Shareholder Services Product Brief Series

Investment Plan Services

How an investment plan can positively impact your company's equity

BNY MELLON
SHAREOWNER SERVICES

Have You Unlocked the Potential Value of an Investment Plan Program?

Whether you're a company with an existing dividend reinvestment plan (DRIP) or direct stock purchase plan (DSPP), or a company just considering implementing a new program, a well-constructed investment plan can unlock a wealth of potential value. At BNY Mellon Shareowner Services (Shareowner Services), we appreciate the impetus for making a change to your shareowner services program may be to foster stable, long-term share ownership, strengthen investor loyalty, establish a direct communication channel with your investors or minimize trading volatility. Whatever your motivation, choosing to implement an investment plan can be a critical business decision.

Consider this…

- Moving from a market-driven bank-sponsored direct stock purchase plan to a customized prospectus-based plan may be the best vehicle for reaching target "affinity" groups or raising capital.
- Updating your DRIP to a DSPP may help you stay competitive in your shareowners' eyes.
- Combining Dividend ReinvestDirect℠ with your existing DSPP may help tighten expenses.

Ultimately, attracting new investors and providing incentives for existing shareowners to maintain their share ownership will play an important role in your company's long-term strategy – and a well-constructed plan can significantly and positively impact your investor relations program.

What makes our Investment Plan Services different? We value the impact an investment plan can have on your company's equity.

Choosing the Right Plan

Our **people** bring specialized expertise and practical experience to each of our client relationships. We can help guide you as you choose the right plan and define its terms. First we'll ask what's most important to you, and then we'll help you implement a program that will meet your distinct business objectives.

Direct Stock Purchase Plan (DSPP) – Bank or Prospectus Based

Dividend ReinvestDirect℠

Direct Equity℠

While bank-sponsored plans provide shorter lead-time to market, a prospectus-based plan ultimately delivers maximum flexibility and return on investment. A fully customized structure may be better suited to meet your long-term goals because you define the plan's parameters, including investment thresholds and participation profiles. What's more, a prospectus-based plan allows the broadest, proactive solicitation for investor participation and provides a vehicle to target affinity groups. Finally, your existing shareowners and potential investors may interpret the establishment of this plan model as a demonstration of your corporate commitment and values.

- **Elimination of shareowner and nuisance fees promotes satisfied investors**
- **Enterprise Workflow delivers higher levels of shareowner satisfaction and less costly "once and done" transactions**
- **Principal Transfer Agent Record Keeping and Stock Issuance**

Our flexible investment plan solutions have been designed to help you maximize the number of ways to increase stock ownership, minimize your out-of-pocket expenses which may positively impact both your company's and your shareowners' equity. Differentiated features of our solutions include:

- proactive certificate safekeeping campaigns
- virtual inventories of plan prospectuses reduce expenses associated with traditional material fulfillment
- flexibility to choose which fees are company-paid versus participant-paid, based on specific criteria (reinvestment, optional cash purchase, employee, etc.)
- secure, flexible shareowner self service resources
  - electronic enrollment
  - fulfillment of investment plan material requests
  - online access to account statements and related 1099 tax forms

Behind the Scenes

Through **partnerships** with disciplines within our organization, we'll leverage synergies across our integrated businesses and apply distinctive service delivery expertise to the administration of your investment plan program. This combination of processing efficiencies and straight-through operational models helps ensure flawless execution of your shareowners' transactions and promotes high levels of investor satisfaction – while reducing your administrative and overall expenses.

Most importantly, Our unique Shareowner Analytics program reflects a most important indicator of a successful client partnership by identifying the value gained from interacting directly with your shareowners with every contact. We apply the insight derived from these metrics as we continually assess our service delivery model in its goal of providing an exceptional investor experience.

The Results

We believe that the best measure of **performance** is your recognition of the outstanding service and long-term value that we create together. By engaging our clients as collaborative partners we can operate at maximum performance levels and put your highest goals within reach.

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

Comprehensive Core Solutions

We take pride in designing and developing products and services that meet our clients' unique needs and help them comply with current and anticipated regulatory requirements. Our solutions can help you attract new investors and retain your long-term existing shareowners with the investment plan that best suits your company's specific needs — whether yours is a dividend-paying or non-dividend paying company. If you're seeking to implement a plan quickly, you can take advantage of our standardized, open enrollment direct stock purchase plan. If instead, you have capital raising requirements or special solicitation needs, we'll partner with you to create a prospectus-based plan.

Our Call Centers are J.D. Power and Associates Certified as "An Outstanding Customer Service Experience"

Benefits to Shareowners:

- Available to first-time investors
- Offers cost-effective investment methods
- Direct enrollment
- Bypasses brokers as the "middleman"
- No broker solicitations
- Supports buy-side activity and the dollar-cost averaging method of investing
- Option to invest in whole dollar amounts versus a per share method

Our portfolio of solutions include:

- full and partial dividend reinvestment
- market and original issue purchase
- discounted market price
- waiver discount opportunities through a capital raising plan that targets large investors
- choice of shareowner and/or company-paid commissions and fees
- optional cash contributions via check or automatic account debits, either at "one shot" or periodic intervals
- interface with DTCC for beneficial shareowner participation
- interface with payroll feed systems to facilitate investment of employee payroll deductions
- processing of partial and complete sale orders from shareowners

To help you maximize the number of ways to increase stock ownership and minimize your out-of-pocket expenses, we facilitate electronic share movement through the Direct Registration System (DRS). By allowing your investors to move book-entry shares electronically from "street name" to individual registration, or vice versa, your expenses related to overall stock issuance are reduced.

Additionally, the immobilization and/or dematerialization of physical certificates offer issuers, shareowners and the U.S. securities industry a more cost effective mechanism for issuance-related transactions.

When you combine your base investment plan with the Shareowner Services' portfolio of differentiated features, you can expect to:

- improve your corporate liquidity with **Direct Equity**[SM], and
- maximize your savings potential with **Dividend ReinvestDirect**[SM].

Let us help you achieve these goals, by employing:

Direct Equity[SM]

Improve your corporate liquidity through our affiliated broker/dealer with our proprietary alternative capital-raising tool that promotes closer relationships with the institutional investor community. Ours is the only investor relations tool available in the marketplace that assists clients in managing their institutional and significant investor base across equity markets. While you control the timing, size and distribution of your company's equity, we provide end-to-end, single source coordination of the structuring, marketing and administrative elements.

Dividend Reinvest Direct[SM] (DRD)

Shareowners will receive a specially configured dividend reinvestment account with no transaction fees for the reinvestment of their dividends.

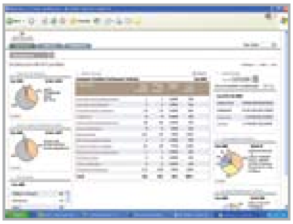
Your smaller shareowners will receive a comprehensive annual statement and appropriate tax document, which could lead you to save substantially on your yearly out-of-pocket expenses (on a per account basis). Your processing costs can also be reduced beginning in the quarter after DRD is implemented by eliminating the need for printing, handling and mailing of quarterly account statements and also reducing the number of associated telephone and written inquiries.

...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 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 online tools include:

Client ServiceDirect® (CSD)

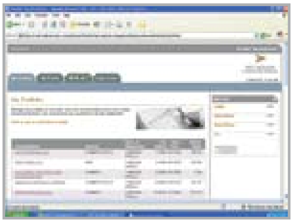


Designed with our clients in mind, Client ServiceDirect® (CSD) serves a single purpose – to give you the secure online management tool you need, when you need it. With CSD, you can directly respond to shareowner inquiries, monitor ownership levels, track proxy voting as it happens and gain access to an expansive library of corporate and investor reporting.

Self-Service Account Management Tools for Your Shareowners

Investors 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've taken the steps needed to safeguard 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. With more than 1.4 million enrolled shareowners, hundreds of thousands of account transactions are initiated every year.

Using our self-service tools, shareowners can view account information and perform investment specific transactions. Just a few capabilities include:

- view pending and historical transactions, payment history and tax information;
- access paperless account statements and 1099 tax forms;
- retrieve historical stock price information;
- address changes;
- purchase or sell book-entry shares;
- request a certificate issued from book-entry shares;
- request a dividend check replacement;
- certify taxpayer identification number; and
- change dividend election.

Through ISD, your shareowners will have access to our Internet **Enrollment Wizard and Plan Search**, a proprietary tool that makes it easier than ever for shareowners and interested investors to receive investment plan materials and enroll immediately online. Potential investors can also evaluate available plans using a comparison tool that provides a snapshot of each plan's various terms and conditions – from minimum initial cash purchases to availability of direct deposit of dividends to company paid versus shareowner paid fees and more. Third parties will not have access to inquiry accounts, nor will any solicitations be made for competitive investment alternatives. This is the quickest and most cost-effective way for an interested investor to purchase their first shares of your stock.

MLink℠

Our proprietary online repository of shareowner documents within ISD was the first such service in the shareowner services industry and continues to offer the largest portfolio of available documents. By enrolling in MLink, your shareowners gain quicker access to account statements, 1099 tax forms, notification of direct deposit of dividends, transaction advices and more. This significantly reduces paper mailings and the clutter of such materials in their mailboxes.

Documents on Demand

This innovative approach to the print, storage and distribution of plan materials replaces manual "pick and pack" fulfillment with an electronic-based process. With individual requests for specific print and delivery, Documents on Demand can virtually eliminate the need to maintain a physical inventory of shareowner materials and their related inventory storage costs — offering you the potential for expense reductions related to material production, warehousing and distribution.

SPECIFIC DOCUMENT PRINTING AND DELIVERY ELIMINATES THE POSSIBILITY OF INCORRECT OR OUTDATED MATERIALS BEING MAILED TO SHAREOWNERS FOR FULFILLMENT AND WITH THE CLICK OF A MOUSE, INVESTORS CAN INITIATE THE PRINTING AND DELIVERY PROCESS OF PLAN MATERIALS.

Want to learn more?
Ask us for a personalized demonstration.

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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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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INVESTMENT PLAN SERVICES

Who's Helping You?

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