

# Virtual shareholder meetings

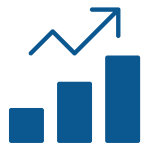
2019 facts and figures



There continues to be increasing interest in virtual shareholder meetings (VSM). Board members and management of public companies across a wide range of industries are starting to consider—or have already adopted—virtual meetings. So, which companies are moving forward and holding a virtual meeting? What were their experiences? What should my company expect if we “go virtual”?

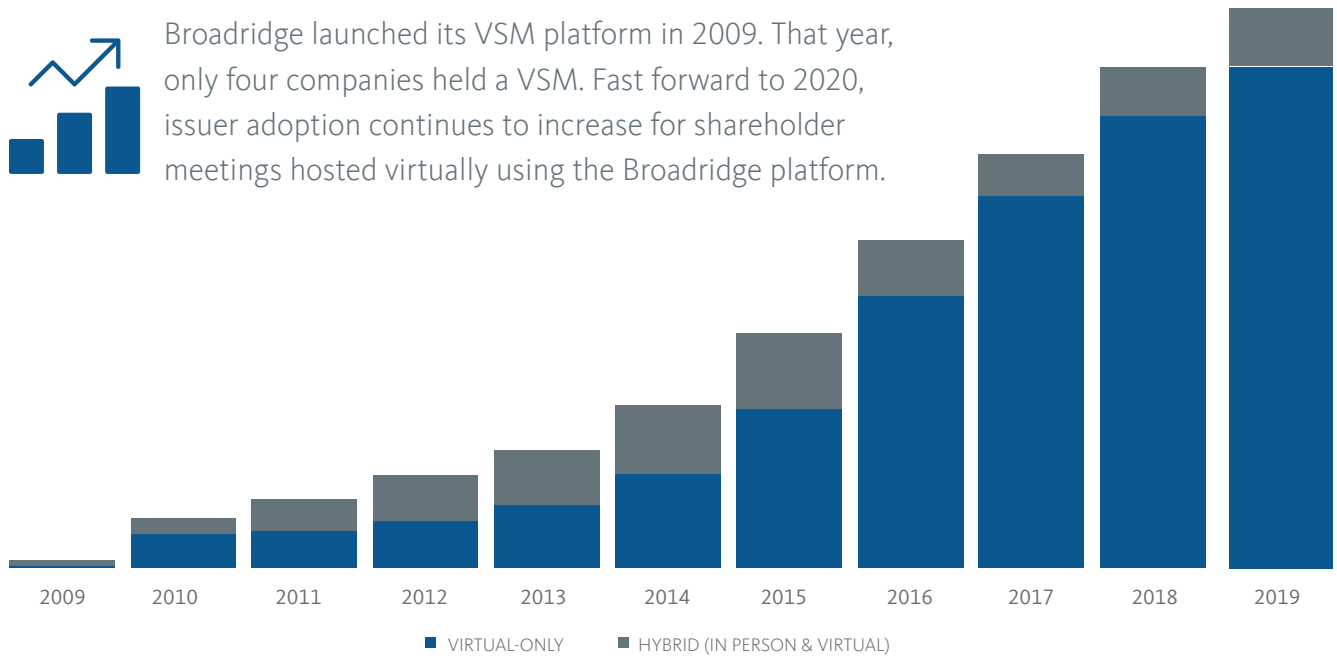
A pioneer in VSMs, Broadridge is well-positioned to share facts and figures about this relatively new and revolutionary way to conduct annual meetings.

## Year-over-year growth - Virtual-only vs. Hybrid



Broadridge launched its VSM platform in 2009. That year, only four companies held a VSM. Fast forward to 2020, issuer adoption continues to increase for shareholder meetings hosted virtually using the Broadridge platform.

VSM's increased 15% from 2018

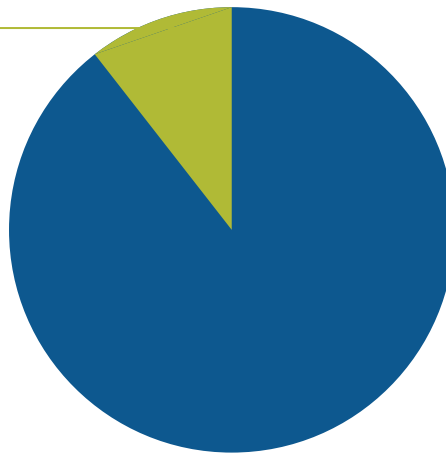


## 2019 SUMMARY

326 VIRTUAL SHAREHOLDER MEETINGS WERE HOSTED ON BROADRIDGE TECHNOLOGY

8% hybrid

- 12% were conducted with video
- 88% used audio



92% virtual-only

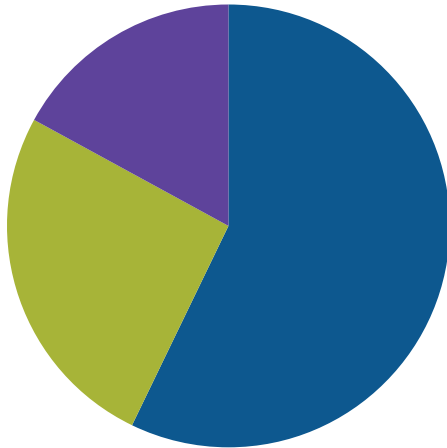
- 3% were conducted with video
- 97% used audio

## Profiles of companies holding VSMs

17%  
large-cap

27%  
mid-cap

56%  
small-cap



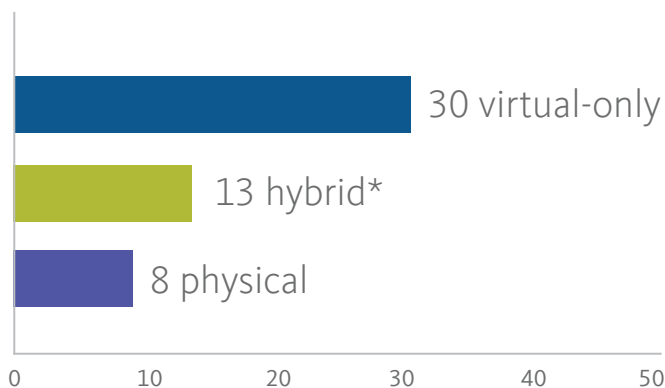
11 S&P 100 companies

38 S&P 500 companies

39 Fortune 500 companies

## State Corporate Law

As of 2019, 30 states allow the use of virtual only meetings. 13 states require a hybrid format in which a physical meeting location is needed. The remaining 8 only allow a physical meeting.



\*Including the District of Columbia

## Activities at the meetings

### MEETING ATTENDANCE

Validating all shareholders is a key component of any annual meeting; this enables a shareholder to attend the meeting, ask questions and vote their shares. Of the 326 virtual meetings held in 2019, 90% also allowed non-shareholders to attend—with Broadridge ensuring they could not vote or ask questions.”

### SHAREHOLDER QUESTIONS



About 16% allowed questions to be collected online in advance of the meeting.



96% of VSM users allowed questions to be submitted online during the live meeting.



Approximately 3% allowed live phone line questions during the meeting.

### MEETING VOTES



The majority of shares are cast in advance of an annual meeting, whether the meeting is physical, virtual or hybrid.

### SHAREHOLDER PROPOSALS

29 of the 326 virtual meetings hosted had shareholder proposals. In 2019, the most common way for the company to accommodate the proponent was to have the shareholder participate via an operator-assisted phone line connected into the live meeting.

@27 of the meetings proposals were presented via operator-assisted phone line

@1 of the meetings proposals were presented in person

@1 of the meetings proposals were pre-recorded in advance and presented during the meeting

## Key considerations when choosing a service provider.

If your company has decided to offer a virtual shareholder meeting, choosing the right service provider will help you ensure a better experience for your shareholders and company management.

### Choose an experienced service provider

Broadridge is an expert in virtual meetings, having conducted over 1,450 on our platform.

### Rely on a platform that provides a seamless process for beneficial shareholders

Beneficial shareholders need the same access as registered shareholders. Make sure the platform you choose will validate attendance at the meeting, allowing them to ask questions and vote in real time, and not entail onerous advance activities such as obtaining a legal proxy.

### Ask the important questions

Does it offer integrated capabilities? Combining key functions such as Q&A and Voting in a single view, offering multiple ways to submit a question—pre-meeting, text box or phone line, and consolidating all your information into an administrative dashboard helps you track questions, vote results and attendance.

Is it easy to use for you and your shareholders? When assessing VSM providers keep in mind the usability of the technology. For example, will your shareholders need to install software? How simple is the login process? Will your shareholder have to stream audio or will they also have phone access to the audio?

## Looking ahead

### THE VSM ADVANTAGE

2020 promises to show even more growth in VSMs as more companies understand and implement the advantages of “going virtual.” To see a list of upcoming meetings, as well as replays of past meetings, please visit [virtualshareholdermeeting.com](https://virtualshareholdermeeting.com).

For more information on the Broadridge VSM service, visit [broadridge.com/vsm](https://broadridge.com/vsm).

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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

Ready for Next

Communications  
Technology  
Data and Analytics

