

# SMALL SHAREHOLDER PROGRAMS

## FACT SHEET

Our expertise and efficiency provide the highest response and best service to you and your shareholders.

A Georgeson small shareholder (oddlot) program can help reduce shareholder servicing costs while providing an opportunity for shareholders to sell or increase their holdings conveniently and inexpensively.

### INACTIVE INVESTORS ARE COSTLY

Mergers, acquisitions, spin-offs or routine stock transfers can create many “small” shareholders who own fewer than 100 shares – known as “oddlot” holders. This group represents a surprisingly significant and recurring expense.

Oddlot shareholders are as expensive to maintain as any other shareholder, yet they represent the most inactive segment of the shareholder population – and respond less to investor communications. As an issuer’s shareholder base continues to expand with even a seemingly moderate small shareholder population, the shareholder servicing budget can grow disproportionately, draining resources without any clear benefit.

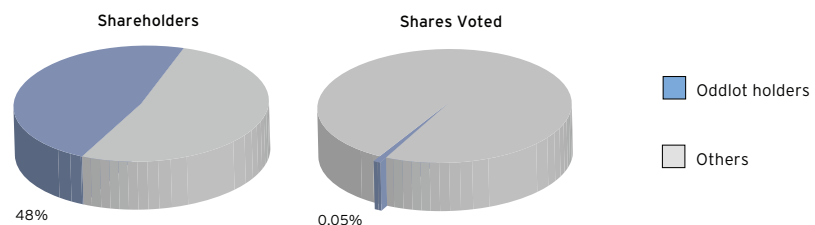
### HOW IT WORKS

Oddlot programs represent one of Georgeson’s core business lines. We will manage all aspects of the program, including:

- > Customized program development
- > Strategic shareholder communications
- > Full coordination with your transfer agent
- > Regular reporting on shareholder response

We take on the day-to-day responsibility of managing the program so you don’t have to, simplifying the process for you.

Our statistics reveal that 48% of shareholders are oddlot holders, but that oddlot holders represent only 0.05% of shares voted at annual meetings.



Leave nothing to chance

Georgeson has successfully managed nearly 900 small shareholder programs since 1980. Recognized as the global leader in small shareholder programs, Georgeson has offices across the US, Canada, Europe and Australia.

For more information please contact Brian Permenter at 212 805 7188, or email [info@georgeson.com](mailto:info@georgeson.com).

**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 2010, 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.

Georgeson is a Computershare company. For more information, visit [www.georgeson.com](http://www.georgeson.com)