

Better Proxy Checklist

Notice & Access, Rule 452 and Dodd Frank have made Annual Shareholder Meetings anything but routine.

Your Proxy Statement can cost less and have a positive effect on shareholder participation, especially if you follow these basic principles to engage readers and inspire confidence.

Better layout makes your document less expensive to produce, more likely to get read and easier to navigate. Better content and language ensures that when readers find what they are looking for, they understand it.

BETTER LAYOUT	BETTER CONTENT / LANGUAGE
<ul style="list-style-type: none"> ▶ Always include a Table of Contents. ▶ Prefer a modern, two column layout to reduce your pagination by up to 20% and make content easier to read. ▶ Present clear levels of hierarchy and page guides to accompany your readers through the document. ▶ Include images of your Board members to inspire trust and create empathy. ▶ Present complex data pertinent to your objectives in graphic form to aid reader understanding and to reduce the pagination of your document. Consider graphics for CEO/NEO pay, pay vs. peer group, management performance and other useful metrics. ▶ Ensure that every table and graphic in your document is preceded by a title. ▶ Avoid excessive use of capital letters - never capitalize more than eight words or two lines of text 	<ul style="list-style-type: none"> ▶ Consider including a letter from your CEO to valorize your readers, communicate key messages and underline the importance of participation in your Shareholder Meeting. ▶ Readers appreciate corporations which write in the first person (“we” rather than “the company”). ▶ Consider a ‘Q&A’ format to communicate how to participate in the Shareholder Meeting; retail shareholders in particular find this more accessible than a narrative. ▶ Your Proxy Statement should include an Executive Summary of your CD&A section, and ideally “an at a glance” Summary of the entire document. ▶ Read you document out loud, identify what isn’t immediately understandable and improve accordingly. ▶ Use your Proxy Statement as a tool to promote year-round dialogue with your Shareholders; consider including links to your website or an investor calendar.

We were created in 1992 and produce and print SEC disclosure which saves money and reaches investors. We show corporations how to reduce costs and print runs, tailor documents to investor expectations, and learn about reader behavior.

Our “one version” SEC publishing platform ensures accuracy and eliminates XBRL black-out periods.

We service clients throughout the USA from our offices in Atlanta, Los Angeles and New York.

LABRADOR ATLANTA

atlanta@labrador-company.com

260 Peachtree Street, Suite 2112
Atlanta, GA 30303
Tel.: (404) 419-1317

LABRADOR LOS ANGELES

losangeles@labrador-company.com

1800 Century Park East, Suite 00000
Los Angeles, CA 90067
Tel.: (310) 795-8339

LABRADOR NEW YORK

newyork@labrador-company.com

245 Park Avenue, Suite 24084
New York, NY 10167
Tel.: (212) 792-4066