

Create an instant impact with your next proxy distribution

- Increase engagement from the moment your proxy distribution hits a shareholder's mailbox.
- Rally support and boost response for critical proxy votes.
- Reinforce brand messaging and position your firm as a forward-looking organization.

Every distribution is a reflection of your brand. Increasingly, organizations are adopting best practices and building one-to-one relationships that extend the value of shareholder communications.

ENGAGE SHAREHOLDERS BEFORE COMMUNICATIONS ARE OPENED

Your organization already takes the time to inform shareholders of upcoming votes and meetings. Now there's a strategic way to achieve more with these communications.

Enhanced Packaging from Broadridge offers a more immediate, compelling interaction—one that engages shareholders right from the start. Enhanced Packaging drives real results, with significant improvement over standard distributions:

- 8-13% average increase in accounts voted[†]
- 4-9% increase in shares voted[†]

Customized packaging and messaging help break through the clutter so you can:

- Increase open rates of your proxy packages
- Generate more votes for key initiatives
- Increase enrollment for e-delivery of regulatory material
- Foster brand loyalty

EXPECT MORE FROM BROADRIDGE

When you need to increase engagement among investors, you can count on Broadridge. We offer a comprehensive, technology-forward approach to help you deliver a full range of concise, targeted communications with accuracy, dependability and efficiency.

TAKE SHAREHOLDER ENGAGEMENT BEYOND THE ENVELOPE

Shareholders receive a lot of mail every day, including bills, statements, catalogs, promotions and other regulatory communications. As a Broadridge client, your distributions can stand apart from the others. Three innovations can help you engage shareholders the moment mail arrives.

- Clear back polywrap packaging
- Windowed notice envelopes
- Windowed reminder envelopes

[†]Based on Mutual Funds data for the year 2017.

CLEAR BACK POLYWRAP PACKAGING

Make an impression with a personalized, full-color, full-page insert that shows through even before an envelope is opened. Encourage voting, target your messaging, promote your brand and turn shareholders into your best brand ambassadors.



WINDOWED REMINDER ENVELOPES

Once the initial distribution is complete, use windowed reminder mailings to drive higher engagement and brand recognition. Colorful, double-sided inserts can be customized to clearly highlight a call-to-action and reinforce your brand.



WINDOWED NOTICE ENVELOPES

If you're a Notice and Access adopter, you can also achieve more with every distribution. Colorful, double-sided inserts can be customized to your needs. Whatever your goal, you can ensure that your message is noticed and read.



OPTIMIZE YOUR PROXY COMMUNICATION STRATEGY

Take a strategic approach to proxy communications, using Shareholder Data Services to further segment and target distributions more effectively to drive a successful voting outcome.

For more information, speak to your Shareholder Mail Relationship Administrator.

Broadridge, a global fintech leader with over \$9 billion* in market capitalization, 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. *As of November 2017

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Ready for Next

Communications
Technology
Data and Analytics

