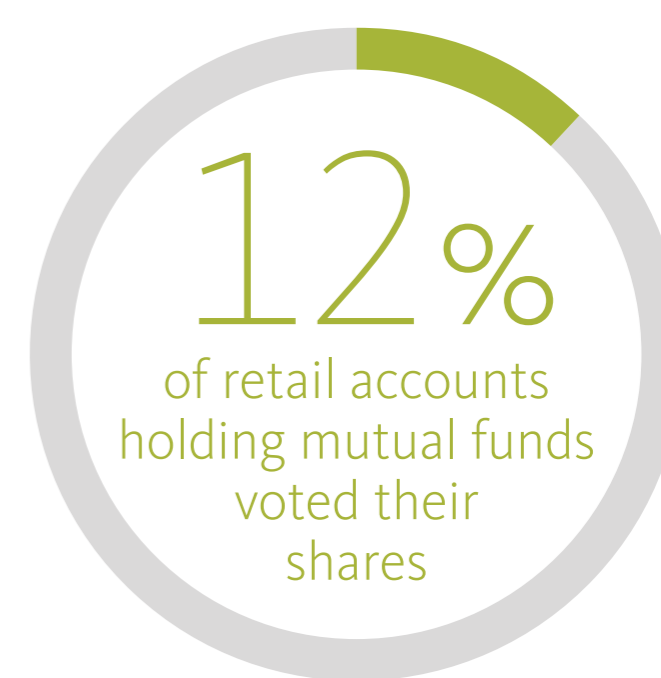
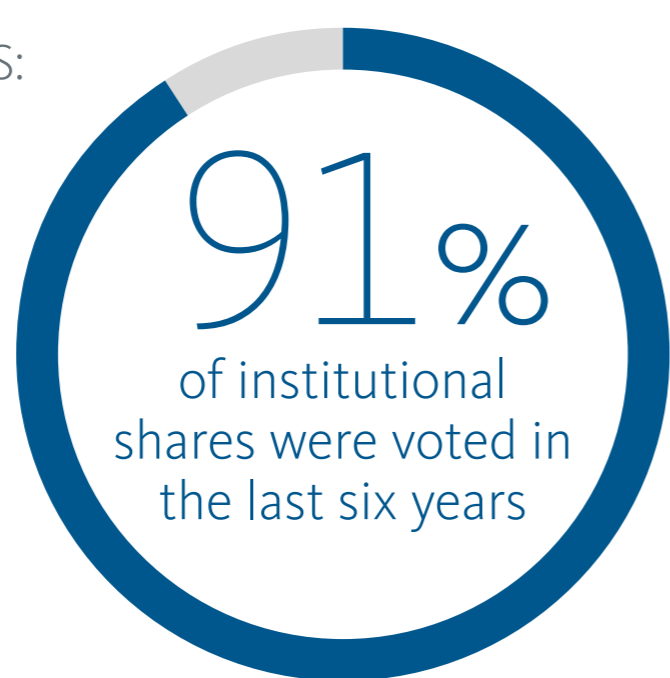


Top five reasons to adopt digital proxy communications

MUTUAL FUNDS FACE AN UPHILL CLIMB

Unlike corporate issuers, most mutual fund shares are held in retail accounts, which have much lower participation rates.

BY THE NUMBERS:
MUTUAL FUND
PROXIES



To boost retail participation, mutual funds must take advantage of available tools and technologies. These are the top five reasons to adopt digital proxy communications.

- 1 Shareholders prefer it.
Shareholders demand the same kind of consumer-first experience they're getting everywhere else.
- 2 Competitors are stepping up.
Funds that don't use digital communications are already behind.
- 3 It's proven to work.
Shareholders who choose digital communications vote at roughly the same frequency as paper-only shareholders.
- 4 Speed matters.
Funds minimize voting turnaround time when they execute a digital-first strategy.
- 5 It saves money.
Digital communications alleviate many of the costs associated with printing and postage.

Year over year, the Broadridge mobile voting platform has seen:

15%
growth in votes

27%
growth in shares voted

Social media is a huge opportunity.

68%

of U.S. adults report that they are Facebook users

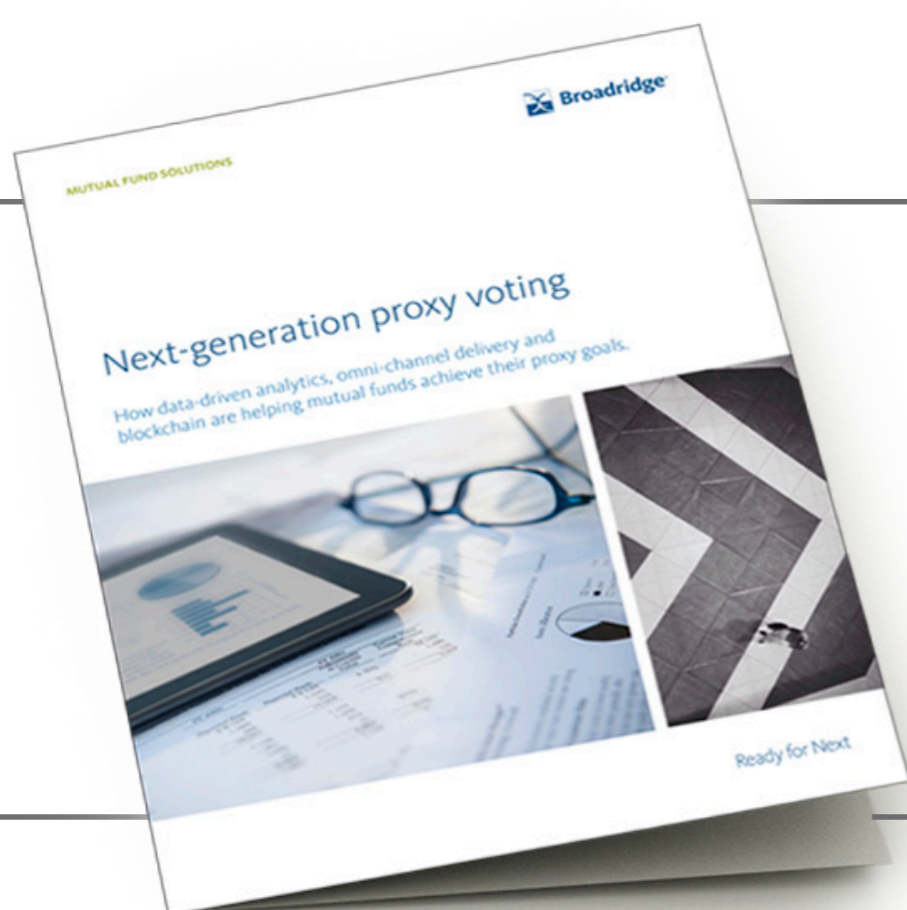


75%

of those users access Facebook on a daily basis

Source: Pew Research Center

Text messaging combined with social media advertising has been shown to significantly boost voting rates.



Want more reasons to use next-gen strategies and technology to improve proxy outcomes?

[Download the white paper today.](#)

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