

INFORMATION AGENT

FACT SHEET

Unparalleled skills as a leading advisor and information agent.

Explaining complex issues to shareholders has always been a challenge for companies. Georgeson can analyze your shareholder audience and ensure that they quickly understand your key messages.

GEORGESON EXPERTISE

A company defending itself against unsolicited bids or making unilateral offers requires the most experienced and knowledgeable advisors. Georgeson's extensive expertise in ownership identification, market monitoring and shareholder communication has made us a leading advisor and information agent in both friendly and hostile offers.

Our unparalleled experience with the mechanics of transactions coupled with our scalable call centres allow us to handle the most complicated communication with shareholders – we do it all from targeted niche campaigns to communications with large global audiences.

ANALYSIS, MESSAGE, FEEDBACK

Undoubtedly, clear analysis increases the probability of success. Georgeson begins by researching the shareholder base to prepare an accurate ownership profile including the institutional, arbitrage and retail investor.

With a clearly defined audience, determining a course of action which maximizes shareholder value and crafting a compelling message are the next steps in our process.

Finally, Georgeson utilizes every available method – distributing material to banks, brokers and institutional holders, as well as our call centre, to facilitate both inbound and outbound calls – so we can reach the most important shareholders and deliver your message clearly and effectively. Key metrics are then fed back to assist you with gauging shareholder response rates.

PREPARED FOR SUCCESS

One thing is certain, effective shareholder communication is the secret to meeting your objectives and Georgeson's Information Agent services is your best resource for reaching that success. Originally designed solely for tender and exchange offers, our services have expanded dramatically in recent years to include communication assistance with non-traditional complex corporate restructurings such as recapitalizations, spin-offs and demutualizations.

GEORGESON'S WORLD-WIDE NETWORK:

- > United States
- > Canada
- > United Kingdom
- > Hong Kong
- > Italy
- > France
- > Spain
- > South Africa
- > Australia

ABOUT GEORGESON

Georgeson Inc. is the world's leading provider of strategic proxy and corporate governance advisory services to corporations and shareholder groups working to influence corporate strategy. For over half a century, Georgeson has specialized in complex solicitations such as hostile and friendly acquisitions, proxy contests and takeover defenses.

In 2009, Georgeson was the No. 1 proxy solicitor for M&A transactions worldwide. The firm also provides issuers with expertise in corporate events solutions such as post-merger unexchanged holder programs and information agent services.

For more information, visit www.georgeson.com

