

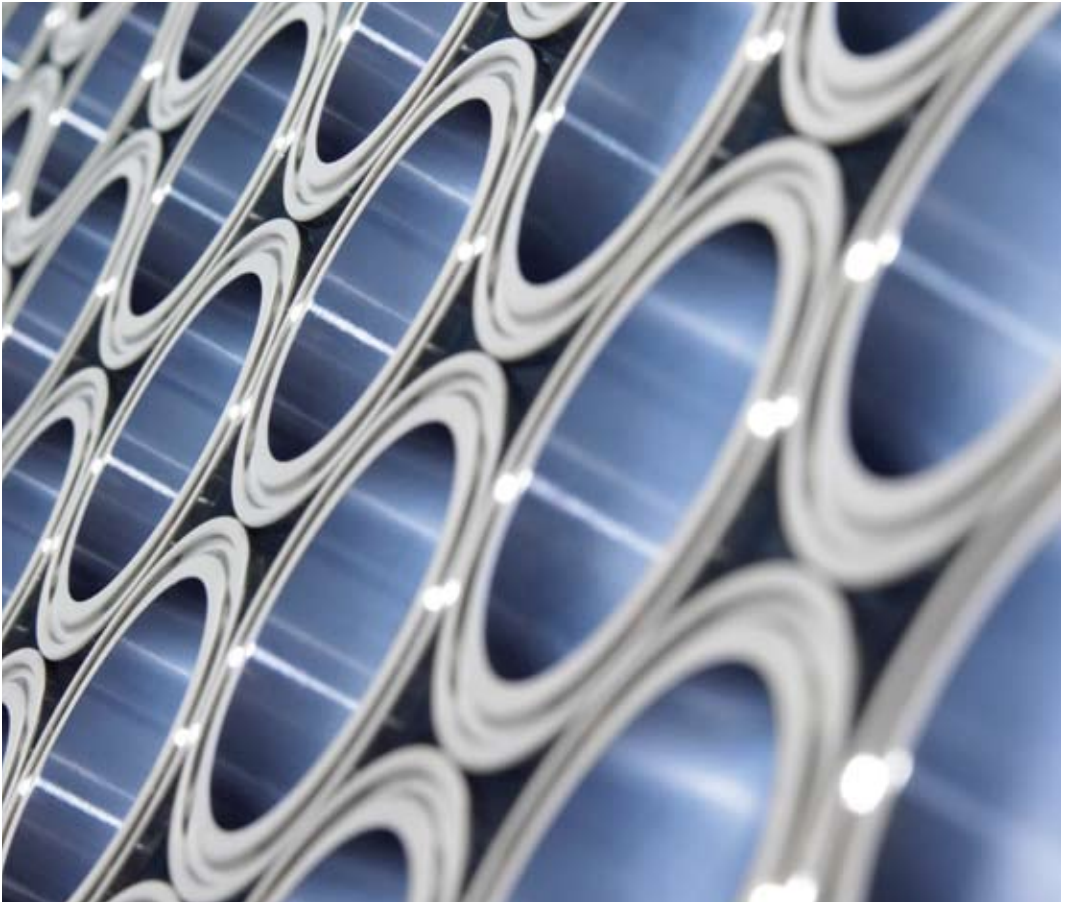
Shareholder Services Product Brief Series

Asset Recovery Services

How locating “lost” shareowners can help your company preserve its equity



BNY MELLON
SHAREOWNER SERVICES



Are the States Generating Revenue at Your Expense?

With more than 53 different unclaimed property laws in the United States alone, it's become clear that individual states have assumed a far more aggressive role in recovering unclaimed assets. Unique regulations, reporting structures and penalties mask states' proactive campaigns to identify alternative revenue sources. In fact, every month states legitimately collect uncashed company-issued checks, abandoned stock and more. Why let the States absorb your shareowners' equity?



The Story Behind the Scenes

Strict and complex regulations have been put in place to reunite individuals with lost “property” that is rightfully theirs. States view this as an alternate source of income. It may be more difficult for shareowners to reclaim property once escheated to the States. Moreover, your investors look to you to protect their assets – both its value and their ownership. Making every effort to ensure the integrity of these elements speaks volumes of the value you associate with your shareowners.

The stakes are high – for both you and your shareowners. Public companies and banking institutions are required to file annual unclaimed property reports with each state to demonstrate that a concerted effort was made to locate the owners of dormant accounts. As states have been increasingly pressured to generate revenue, this capital raising mechanism has taken on a new appeal. Under the Uniform Unclaimed Property Act, the failure to report the results of asset recovery efforts results in steep penalties – up to a maximum fine of \$5,000 for inadvertent failure to report property and up to \$25,000 plus 25 percent of the value of the property for willful failure to report assets.

Ask yourself this...

- Has a recent merger and acquisition event resulted in conflicting compliance records?
- Have you discovered a shareowner population that did not exchange or tender their shares after being notified of a merger?

Answering “yes” to either of these questions may indicate that your company is ready to implement an Asset Recovery program. In doing so, you’ll be faced with multi-faceted compliance and regulatory complexities, which is why it is important to engage a knowledgeable and consultative partner. **BNY Mellon Shareowner Services (Shareowner Services) is that partner.**

Why do companies like yours choose Shareowner Services as the administrator of their asset recovery program? We not only understand the intricacies of regulatory compliance in this complex process, but as a financial institution, we provide clients with the strongest disciplines of regulatory and risk management control.

Unraveling the Complexities

Our people apply specialized expertise to every client relationship. We'll explain our proven models that are in place to minimize exposure to risks associated with escheatment regulations. We not only administer the myriad of state unclaimed property reports that prove you've complied with your responsibilities to locate "lost" shareowners, we will work with you to choose the methods that will complement your specific strategic objectives.

Disciplined Administration

The application of our service delivery **expertise** means you benefit from processing efficiencies that support flawless execution, ensure your regulatory compliance and promote high levels of shareowner satisfaction. By partnering with business disciplines within our organization, we will reduce the number of lost shareowners as required by SEC Rule 17Ad-17 by leveraging databases from more than 350 data source. With our full range of record keeping and state filing services, we can help ensure compliance in all jurisdictions while providing reliable, secure, and efficient management of all shareowner accounts.

AS A LEADING FINANCIAL SERVICES FIRM, COMPLIANCE AND REGULATORY CONTROLS ARE THE FOUNDATION OF OUR CULTURE

REAL-TIME PERFORMANCE MANAGEMENT AND QUALITY REVIEWS

RULES-ENFORCED QUALITY CHECKPOINTS

Today's abandoned property laws originate from British common law of escheatment, where abandoned land was permanently returned to the king as a matter of right.

Today, escheatment applies to personal assets – uncashed checks, corporate securities, etc. – and individual states have assumed the role of the “king”.





The Results

We believe that the best measure of **performance** is your recognition of the outstanding service we deliver and the long-term value we create for you and your investors. To measure our performance, we employ a disciplined Voice of the Client (VoC) methodology that gauges your satisfaction. VoC allows us to understand what's most important to you and, in turn, enables us to be a collaborative partner – one that provides a thoughtful portfolio of core solutions based on what you have told us you want, rather than what we think you need. VoC ensures that we're meeting or exceeding your expectations or, if not, taking the actions needed to do just that, today and in the future.

CONSISTENTLY RATED BEST-IN-CLASS IN INDEPENDENT CLIENT SATISFACTION STUDIES.

INVESTOR CARE NETWORK RECOGNIZED BY JD POWER AND ASSOCIATES AS AN "OUTSTANDING CUSTOMER EXPERIENCE"



OF THE LOST SHAREOWNER ACCOUNTS THAT QUALIFY FOR SEARCH UNDER THE SEC RULES, WE HAVE CONSISTENTLY HAD ADDRESS MATCH HIT RATES OF 86 PERCENT OR BETTER.

Combined, these elements of **people, partnership and performance** will help maximize the performance of your asset recovery program and put your highest goals within reach.

Our Portfolio of Solutions

With our full range of services, we can help ensure that you are in compliance today, stay in compliance going forward and keep you informed of the initiatives and trends that affect unclaimed property. What's more, our Asset Recovery program is free of client-paid processing expenses, such as those resulting from manual down posting of accounts. Our complete range of services includes:

Advisory Services

Take advantage of our access to current and accurate information. With Shareowner Services as your advisor, you'll benefit from our regular contact with state unclaimed property administrators and our close monitoring of legislative and regulatory initiatives.

Initial Compliance Services

Identify reportable unclaimed property and reduce liability for past due property. We'll help bring you into compliance in all jurisdictions that may have a claim against escheatable property. We seek to obtain applicable release and indemnification agreements from various jurisdictions and provide strategies to minimize your exposure to interest and penalties.

Annual Compliance Services

Maintain your compliance through an annual review to identify property that has become escheatable since the prior year's report. We will conduct robust due diligence efforts to locate lost shareowners and compile and file the necessary reports and corresponding remittances.

Shareowner Locations Due Diligence

Fulfill your due diligence requirements at the state level by applying a combination of one or more of these services:

Annual Due Diligence

We'll attempt to contact all shareowners with outstanding or suppressed checks or undeliverable certificates.

Electronic Database and New Address Retrieval

We'll utilize a combination of the shareowner's Social Security Number and last known address to identify their current mailing address. We've found this to be a proven method that significantly reduces the number of lost shareowners.

In-Depth research

We'll identify owners who cannot be located using traditional methods.

Post Merger Services

We'll provide a comprehensive review of all your corporate actions and acquisitions in order to identify lost or unexchanged holders. These holders will be offered assistance in the exchange of their shares. The goal is to maximize the shareholder participation.

...Powered By Flexible, Secure Management Tools

In recent years, technological advances have driven the continual development of Web-based and automated access to corporate information, sensitive personal data and transaction capabilities. These resources have rapidly evolved into increasingly secure, flexible, multi-functional tools that are more natural and intuitive to use than their predecessors. Shareowner Services has kept ahead of the industry and broadened these resources to meet clients' and shareowners' expectations. These include:

Client ServiceDirect® (CSD)

Designed with our clients in mind, Client ServiceDirect® (CSD) is the product of our collaborative relationships serves a single purpose - to give you a secure online management tool you need, when you need it.



WITH CSD, YOU CAN REVIEW A PRELIMINARY LIST OF SHAREOWNERS' ASSETS THAT EITHER HAVE PROPERTY ELIGIBLE TO BE ESCHEATED OR THAT'S ALREADY BEEN ESCHEATED TO THE STATES.

Self-Service Account Management Tools for Your Shareowners

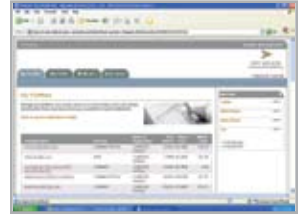
Shareowners are significantly more likely to use self-service contact channels when they feel they are secure and easy to use. From eliminating the use of Social Security numbers for accessing account information and initiating transactions to applying industry-leading identity theft measures to our self-service applications, we have taken the steps needed to safeguard your corporate and shareowner account data. As part of a global financial services organization, our corporation's risk and compliance focus means such protections are built into each of our self-service resources.

Voice Response Unit (VRU)

Our speech recognition VRU was the first of its kind among transfer agents. Today, the VRU facilitates nearly 40 different account-specific informational, transactional and fulfillment-based functions.

Investor ServiceDirect® (ISD)

Our online account management tool for shareowners was the first to provide investors with consolidated access to their complete portfolio of holdings. Today, ISD leads the industry in transactional capabilities. With more than 1.4 million enrolled shareowners, hundreds of thousands of account transactions are initiated every year.



Using the VRU or ISD, shareowners can easily correct or confirm account information that helps keep them in touch with their investments, including:

- modification of their address of record;
- certification of their Taxpayer Identification Number; and
- access to a downloadable form W8-BEN (certificate of foreign status of beneficial owner for United States tax withholding).

Want to learn more?

Ask us for a personalized demonstration.



We'll share our proven best practices for adoption of these self-service tools – including strategies for understanding how your shareowners are behaving today, and programs designed to educate them how to best leverage e-tools in a changing environment.

We'll distinguish your "voice" by asking a single question - What's most important to you? We'll listen to your needs and take action to translate your answer into **results that will matter most to you and your shareowners.**

Client

Quite simply, your needs are at the center of all we do.

Compliance

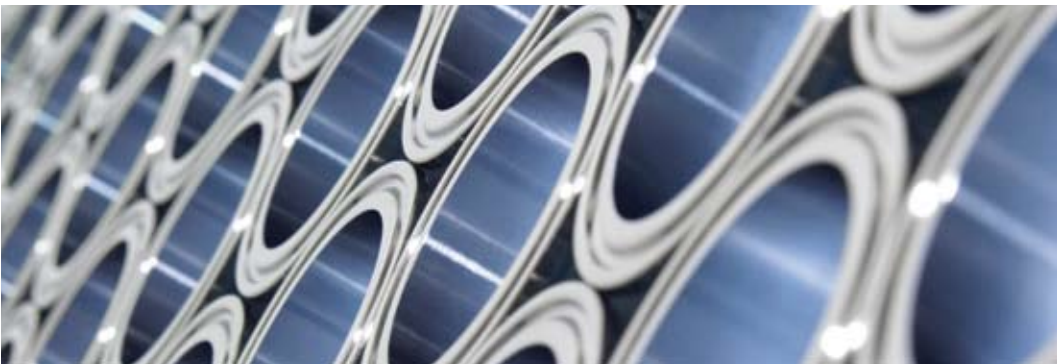
Because we're part of one of the largest global financial services providers, substantial legal, audit and regulatory compliance protocols are in place to help us meet our obligations to you and your shareowners.

Control

Strong risk management and data security practices are an integral part of our corporate culture.

Commitment

We communicate openly and often with our clients, introduce solutions that maximize the value of their dollar and demonstrate our thought leadership in a rapidly evolving industry. Most importantly, our investments reflect what our clients have told us they want, rather than what we think they need.



About BNY Mellon Shareowner Services:

In addition to its top-ranked stock transfer services, BNY Mellon Shareowner Services offers a comprehensive suite of products and services ranging from record keeping and corporate actions to demutualizations, direct investment, dividend reinvestment, proxy solicitation and employee stock plan administration. BNY Mellon Shareowner Services is part of The Bank of New York Mellon's Issuer Services group, which is also a leading provider of corporate trust services and the market leader in servicing depositary receipts with more than 1,300 sponsored programs. Additional information is available at www.bnymellon.com/shareowner.

About The Bank of New York Mellon:

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has more than \$23 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management and services \$11 trillion in outstanding debt. Additional information is available at www.bnymellon.com.

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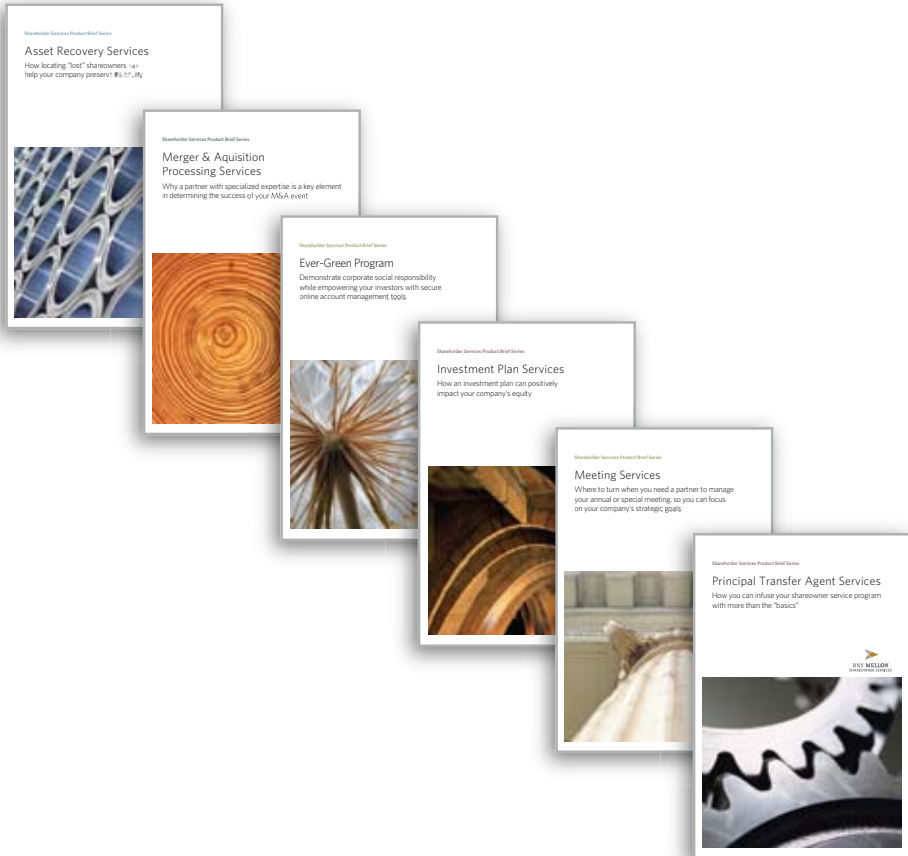
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Successful companies just like yours turn to BNY Mellon Shareowner Services for our formula of proven expertise and collaborative working style. We deliver exceptional results and enduring value to our clients.

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ASSET RECOVERY SERVICES

Who's Helping You?



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