

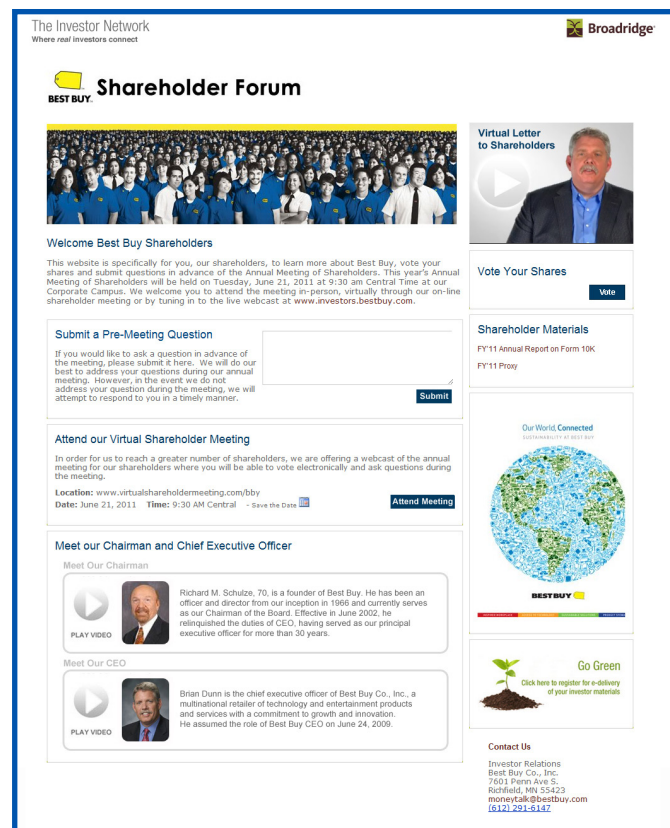


Broadridge

Broadridge delivers leading edge technology to investors

Broadridge, a technology services company focused on global capital markets, is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers (public companies), investors and financial intermediaries.

Broadridge builds the infrastructure that underpins proxy services for over 90 million investors, 6000+ public companies and hundreds of mutual funds in North America. It also processes more than \$4 trillion in fixed income and equity trades per day, and saves companies billions annually through its technology solutions.



The screenshot shows the 'Shareholder Forum' page for Best Buy. The page is titled 'The Investor Network' and 'Where real investors connect'. It features a 'Shareholder Forum' section with a 'Virtual Letter to Shareholders' video player. Below this, there are sections for 'Vote Your Shares', 'Shareholder Materials' (FY11 Annual Report on Form 10K, FY11 Proxy), 'Attend our Virtual Shareholder Meeting' (with location and date information), 'Meet our Chairman and Chief Executive Officer' (with video players for Richard M. Schulze and Brian Dunn), and 'Go Green' (with a registration link for e-delivery of investor materials). A 'Contact Us' section at the bottom provides investor relations contact information for Best Buy Co., Inc.

Leading brands such as Best Buy rely upon Broadridge to support communication with their validated shareholders.

Challenge

Use technology to provide additional avenues for efficient and effective shareholder engagement and board/shareholder communications

Annual shareholder meetings involve significant time and expense for companies and investors alike. But as a result of low attendance rates, generally, they don't provide shareholders and corporate directors with the opportunities for constructive communications that most entities want.

With social media technologies changing the landscape for communication, companies and shareholders have additional ways to interact. However, traditional social media technologies do not enable companies to easily verify that questions asked on an electronic forum are from validated shareholders with an actual financial stake in the organization. Many would-be users also have concerns about privacy and data security.

In response, Broadridge created a service that provides companies with an additional option for communication with validated shareholders on a secure, interactive platform. With the electronic Shareholder Forum technology, public companies are able to gather feedback from validated investors and gain important insights and feedback. Investors are not required to identify themselves but their share ranges can be tabulated.

CEO Richard J. Daly of Broadridge, who pioneered the effort, notes, "As corporate governance continues to evolve, there's going to be a need for companies to interface with shareholders on a far more regular basis than just an annual meeting."

“It may well be coming down to choices. Do we choose enhanced communication and better transparency delivered via 21st century technology, or do we find ourselves facing more regulation? To someone with fundamental faith in our system who believes in the promise of technology, the answer is crystal clear, and Broadridge will be in the forefront of those technological advances.”

Richard J. Daly, CEO, Broadridge



CEO Richard J. Daly at the National Press Club calls for a nationwide initiative to increase shareholder voting.

Challenge

Broadridge’s Shareholder Forum technology service - an additional avenue for communications with validated shareholders

Broadridge uses Telligent’s social community platform in its Shareholder Forum. A Shareholder Forum includes social tools such as Q&A forums, blogs, management videos, ratings, surveys and more. It enables organizations to enrich the investor experience.

Shareholder Forum integrates with other Broadridge products including ProxyVote and ProxyEdge. Flexible privacy settings give corporations control over whether or not shareholders can view posts by other shareholders. With email integration, companies can also respond to shareholders via email while protecting shareholder identity.

“We look at Telligent as our partner not simply as our vendor.”

Mike Mostransky, Senior Product & Community Manager, Broadridge

“A Shareholder Forum is not just another online finance message board; it’s an extension to an investor relations website,” says Mike Mostransky, Senior Product & Community Manager at Broadridge. “We provide a series of templates, widgets and options to each company and they determine the form of engagement they would like to initiate.”

This new venue for communication improves investor outreach efforts, increases the number and type of investors involved, and assists in generating higher levels of shareholder interaction, engagement, knowledge transfer and voting.

Shareholder Forum provides reports that enable issuer users to understand the share ranges for each of the anonymous inquiries and surveys submitted by shareholders that use the site. This data, combined with Telligent Analytics, can help group responses by shareholder segment so that corporate boards and senior executives better understand sentiment prior to an annual meeting.

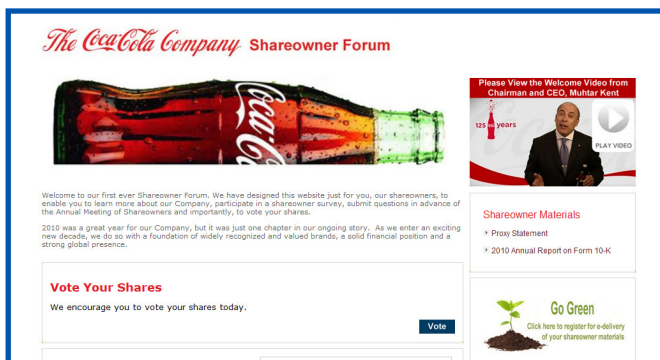
“Through Shareholder Forum, a company can sort through a lot of noise more clearly and instead of hearing the opinions of the general public at large, have a far better means to hear the opinions of their real shareholders. For Broadridge to be enabling this capability at the front end is a worthwhile strategy and a worthwhile investment,” says Daly.

“This makes broader information more readily and more cost-effectively available to boards, management, and shareholders and enhances the overall communications process throughout the year.”

Richard J. Daly, CEO, Broadridge

Some of the world's largest brands are leveraging their social community to enhance investor relations and communication. Best Buy Co., Inc. and The Coca-Cola Company are examples of some Issuers who have used a Shareholder Forum to enrich the investor experience and enable validated shareholders to educate and engage in shareholder communications.

Coca-Cola offered a Shareholder Forum in 2011 that provided a voting link, and offered shareholders a means to submit pre-meeting questions, request an anniversary brochure, respond to a survey and view an exclusive welcome video from their CEO and Chairman, Muhtar Kent.



Coca-Cola invites shareholders to vote their shares, submit pre-meeting questions and take surveys.

Results

Shareholder Forum – more engagement, dialog and information sharing for companies and their shareholders

Improved corporate communication results in significantly higher levels of participation from investors and can save companies expenses associated with traditional meetings. In Broadridge's 2008 annual shareholders meeting, fewer than 10 attendees showed up. Only three asked questions and none of the attendees voted.

The Forum affords investors a convenient, secure forum for sharing ideas year round. At Broadridge's 2010 annual meeting held with the technology, over 180 investors attended "virtually," five times as many people asked questions, and 22 people voted their shares online.

Shareholders and companies are "benefiting from efficiencies and conveniences and new avenues of engagement that are more in tune with a changing world."

Richard J. Daly, CEO, Broadridge

Greater interaction, more engagement and greater access to filings all promote good governance. The benefits of online engagement impact community members and corporations alike. Shareholders gain access to directors and critical information while corporations tap into their knowledge base and identify hot topics and opinions from validated shareholders.

Going forward, Broadridge is committed to continuing to innovate anytime, anywhere in communications.

Contact Broadridge

- > Visit www.broadridge.com/sf
- > Email broadridgeinfo@broadridge.com

Custom tailor your community experience

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