

News Release

Institutional investors prioritise exec pay, shareholder rights, climate transition and human capital management during 2025, Georgeson survey suggests

In-depth interviews with 127 investment stewardship specialists also show 85% are willing to engage with activists

LONDON, February 10, 2025—Participants in [Georgeson's 2024 Global Institutional Investor Survey](#) have cited executive pay, shareholder rights, climate transition and human capital management as priorities for 2025.

Georgeson, the global shareholder engagement firm, conducted in-depth interviews with 127 investment stewardship specialists at 52 institutional investor firms around the world with a combined \$47 trillion in assets under management (AUM).

Table: number/proportion of survey respondents who identified each issue as a priority for their companies in 2025

Issue	Yes	%
Exec pay	43	83%
Shareholder rights	41	79%
Climate transition	39	75%
Capital management	37	71%
Other issues	16	31%

The survey also revealed that 44 participants (85%) said that engagement with companies significantly influenced their voting decisions, with 32 (62%) saying they preferred addressing complex or contentious issues during the off-season.

"Shareholder engagement is more crucial than ever in ensuring corporate resilience in a rapidly changing world," said Kiran Vasantham, Georgeson's Head of Investor Engagement in UK/Europe.

"Respondents gave nearly equal weighting to the top four concerns of exec pay, shareholder rights, climate transition and capital management, reflecting the shifting priorities of investors, particularly towards ESG issues.

"Many investors now demand more than the traditional focus on sustainable company growth: they want environmental and social issues like climate transition and human capital fully integrated into governance discussions, such as remuneration and director elections."

16 respondents (31%) cited other investor priorities, such as biodiversity, cybersecurity, artificial intelligence and board dynamics; all of which relate to managing corporate risks.

35 respondents (67%) said that engaging early to explain contentious decisions can reduce shareholder opposition, although 34 (65%) said they would be unlikely to engage on items that contradict their voting policy.

Georgeson also found that most 44 respondents (85%) were open to direct engagement with activists based on the merits of a proposal.

Survey respondents cited the following factors as influential when deciding whether to support an activist:

- A well-articulated and actionable strategy (45; 87%)

- If the targeted company had poor performance over a sustained period of time (45; 87%)
- The activist's investment strategy and track record (31; 60%)
- Clear evidence of serious governance failings at the target company (30; 58%)

32 respondents (61%) said they were more likely to support activist campaigns when the target company has significant governance failings, and 30 (58%) said that sustained lack of responsiveness from companies, particularly in markets with strong regulatory frameworks such as in Europe and Japan, would affect their thinking.

Georgeson said that its survey results reemphasized the importance of thoughtful, accountable and proactive engagement strategies as more investors move from passive to active ownership.

To access the full survey, go to <https://www.georgeson.com/us/insights/global-institutional-investor-survey-2024-report>.

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Notes

1. In-depth interviews were conducted between 15 September and 25 October 2024.
2. For high resolution images of spokespeople, visit <https://www.computershare.com/corporate/spokespeople>

About Georgeson

Georgeson is the world's foremost provider of strategic shareholder services to corporations and shareholder groups working to influence corporate strategy. We offer unsurpassed advice and representation for annual meetings, mergers and acquisitions, proxy contests and other extraordinary transactions. Our core proxy expertise is enhanced with and complemented by our strategic consulting services, including solicitation strategy, corporate governance analysis, vote projections and insight into investor ownership and voting profiles. Our local presence and global footprint allow us to analyze and mitigate operational risk associated with various corporate actions worldwide. For more information, visit www.georgeson.com.