

# Georgeson Advisory: Trusted Advisors guiding Boardroom Pros

Clarify risks. Strengthen judgement. Influence results.

Delivered by Georgeson Advisory, part of the Computershare Group, our advisory solution provides expert, strategic support during high stakes shareholder events, including M&A, activism, and proxy contests. We work closely with boards, IR leaders, legal departments, and governance teams to shape shareholder and stakeholder sentiment and maximize favorable outcomes on the situations that matter most.

## Why it's essential

Shareholder activism, contested votes, and M&A events demand more than routine engagement. They require strategic insight, speed, and precision. Georgeson Advisory brings foresight and disciplined execution: identifying risks early, engaging proactively, and anticipating investor and proxy advisor reactions before they escalate. We provide stability, clarity, and confidence when outcomes hang in the balance.

## How it works

Georgeson Advisory delivers tailored, end-to-end support across critical corporate actions including readiness assessments, holder analytics and surveillance, proxy advisor scenario modeling, targeted shareholder engagement, communications support, retail call center outreach/information agent services, and vote strategy/coordination, so companies and boards can plan, act, and influence with confidence.

## What we deliver:

- > Advisory for M&A, activism, governance and sustainability
- > Vote projections, scenario planning and investor outreach
- > Proxy solicitation and proxy advisor engagement
- > Institutional investor outreach and dedicated retail vote campaigns
- > Capital Markets Radar, investor targeting, vote projections and intelligence
- > Engagement with proxy advisors to protect support and counter opposition



## Core capabilities

- › **Proxy solicitation** – From routine annual meetings to complex special meetings and contested situations, we deliver certainty in the proxy process and shareholder outcomes.
- › **Retail holder call center** – Dedicated inbound/outbound coverage with extended hours, and real-time reporting to educate investors, and capture/record votes.
- › **Stock surveillance** – Real-time visibility into ownership changes, trading behavior, and potential risks. See who's building positions, and why, before it's public.
- › **Corporate governance** – Bring acute awareness of institutional investor stewardship and proxy advisor expectations, highlighting where an issuer may have vulnerability; advise on prioritizing potential action items to mitigate these vulnerabilities.
- › **Activism preparedness and defense** – Anticipate threats, build readiness, and respond decisively to activist campaigns.
- › **M&A advisory** – Guide issuers through complex transactions with a focus on shareholder support and vote readiness.
- › **Information agent services** – Guide issuers through complex tender and exchange offers, whether for their own securities or for those of another issuer.

**Across every service, Georgeson combines market intelligence, shareholder insight, and executional expertise to help companies navigate their most critical moments.**

## Part of the Computershare Investor Engagement portfolio

Georgeson Advisory fits within a unified Investor Engagement portfolio designed to support influence across every critical moment:

- › **Investor Intelligence:** Capital Markets Radar for Boardroom and IR Pros
- › **Investor Relations:** The Engine powering IR Pros
- › **Georgeson Advisory:** Trusted Advisors for Boardroom Pros

Together, they give IR Pros and Boardroom Pros a connected system of intelligence, technology, and advisory capabilities built for the highest level of investor engagement.

## Contact us today:

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