

# A WELCOME WINDFALL

BRADFORD & BINGLEY'S MISSING MEMBERS RECEIVE THEIR DEMUTUALISATION ENTITLEMENT

## CASE STUDY

### FACTS

**Bradford & Bingley plc (BBG) offers a range of innovative savings and mortgage products and advice on a wide range of investment and insurance products, with over 200 financial services outlets.**

In December 2000, BBG demutualised and became a plc. This meant that qualifying members received 250 free BBG shares.

### CRITICAL ACTION

**BBG worked with the Asset Reunification team at Computershare to locate and communicate with missing members who had still not claimed their entitlement.**

Each member was treated equally, with maximum effort put into locating and contacting each person. Every available resource was utilised including the electoral, marriage and bereavement registers. Some members were located after a single phone call while others required more intensive research involving over 20 letters, phone calls and reminders.

Once located, each member received their shares and became an active investor.

### RESULTS

**The project lasted nine months and resulted in 16,625 members being found and repatriated with their entitlement.**



**"The programme was very successful in reducing the number of unclaimed holdings. It was handled professionally and the documents were clear and easy to understand."**

Philip Kershaw, Deputy Company Secretary, Bradford & Bingley plc.

GEORGESON

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GS50005VF