

# Proxy Solicitation



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Mellon Investor Services has repeatedly been awarded the title of "Best Proxy Solicitor" by leading industry surveys. With its team of experienced professionals and extensive technological capability, Mellon Investor Services continues to set the standard in proxy solicitation.

## Related Services

- StockWatch Services
- Investor Targeting Service
- Printing and Logistics
- Information Agent Services
- Electronic Voting
- VoteDirect
- Electronic Distribution
- Employee Plan Distribution and Tabulation
- Inspector of Elections
- Householding
- Proxy Tabulation Agent
- Tombstone and Media Placement

Shareholder activism is on the rise. Encouraged by proxy rule changes and evolving trends in corporate governance, individual shareholder activists and institutional investors are filing proposals and forcing change that would have been unimaginable just a few years ago. They are also scrutinizing, and regularly voting against, management proposals on a range of issues, including compensation, corporate governance, capital structure and other strategic issues.

Even the traditional "plain vanilla" meeting is a thing of the past. Shareholders and proxy voting advisors are withholding votes from directors for a growing number of reasons, and scrutinizing auditors and audit committees more closely than ever. As owners, they expect to exercise genuine power.

- *How can you deal effectively with today's active corporate governance environment?*
- *How can you predict shareholder reaction to compensation or corporate governance proposals?*
- *What are the most prudent steps management can take to ensure its agenda is approved?*

## The Solicitation Solution

*Elect Mellon Investor Services for Positive Proxy Results.* Preparing for a shareholder meeting is more challenging than ever before. Fortunately, there is an effective solution. Mellon Investor Services has consistently been ranked among the top three proxy solicitation firms by the Stockholder Consulting Services/Rutgers University survey of proxy solicitors client satisfaction.

Mellon Investor Services' consultative approach to proxy solicitation distinguishes us from other providers. Our professionals design a proxy solicitation plan tailored for each client. This not only acknowledges that the requirements of each company are different but also that a company's needs can change dramatically from year to year. We understand these needs and work with our clients to craft an appropriate yet cost-effective plan.

Companies have come to realize that there is no such thing as a routine shareholder meeting and that difficult or unanticipated situations arise. Mellon Investor Services has the comprehensive knowledge of the solicitation process to successfully manage these situations. Our professionals have the expertise to help ensure that clients' proxy solicitations move forward efficiently, that all appropriate actions are taken and that all deadlines are met. When a client selects Mellon Investor Services, our experts become an extension of the client's staff – assuming responsibility for the many complex and time-consuming tasks required to promote successful results.



**Mellon**

*The difference is measurable.™*

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## Regional Offices

Atlanta, Chicago, Dallas, Hartford,  
Los Angeles, New York, Pittsburgh,  
San Francisco, Seattle, St. Louis

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Because such a high percentage of securities are held in “street name”, it is vital that your proxy solicitor has the ability to identify and reach the actual voting holders. Mellon Investor Services’ ability to act as transfer agent, tabulator and StockWatch consultant can provide intelligence to identify and solicit your company’s record date shareholders.

*Know Your Current Shareholders.* As a complement to our solicitation services, our team goes beyond dated public filings and can provide accurate, record date identification of ownership in your company’s stock. In addition to identifying shareholders, we provide information on voting authority, proxy voting committee contact, custodial positions, and investors’ reliance on outside proxy advisors. In short, our Proxy Solicitation and StockWatch groups work in tandem to provide consultation, accurate analysis and to conduct a program that will help promote a successful shareholder meeting.

Mellon Investor Services’ technology puts our clients over the top. We have invested in the systems and talent that have made us an industry leader. Our experienced specialists work to correctly position each client’s proposals and determine the most effective strategies for their approval.