

SHAREHOLDER CANVASSING

> Maximise uptake of capital raisings and empower your shareholders

FACT SHEET

Shareholder understanding and support is crucial to maximising your company's capital raising.

Confusion caused by today's rapidly changing market means shareholders can often react passively to offers associated with important capital raising such as:

- > **non renounceable rights issues**
- > **share purchase plans**
- > **top up facilities**
- > **new security issues**

Companies' intentions may be lost in the congested communications of these complex offerings.

Shareholder canvassing enables issuers to increase the understanding and awareness of the offer by having direct contact with their shareholders and simplifying key messages. Better understanding ultimately leads to increased participation.

Georgeson has over 70 years shareholder canvassing experience working in the most important financial markets globally. We understand shareholder behaviour and how to motivate shareholders to help you achieve your goals.

MAXIMISE THE SUCCESS OF YOUR CAPITAL RAISING

Our experience has shown that shareholder canvassing increases participation by 10-20% in non-renounceable rights issues and 10-15% in share purchase plans.

For example in 2005 a West Australian technology company achieved a 45% uptake in a non renounceable rights issue by increasing awareness.

Similarly a Queensland property group achieved a 36% uptake in a share purchase plan. In both cases participation rose significantly from their previous capital raising exercises.

INCREASED SHAREHOLDER UNDERSTANDING

Ensure your shareholders fully understand the terms and benefits of the offer by contacting them directly. By utilising our highly trained staff and our state of the art contact centres we can communicate key messages swiftly and succinctly.

GREATER CERTAINTY FOR YOUR SHAREHOLDERS

Reassure and restore the confidence of your shareholders during times of market volatility such as fluctuating share price, changing board structure or an undervalued market perception.

GREATER CERTAINTY FOR YOUR COMPANY

By understanding specific groups of shareholders it allows to actively manage and motivate them to participate, by tailoring and targeting your communications more effectively.

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