

Labrador Digital Report.

Understand your reader better
through data



LABRADOR

Transparency by design

Tap into a growing digital reader audience for your disclosure.

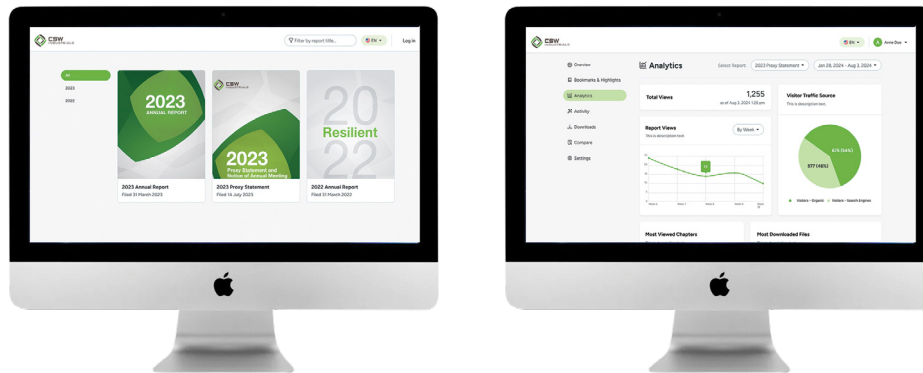
Enhance your readership and individual shareholder vote influence with data-powered digital solutions.

There is a digital reader audience for your disclosure. From the 33,000 readers across our 15 digital versions, we have **attracted an average of 2,100 unique readers per document**. Pages that are viewed for more than a minute show that users are spending time engaging with the content, with an average duration of **8 minutes per page**.

We bring more clarity and enhanced navigation to your document. When your reader can navigate through the document with ease, they spend a longer time with your disclosure and can quickly grasp key information. **This translates to action through shareholder participation at the annual meeting. In each case where companies have deployed Digital Report for the first time, broker non-votes were reduced when compared with the prior year.**

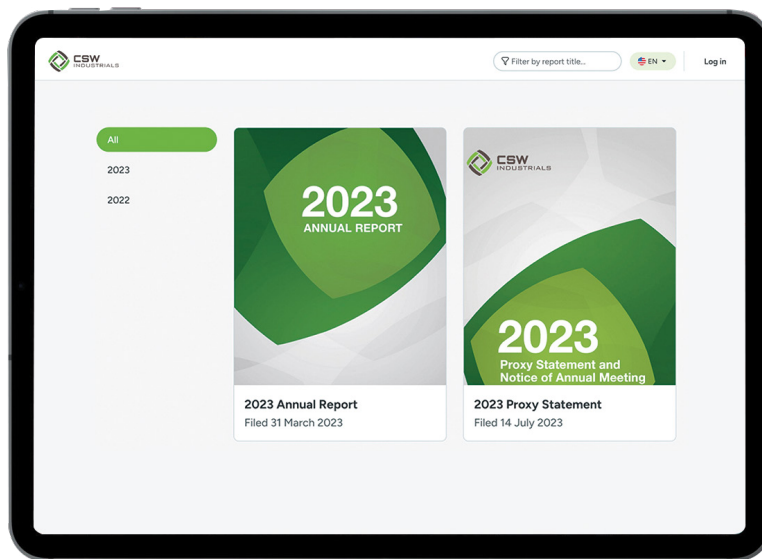
Our 3 Digital Offerings:

- **PDF2WEB:** a conversion tool that takes your static PDF documents and transforms them into online content for a more optimized online experience with broader reach.
- **Custom Websites:** these bespoke interactive websites are designed specifically with your brand in mind. Ideal for ESG reports.
- **Digital Report:** an enhanced digital e-reader and library to archive your regulated documents.



We aim to increase reader behavior transparency.

With Digital Report, our analytic-generating e-reader and library, we aim to improve access to your key data and information through digital capabilities.



Core features for your reader:

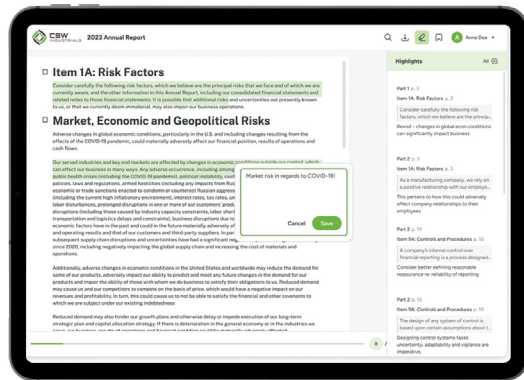
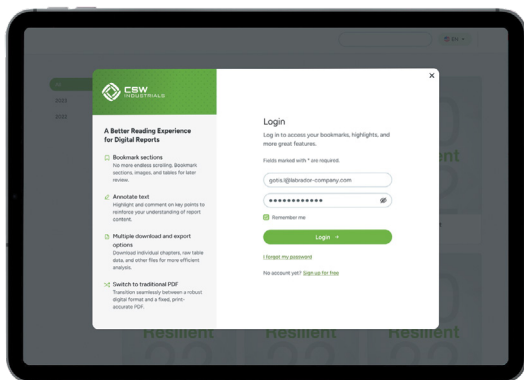
- **For easy access:**
 - Multi-document and multi-year library
 - Responsive format for mobile and tablet
 - Simple and clear design to help your reader identify the document they are looking for
 - Accessibility-compliant features
 - Toggle between enhanced reader and PDF



- **For an enhanced digital reading experience:**
 - Carousel and slideshow views for easy navigation
 - Quick scroll to identify and jump to desired reading section
 - AI-booster search engine and summaries (*feature to come*)

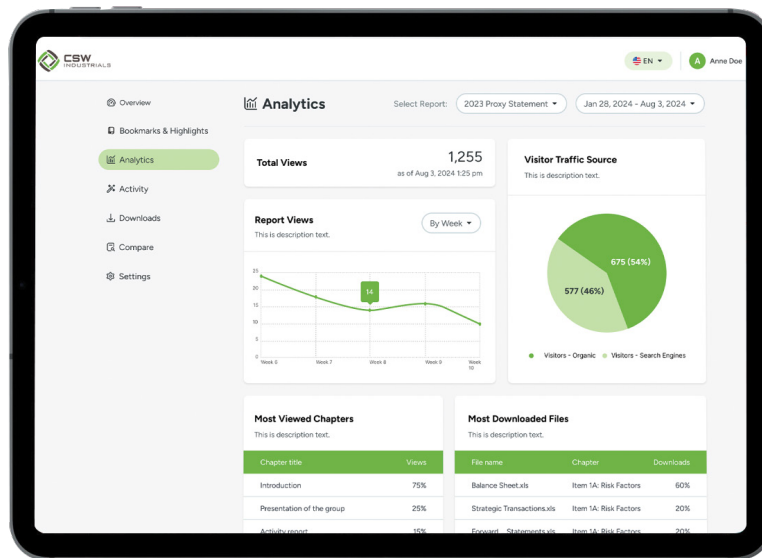


- **To save and return back to key information:**
 - Bookmark sections for easy reference
 - Highlight and take notes directly on the page
 - Download tables and data in Excel
 - Activity history saved in Reader Portal



Analytics and reporting to understand your reader:

- **To provide you a dashboard about your readership:**
 - Data center (*long trend data set – feature to come*)
 - Year-over-year comparisons (*feature to come*)
 - Client Dashboard analytics
 - (Add-on) Extensive Feedback Reporting including benchmarks on reader behavior



Feedback Reporting

Go further with your reader intelligence. Feedback Reports is our additional personalized offering that will provide a more in-depth understanding of your traffic and readership.

Our detailed review will help you better understand:

- where your traffic is coming from (number of readers, their origins)
- how your readers are consuming your documents and for how long
- what sections they are reading or downloading the most
- what sections have the least amount of traffic

You will be able to:

- Track reading patterns and frequency
- Obtain information on most- and least-consulted topics and themes
- Leverage these analytics to improve your document for increased reading

Best Practices

4 Steps to boosting traffic on your Digital Report document:

1. Upload your Digital Report onto the investor portal right after filing
2. Clearly name your digital report link based on what versions are included (e.g. Proxy Statement and 10-K – PDF and Digital)
3. Put Labrador in contact with your company webmaster to coordinate placement on the website
4. Use this version as your one-stop published version, as the link contains both PDF and HTML



LABRADOR

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About Labrador

Labrador exists to offer the science of transparency to corporations wishing to communicate effectively with their readers.

Our experienced and passionate team is composed of attorneys, designers, project managers, thinkers and web developers. We collaborate together around a process that encompasses drafting, editing, designing and publishing across all digital and print channels.

We are thrilled that communications prepared by Labrador have contributed to trustful relationships between our clients and their readers, whether investors, employees or other stakeholders.

In turn, our commitment to our clients has resulted in meaningful long-term relationships with some of the most respected public and private companies in the world.

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