



# Unlock the power of shareholder intelligence

Transform your investor engagement strategy with real-time trading knowledge and how those decisions are furnished



Your investor base is constantly changing. In times of uncertainty, understanding the composition of your shareholders and who is making buying, selling and voting decisions is a critical factor to consider for Investor Relations professionals and the C-suite.

Georgeson's Shareholder Intelligence solutions provide real-time investor insights and include everything you need from stock surveillance data. Leveraging the added context from our proxy solicitation experts empower companies to improve transparency, bolster shareholder engagement and improve planning for Investor Relations, M&A, Shareholder Activism.

## Features

- › Investor “wolfpack analysis” identifying current, and potential, investors that may potentially vote with a dissident during a proxy fight
- › Bespoke board-level reporting on shareholder trends and insights
- › Customized to company needs, investor and proxy insight profiles
- › Enhanced reporting on voting patterns and projections

## Use cases: applying shareholder insights

### Investor relations

- › Understanding the ebbs and flows of the investor base to assist in discussions with current or prospective shareholders
- › Improving communications from investor days to earnings calls to annual meeting engagements
- › Gaining context into what is driving share price appreciation/depreciation
- › Ensuring executives meet with the right investors on roadshows and arming them with recent trading intelligence
- › Providing insight into the impact of investor engagements by tracking behavior following the meeting

### M&A

- › Tracking significant shareholder churn, which is common during an M&A event, enables you to more accurately target appropriate shareholders, including arbitrage investors
- › Coordinating with transfer agents, such as Computershare, and advisor groups on tender offers to provide intelligence on which investors may have tendered their shares

### Shareholder activism

- › Receiving intelligence into hedge fund trading and trends that indicate a hostile investor might be using derivatives to fly “under the radar”
- › Monitoring trading activity after a market downturn can help identify potential activist accumulation and enable the assembly of a strategic response team
- › Uncovering where vulnerabilities lie within the shareholder base and the influence of the proxy advisors with each shareholder

### IPO

- › Reviewing which investors immediately rotated out from the initial allocation and garnering insights into new investors that have built new/larger positions
- › Providing an opportunity for executives to understand which investors added shares after the lock-up period ends

Enhance strategic business decisions and mitigate risks associated with potential shareholder issues or stock movements.

Combining stock surveillance and share register under the Computershare group provides the most complete view of your entire shareholder base.

#### Contact us today for a consultation

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