

Global Proxy Solicitation

Communicating to Global Markets



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Mellon Investor Services has the industry expertise, multiple service capabilities and global relationships to improve the participation of foreign shareholders at your shareholder meeting.

Related Services

- Shareholder Identification
- Printing and Logistics
- Information Agent
- Transfer Agent
- Investor Targeting

A convergence of factors has made institutional investment in global markets standard practice in what was once the realm of only a few bold investors. Regulators have worked to establish more efficient market practices that have facilitated greater cross-border investment. The procedures surrounding the global proxy process, however, remain fragmented.

Companies have also witnessed dramatic changes to their shareholder base with the influx of foreign investment, increasing participation of local retail investors and reductions in government or friendly cross-shareholdings. As a result, communicating with investors at the time of the Annual General Meeting (AGM) or Extraordinary General Meeting (EGM) has become more important than ever. The pace of international capital markets and the arrival of electronic communications and electronic proxy voting make communicating with shareholders at the time of the shareholders' meeting a moving target.

As more than one study has indicated, investors place a premium on good corporate governance. Proactive communication with all shareholders, including those in foreign markets, at the time of the AGM can only serve to affirm a company's commitment to good governance and the willingness to engage its shareholders.

Mellon's Global Approach

Mellon Investor Services partners with its clients to ensure that a global proxy solicitation campaign is tailored to meet a company's distinct needs. Building upon our own capabilities, Mellon has established relationships with leading providers in Europe and Asia that allow us to focus our proxy solicitation activities based on your shareholder demographics. Our commitment to these relationships and our in-depth understanding of market practices distinguishes Mellon from other global proxy solicitation providers.

The challenge of reaching your foreign shareholders via their market intermediaries is more complex than many realize. Mellon's comprehensive global proxy solicitation product is an important resource to monitor the timely flow and quality of information to shareholders or their agents about the AGM or EGM. We work through the complex web of agents involved in the communication process to reach those individuals and organizations that will ultimately decide to participate in the meeting and vote their shares.



Mellon

A Wealth of Solutions™

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To achieve the maximum response from foreign shareholders, Mellon can assist with the content of the materials sent to shareholders, including governance concerns that are likely to be important to shareholders based in other markets. Mellon can then distribute these materials to the appropriate audiences, whether they are custodians, proxy advisors, proxy distribution agents or other shareholder representatives – in addition to the investors themselves. Throughout this process we identify the voting deadlines that have been established by these parties and follow up to monitor that votes are returned so that you achieve quorum and obtain votes that are favorable to management.

Client Benefits

- *Experience* ~ Mellon's staff has experience in international markets and with many of the parties that have a key role in the proxy voting process. Our staff can assist with the proxy process in each of the key global markets where your shareholders are located.
- *Flexibility* ~ Mellon can help determine the most efficient way to distribute AGM or EGM materials and to communicate with shareholders in multiple markets during what is often a limited time frame. Our consultative approach works to your advantage as we work with you to define the scope of the proxy solicitation so that we can call upon local resources and expertise as appropriate.
- *Integrated Capabilities* ~ Mellon Investor Services offers a complete suite of services. Mellon can provide an array of products including Printing and Logistics, Shareholder Identification Services, Tombstone and Media Placement, Transfer Agent and Information Agent Services.

