



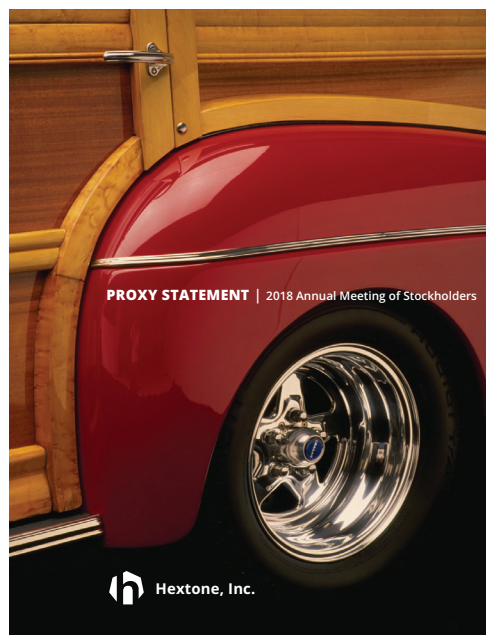
# Best practices for a more powerful proxy statement

Easy-to-implement design changes can create a more effective shareholder communication.

In recent years, the proxy has evolved from a regulatory disclosure document to a vitally important shareholder communication. At the same time, proxies have become longer and more densely packed with information, in response to both SEC requirements and shareholder demand for transparency. It's no wonder so many companies are taking a fresh look at their proxy statements: They're going above and beyond requirements to provide more detailed information about governance decisions.

The need for clear and concise communication has never been greater. The proxy statement may be one of the few shareholder communications that actually gets read and analyzed. Yet today's time-challenged proxy voters and shareholders have very little time to read and digest all the information.

It's no longer enough to design with only SEC compliance in mind. In order to advance corporate goals, proxy statements must make detailed information more accessible and easy to understand. For many companies, that means re-imagining the entire look and feel of their proxy statements to create a more user-friendly document. This transformation can be an incremental change, or a complete redesign. No matter which approach you take, you should take advantage of best practices to help your company get the most value from your proxy statement. Here are some suggestions for you to consider.



## 1. MAKE YOUR STORY MORE ENGAGING

Increasingly, proxy statements are borrowing proven design techniques from annual reports and other shareholder communications. Dull, all-type documents are giving way to a simpler, more visually appealing approach that incorporates company brand values, color and graphics that help readers understand complex issues quickly.

No one wants to read a lot of legalese, or search for the information they need. Use plain English, and structure your proxy to encourage greater engagement. Provide a detailed table of contents, and use section headers to help readers navigate long documents. Lead off with a chairman's letter, or a communication from the entire board. Use bold fonts, color, shading and graphics to draw attention to important messaging.



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## LET BROADRIDGE HELP

No matter what design approach you choose, you'll want to have an intuitive, cost-efficient solution to help make your vision a reality. That's where Broadridge can help. Our Enhanced Proxy Design Service streamlines the proxy design process from start to finish. We offer four comprehensive packages that include typesetting and design services, unlimited author's alterations, HTML conversion and fast turnaround—so you can save time and effort while keeping your budget under control.

You'll also benefit from our unsurpassed knowledge of SEC requirements, shareholder communications and financial technology. Tap into the industry's trusted leader in proxy design:

- **More efficient content management**  
A single-source XML document simplifies authoring and version control, and can output for print or the web.
- **Cost reduction**  
We can help reduce the number of pages in your proxy to minimize printing and mailing expense.
- **Enhanced packaging**  
Get your proxy noticed in the mailbox and increase open rates. Clear back polywrap packaging shows your proxy cover before the envelope is opened.

## TALK TO THE PROXY EXPERTS AT BROADRIDGE

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