

Shareholder Services Product Brief Series

# Meeting Services

Where to turn when you need a partner to manage your annual or special meeting, so you can focus on your company's strategic goals



**BNY MELLON**  
SHAREOWNER SERVICES



## Is Planning Your Meeting Distracting You from Focusing on Strategic Objectives?

Your annual or special meeting is central to achieving your company's strategic goals. While your resources are focused on this critical event, the complex planning requirements associated with your meeting need not distract you. We understand the regulatory, logistical and communication complexities that you must navigate as you prepare for your meeting. We can help with these preparations, freeing you to focus on strategic objectives.



## What makes BNY Mellon Shareowner Services different? We help you to focus on key business goals.

We're an industry-leading financial services provider with a comprehensive and flexible portfolio of Meeting Services solutions. Repeatedly ranked best-in-class in independent client satisfaction surveys, we combine core services with accurate and efficient management of shareowner account data, client-focused collaboration, and dynamic, secure self-service resources.

### Preparation

Our **people** have specialized meeting services experience and will guide you through the complexities of a changing industry – from regulatory and compliance issues to putting our robust product solutions and technical resources to work for you.

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**OUR KNOWLEDGEABLE AND DEDICATED MEETING SERVICES TEAM HAS MORE THAN 200 YEARS OF COLLECTIVE EXPERTISE**

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### Execution

The application of our service delivery **expertise** and processing efficiencies help support flawless execution and promote high levels of shareowner satisfaction. Through integrated business processes and dynamic self-service resources for both you and your investors, we help your organization stay on schedule, in compliance, focused on your strategic objectives and within budget as you plan and execute your meeting – all without sacrificing quality.

### The Results

We believe that the best measure of our **performance** is your recognition of the value that we create together. Whether you're seeking a provider to manage the dissemination of shareowner communications or provide a complex proxy tabulation solution, your satisfaction in our administration is key.

Keeping pace with the challenges our clients face is vital in our continuing commitment to creating a measurably better experience. Because our clients' needs are at the center of what we do, we employ a structured **Voice of the Client (VoC) practice** that gauges clients' real-time and ongoing satisfaction. We learn what's most important to you. In turn, we provide a thoughtful portfolio of core solutions based on what you want, rather than what we think you need. VoC helps ensure that we're meeting or exceeding your expectations or, if not, taking the actions needed to do just that, today and in the future.

## Integrated and Flexible Solutions

We provide meeting services solutions to over 1,300 public and private companies in multiple industries each year. Secure infrastructure and deeply experienced professionals support each of our offerings. This means reliability, flexibility and broad scalability. Our core solutions include:

### Financial Printing Services

We apply our depth of industry knowledge and understanding of the intricacies of the investor communications process as we manage the fulfillment of your shareowner communications. We also offer innovative, streamlined distribution vehicles that will help you manage your expenses.

### Proxy Solicitation

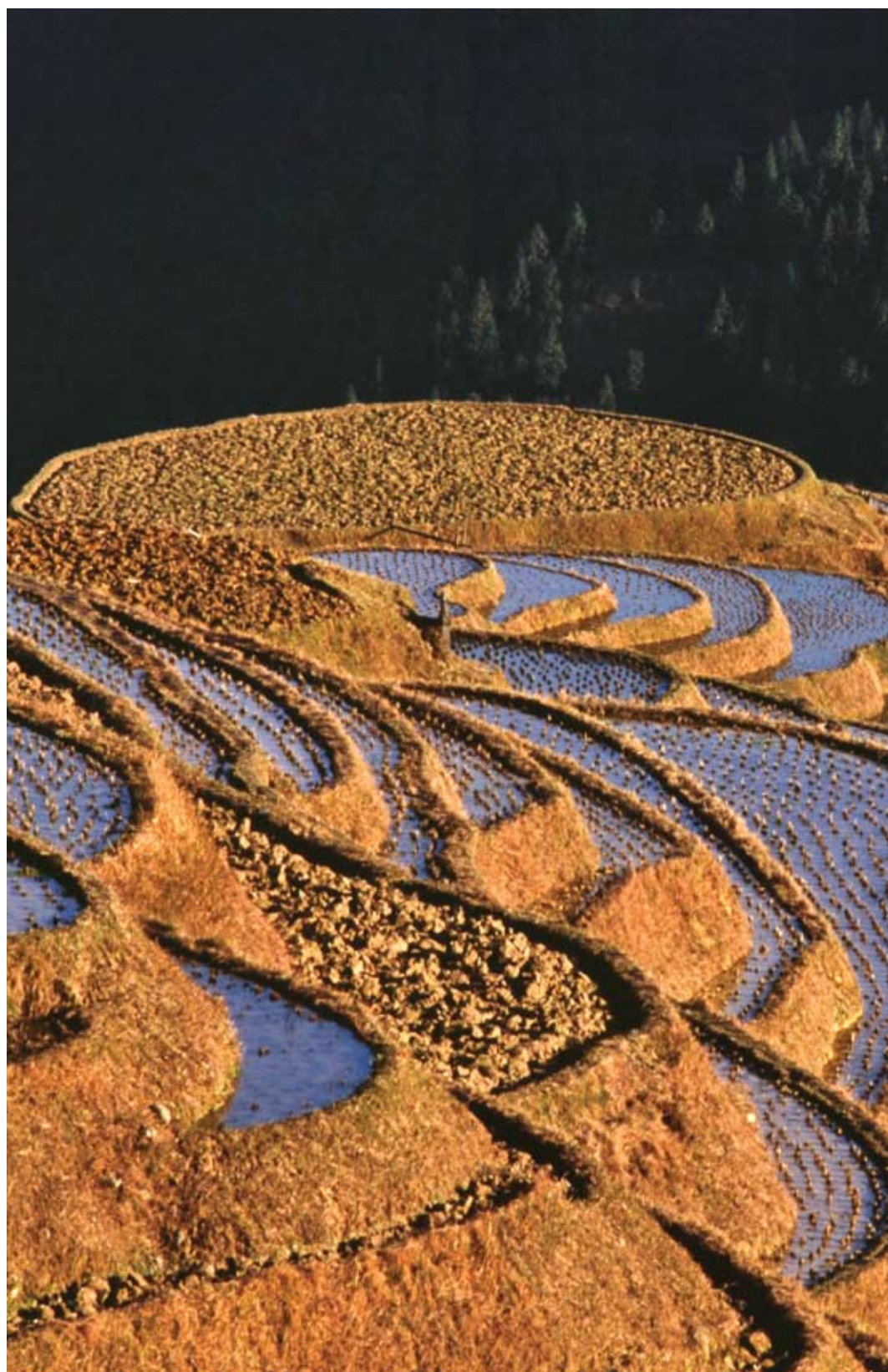
Help secure shareowners' approval by directly addressing their concerns related to your proxy proposals. We'll apply our consultative approach as we develop a solicitation campaign based on your company's specific needs. By using our online management tools, you'll be able to effectively measure your campaign's progress and success.

First, we'll provide a thoughtful analysis of your target audience and identify appropriate media outlets to help ensure your messages reach and motivate your constituencies. Then we can help you effectively communicate through multiple channels — including the Internet, automated telephone system and call centers — creating multiple conduits of communication between you and your targeted shareowners.

We seek to build long-lasting client relationships based on collaborative partnerships

Our flexible and thoughtful solutions are based on your unique needs. We deliver what you want, rather than what we think you need





These communication channels not only provide your shareowners with the resources that will help them further understand your proxy proposals, but also offer you insight into their likely responses to a particular event or action.

### **Interactive Annual Meeting eKit (eKit)**

eKit delivers a single, secure, personalized email that directs shareowners to web-hosted proxy and annual meeting materials. Using eKit, investors can electronically access your company's annual report, cast their ballot and confirm their proxy vote. Since its inception in 2004, client adoption of eKit has soared. Participating clients have collectively eliminated the physical distribution and associated postal expense for more than 1 million annual meeting packages — and collectively saved more than \$4 million in out-of-pocket expenses.

### **Telephone Voting**

Broaden your shareowners' voting options with automated services that allow investors to vote easily and quickly. You'll benefit from a quicker return of votes, reduced material and postage expenses, and increased shareowner satisfaction.

### **Proxy Tabulation**

Our systems collect, validate and tabulate confidential and weighted votes. We can maximize the potential for expense reduction by producing a combined proxy file from various data sources, including our mainframe and external files.

## Notice & Access

The SEC's Notice and Access model provides an alternative delivery method for proxy materials. Now a mandate for large accelerated filers, all companies will be required to utilize the model in 2009.

While this model creates opportunities for reduced print production and mailing expenses, its new complexities that may affect the traditional proxy voting process. We leverage our existing electronic communication vehicles with Web site creation and hosting, as well as turnkey fulfillment services for traditional delivery of paper materials. We believe our Notice and Access compliant proxy solution has emerged as the stock transfer industry's model.

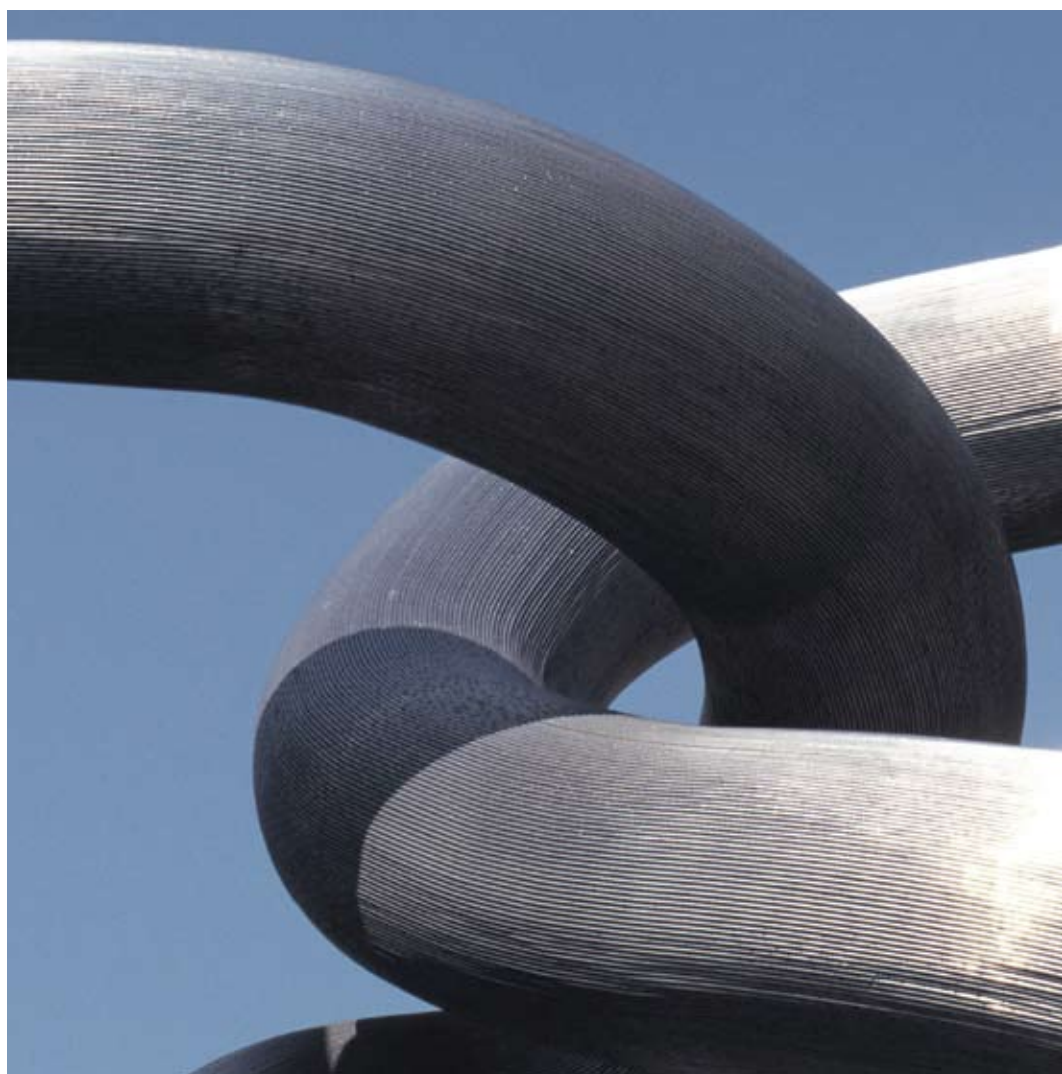


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## WHAT YOU NEED TO KNOW

- **ISSUERS MUST SEND SHAREOWNERS A NOTICE OF INTERNET AVAILABILITY OF PROXY (THE "NOTICE") THAT ANNOUNCES ONLINE AVAILABILITY OF PROXY MATERIALS**
  - **NOTICE IS PROVIDED NO LATER THAN 40 CALENDAR DAYS PRIOR TO THE SHAREOWNER MEETING.**
  - **IF NO MEETING, THE NOTICE IS PROVIDED NO LESS THAN 40 DAYS PRIOR TO THE DATE INVESTOR CONSENTS OR AUTHORIZATIONS MAY POTENTIALLY BE USED TO TAKE THE PROPOSED CORPORATE ACTIONS.**
  - **WHILE A PROXY CARD CANNOT BE INCLUDED WITH THE NOTICE, A PAPER PROXY CARD MAY BE SENT WITH A SECOND COPY OF THE NOTICE 10 CALENDAR DAYS AFTER THE INITIAL NOTICE.**
  - **THE NOTICE MUST BE WRITTEN IN PLAIN ENGLISH AND MUST CONTAIN PROMINENTLY PLACED COPY THAT STATES CERTAIN REQUIRED DETAILS.**
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## Management Reporting

You'll have access to **Client ServiceDirect**<sup>®</sup>, Shareowner Services' proprietary online management tool that provides clients with real-time access to proxy voting statistics. Up-to-the-minute information on every proxy proposal and key search criteria allow you to set the parameters to gather the proxy data you need most – including when and how your investors voted their proxies.

Our robust management reports include:

- Proxy Daily Summary Vote List
- Withheld Director Voting Report
- CEDE Proxy Final Broker List
- Proxy Final List for CEDE Respondent Banks
- Proxy Final Broker List
- Proxy Final Broker List for Meeting
- Accounts By Share Range
- Alphabetic and Geographic Selections
- Top Holders and Share Range Survey
- Officer/Director/Insider List
- Foreign Holder Lists
- Proxy Voted/Unvoted List (Institutions)

## Inspector of Election

Engage a professional who understands the intricacies of shareowner voting and is available to respond to election-related questions, accept and certify any last minute ballots and finalize the preliminary or actual vote totals.

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 depository receipts with more than 1,300 sponsored programs. Additional information is available at [www.bnymellon.com/shareowner](http://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](http://www.bnymellon.com).

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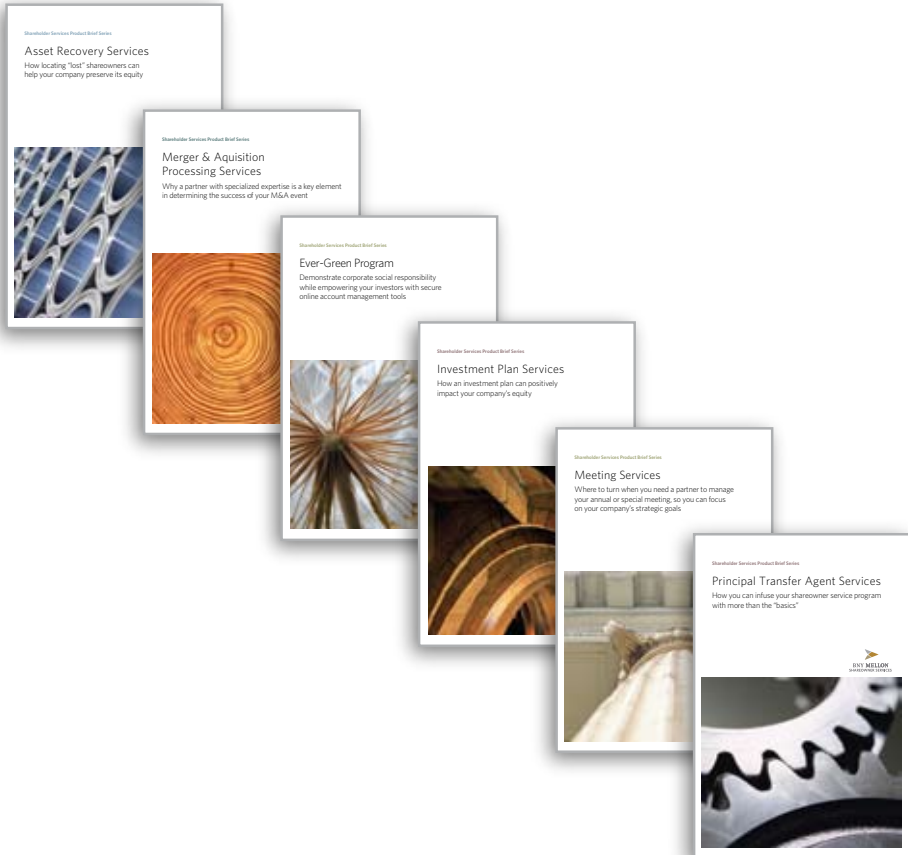
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Successful companies just like yours turn to BNY Mellon Shareowner Services for our formula of proven expertise and collaborative working style. We deliver exceptional results and enduring value to our clients.

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## MEETING SERVICES

# Who's Helping You?



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