

# Get the votes you need in your next proxy campaign

## THE INSIGHTS AND IMPACT YOU NEED TO SUCCEED



Data-driven  
targeting



Single-source  
accountability



High-impact  
communications



Expense  
management



Real-time  
insight



Transparent  
billing

## REACH QUORUM QUICKLY AND EFFICIENTLY

Proxy campaigns are complex and highly consequential. Every vote counts, and effective outreach is a clear opportunity. Our results-oriented, data-driven service is designed to deliver the vote and drive favorable outcomes—accurately, efficiently and within budget.

## STRATEGIZE FOR SUCCESS

Our team of experts will analyze voting segments and execute a customized plan to target shareholders, increase participation, and generate the votes you need. Using insights gleaned from voting data collected across the hundreds of proxy campaigns we conduct each year, we'll provide a strategy document that details requirements and expectations across the life of your campaign.

## GAIN ADDED INSIGHT AND AGILITY

Broadridge provides a wide range of innovative solutions that help reduce costs, enhance the shareholder experience and win support for your agenda.

- Target shareholders based on their propensity to vote
- Communicate more effectively with integrated proxy design, printing and distribution capabilities
- Increase open rates and response with enhanced packaging
- Enable internet, mobile and 1-click QR code voting
- Monitor voting data through a password-protected portal
- Eliminate up to 40% or more of physical mailings through suppression, preference management and electronic delivery

## TAP INTO THE EXPERTISE OF A LEADER

Broadridge manages the majority of proxies voted across brokerages, investment firms and corporate issuers each year, so you'll benefit from unparalleled insight into shareholder voting trends and preferences. We understand what influences investors and how they are likely to vote, and we provide expert guidance on industry trends and regulations to help you achieve success.

## OPTIMIZE THE PROXY PROCESS AT EVERY STEP



### SINGLE-SOURCE ACCOUNTABILITY

Only Broadridge can provide a consolidated invoice across all registered, bank, broker, insurance and VA positions, delivering an accurate view of all expenses related to your campaign. Two dedicated project managers handle every aspect of your campaign, from shareholder identification to mailing, tabulation, electronic delivery, and inbound/outbound telephone calling, and are accountable for all necessary project activities.

### DATA-DRIVEN PLANNING

View shareholder data across a range of dimensions. Unique insights into shareholder ownership and behavior help you decide how to best engage shareholders.

### ELECTRONIC DELIVERY

Customized email templates with HTML text allows for your unique brand recognition. Proxyvote.com enables mobile and online voting, provides convenient access to information and a consistent user experience.

### MAIL REDUCTION

We reduce the number of hard copy packages mailed to increase shareholder satisfaction and lower postage costs. Mail suppressions including householding, consolidation, e-delivery and other related suppressions are housed in our preference management database. Firms can also leverage our volume and scale for print and postal discounts without sacrificing quality.

### DOCUMENT MANAGEMENT

You'll find everything you need for document management, SEC compliance and shareholder communications. We offer typesetting, EDGAR HTML and XBRL services, SEC filing and printing for your proxy statement, notifications, reminder cards and envelopes and more.

### ENHANCED PACKAGING AND OUTREACH

Substantially increase the number of shares voted with targeted messaging including your branding and custom envelopes that stand out in even the most cluttered mailbox. Strategically target outreach to shareholders who have not yet cast their votes through mail, electronic delivery, outbound phone solicitation, institutional voting and intermediary outreach.

### TABULATION

We provide full tabulation of registered, beneficial and underlying vote returns. You have 24/7 access to shareholder voting results during the proxy solicitation process and in advance of the shareholder meeting.

### END-TO-END EXCELLENCE

With over 50 years of service, unsurpassed expertise and technology leadership, Broadridge conducts hundreds of mutual fund campaigns annually, touching millions of shareholders.

For more information about our Mutual Fund Proxy Services, visit us at [www.broadridge.com](http://www.broadridge.com) or call 1.866.359.0456.

Broadridge, a global fintech leader with \$4 billion in revenue, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

[broadridge.com](http://broadridge.com)

Ready for Next

Communications  
Technology  
Data and Analytics

