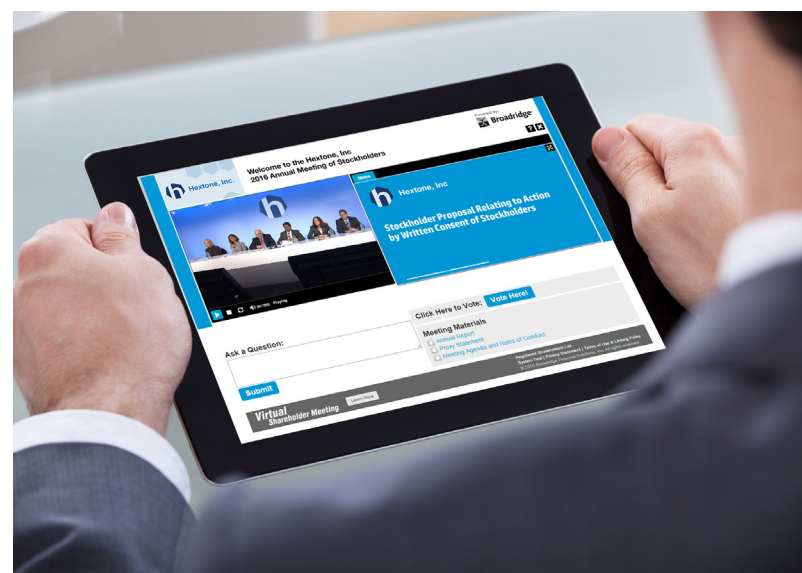
## Lower Cost

Eliminate the expense of organizing physical meetings.



## Greater Interaction

Increase interaction with shareholders by allowing them to ask questions before or during the meeting.



Generate higher levels of shareholder interaction, engagement and understanding.

Provide your board of directors with valuable insights.

Eliminate facility and travel costs associated with traditional in-person meetings.

# Corporate Issuer Solutions

Empowered by over 50 years of experience, Broadridge is committed to providing public companies with the strategic approach they need to effectively reach their shareholders.

- Preferred solutions provider for the Fortune 500®
- Leader in electronic shareholder communications
- #1 choice for virtual shareholder meetings

**Learn More:**  
Please contact your local service representative or call +1 800 353 0103.  
[broadridge.com/corporateissuer](http://broadridge.com/corporateissuer)



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