

# SHAREHOLDER CLEANUP PROGRAM

## FACT SHEET

Successfully finding the majority of your lost or unresponsive shareholders is an investor relations best practice that reduces annual expenses and optimizes shareholder servicing.

Georgeson Securities Corporation, an affiliate of Computershare, has been reuniting lost or unresponsive shareholders with their assets for decades – reuniting **over 2 million** holders with billions of dollars in securities.

Computershare's industry leading technology and processes help 2,400 US companies and closed-end funds manage **28 million** registered shareholder accounts and maintain full compliance with federal lost shareholder and state escheatment regulations.

Every year, under the various state abandoned property laws, millions of shareholders are at risk of having their assets transferred into the custody of the state treasuries without their knowledge. And every year, less than 5 percent of holders get their escheated assets back from the state.\*

Escheatment can result in shareholder dissatisfaction. Moreover, every lost or unresponsive shareholder on your books can cost your company money in due diligence searches and mailings, and ultimately in potential escheatment charges.

To help shareholders maintain control of assets that are rightfully theirs before the assets are turned over to the state, Georgeson Securities Corporation and Computershare offer a program designed to effectively locate lost or unresponsive shareholders. We offer holders the close guidance and assistance they need to avoid transfer of their assets to the custody of the state treasuries. **The Shareholder CleanUp program is a way to reach your lost or unresponsive shareholders at no cost to you.**

### INFORMING YOUR SHAREHOLDERS

Georgeson's outbound communication campaigns to locate and connect with shareholders are unmatched in this industry. This success, along with Computershare's exceptional shareholder servicing and processing, means a better experience for both you and your shareholders through every step of the program. Our unique approach includes:

- **Deeper research.** For decades, Georgeson's deep research group has developed multiple techniques to locate and assist shareholders in reuniting with their assets. Our licensed investigator and staff are specialized in using online and offline services and routinely access multiple databases and reverse address directories. We coordinate with state and county government agencies and genealogical services, conduct telephone interviews, and utilize specialized telephone follow-up techniques.

\* Calculations based on data from the National Association of Unclaimed Property Administrators' website at <http://www.nast.org/NAUPA/Aboutunclaimedproperty.htm>



**WHY GEORGESON AND COMPUTERSHARE?**

Together, Computershare and Georgeson constitute a leading provider of comprehensive issuer and shareholder solutions, offering you our cost-effective and shareholder-friendly Shareholder CleanUp program, which is unmatched in the industry.

Our coordinated approach is unique, providing you – the issuer – with greater control, one point of contact, and the success that only our expertise in stock transfer and proactive shareholder outreach programs can deliver. As a provider with a long history of exceptional shareholder servicing, we stress the voluntary nature of our programs and treat all shareholders – whether they use our service or not – as our own.

We understand that ultimately your shareholders are our clients and that servicing them exceptionally well will lead to a successful program.

- > **In-house service philosophy, including our print and mail services.** Notices and the data utilized to create and deliver highly effective communications are managed under one roof. Shareholder information is maintained and controlled on our proprietary systems, allowing for greater data integrity and enhanced privacy.
- > **Clear, regular and shareholder-friendly communication.** Georgeson's outbound calling effort and multiple reminder mailings successfully set our program apart from the rest. We fully disclose the name and value of the asset, along with any fees and the transfer agent alternative. We also explain what holders need to do, help them resolve problems, and, most importantly, get them to act.

**PROVEN RESULTS**

Other types of shareholder location programs Georgeson offers, specifically designed for use after a corporate action, have yielded significant results. The Shareholder CleanUp program is based on the same processes and techniques used in those programs and is expected to yield similar outcomes.



Based on our analysis, the Shareholder CleanUp program can be expected to result in verbal or written address confirmation for an estimated 90% or more of lost shareholder accounts.

**CONTACT COMPUTERSHARE**

Contact your Computershare relationship manager today to get the program started.