

# SHAREHOLDER *and* PROXY SOLICITATION

Engaged and Informed Shareholders —  
The Difference Between Success and Failure.

*Obtain shareholder support by actively making them aware of the information that enables informed and timely decision making. Don't just rely on shareholder documentation.*

## The Benefits

- ✓ Significant uplift in participation
- ✓ Reduces the risk of a corporate action failing
- ✓ Delivers goodwill to shareholders
- ✓ Improves longevity of retail holding durations

<b>Shareholder Meetings</b> SCENARIOS <ul style="list-style-type: none"> <li>• Special resolutions</li> <li>• Remuneration reports</li> <li>• Name/activity changes</li> <li>• Share/option issuance to directors/management</li> </ul>	<b>SOLUTIONS</b> <ul style="list-style-type: none"> <li>• Proxy solicitation</li> <li>• Proxy advisory strategy</li> <li>• Vote tracking/ custodian liason</li> </ul>	<b>OUTCOMES</b> <ul style="list-style-type: none"> <li>• Resolutions passed</li> <li>• Remuneration report adopted (no strike recorded)</li> <li>• Directors elected/ incentivised</li> </ul>
<b>Capital Raisings</b> SCENARIOS <ul style="list-style-type: none"> <li>• Accelerated entitlement/rights offers (renounceable and non-renounceable)</li> <li>• Security Purchase Plans (SPP)</li> <li>• Initial Public Offerings (IPO)</li> </ul>	<b>SOLUTIONS</b> <ul style="list-style-type: none"> <li>• Register analysis</li> <li>• Information line</li> <li>• Call centre</li> <li>• Shareholder engagement campaigns</li> </ul>	<b>OUTCOMES</b> <ul style="list-style-type: none"> <li>• Maximise capital raised</li> </ul>
<b>Activist (Defence &amp; Attack) Specialists</b> SCENARIOS <ul style="list-style-type: none"> <li>• Board spill/change</li> <li>• Governance</li> <li>• Strategy conflict</li> </ul>	<b>SOLUTIONS</b> <ul style="list-style-type: none"> <li>• Register analysis</li> <li>• Proxy solicitation</li> <li>• Vote tracking</li> <li>• Information line</li> <li>• Strategic advice</li> <li>• Website</li> </ul>	<b>OUTCOMES</b> <ul style="list-style-type: none"> <li>• Board spill thwarted/enacted</li> <li>• Governance issues addressed</li> <li>• Strategy retained/replaced</li> </ul>
<b>Mergers &amp; Acquisitions</b> SCENARIOS <ul style="list-style-type: none"> <li>• Schemes of Arrangement (SoA)</li> <li>• Material acquisitions/divestments</li> <li>• Takeovers (friendly and hostile)</li> </ul>	<b>SOLUTIONS</b> <ul style="list-style-type: none"> <li>• Information line</li> <li>• Target register analysis</li> <li>• Vote tracking</li> <li>• Proxy solicitation</li> </ul>	<b>OUTCOMES</b> <ul style="list-style-type: none"> <li>• Implementation of SoA</li> <li>• Successful takeover/defence of hostile takeover</li> <li>• Acquisition/divestment approved</li> </ul>

## SHAREHOLDER AND PROXY SOLICITATION

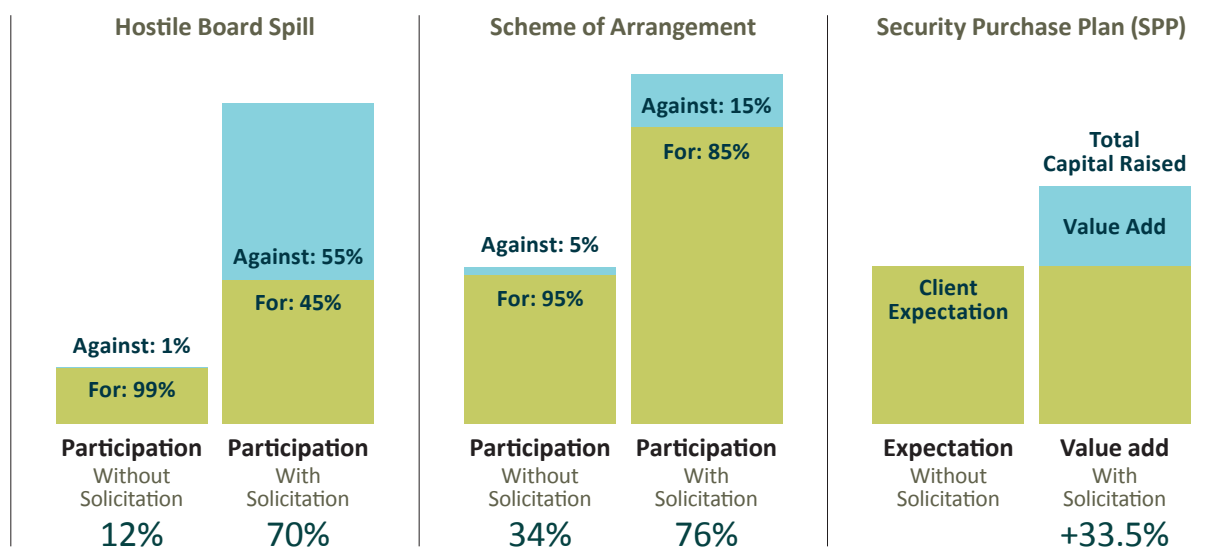
Our team has been executing on proxy campaigns for clients since 2004. Together we have managed over 300 campaigns (inclusive of 80 major corporate actions), so we are well established to provide bespoke advice and service for your next shareholders engagement campaign.

During a transaction, or any type of corporate activity requiring shareholder approval, engaging directly with key stakeholders can make the difference between success and failure.

### Our Solicitation Success

FIRST Advisers recent proxy solicitation campaigns have:

- significantly increased voting participation and secured at-risk votes, and
- materially boosted funds collected during capital raisings, well above client expectations.



Our research indicates that approximately 20% of all shareholders in any given transaction will either not receive, or ignore the documentation. Experience tells us that investors appreciate and respond positively to shareholder engagement strategies.

Proxy Solicitation is most commonly associated with direct engagement with a Company’s shareholders, both institutional and retail. It can however be much broader, extending to sell-side analysts, broker advisers, financial planners, employees, customers/ clients, business partners and local communities.

#### How to find out more

Contact Ben Rebeck or Victoria Geddes on +61 2 8011 0350 or email us at [info@firstadvisers.com.au](mailto:info@firstadvisers.com.au)

## FIRSTADVISERS

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