

Broadridge Expands Local Proxy Processing Services in Europe and Asia-Pacific

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SINGAPORE and LAKE SUCCESS, N.Y., Oct. 11, 2015 /PRNewswire/ -- Sibos 2015 -- [Broadridge Financial Solutions, Inc.](#) (NYSE: BR), a leading provider of investor communications solutions for broker-dealers, banks, mutual funds and corporate issuers globally, has expanded its services to support end-to-end local market proxy processing in Germany, Italy, Belgium, Hong Kong, Australia and New Zealand. The new service, Broadridge Direct Market Solutions (DMS), is designed to help custodians extend their range of investor services and more efficiently manage the complexities and nuances of country-level proxy management.

"Shared services solutions for business functions like proxy processing are gaining traction in local markets around the world, as custodians respond to growing pressure from their institutional investor clients to provide a more transparent and efficient service to aid the stewardship of their portfolios," said Demi Derem, general manager, Investor Communication Solutions International, Broadridge. "Through our DMS service, we are helping firms manage the complexity and nuances of market-level proxy management by leveraging our economies of scale and best practices along the chain of custody."

DMS extends Broadridge's established Global Proxy Management service, used by over 50 global custodian firms, by adding tailored market-specific services for use by local or sub-custodians. These services include: direct sourcing of meeting announcements and related meeting materials, translation of shareholder materials from local language to English, and execution of vote instructions in local markets through direct delivery of both local and cross-border voting instructions to the central securities depository (CSD), issuer, issuer's agent or registrar. The solution delivers transformational levels of efficiency through process automation, which in turn helps raise governance through an extended voting window and improved data analytics.

In Europe, local and sub-custodians, as well as CSDs extending their support across the asset servicing value chain in response to the TARGET2Securities (T2S) market infrastructure change, can now use Broadridge's local services in Germany, Italy and Belgium, as well as its established services for the UK and Netherlands. In Asia Pacific, Broadridge is also launching end-to-end local market proxy services in Hong Kong, Australia and New Zealand. It already has a proven local proxy processing service in Japan through a joint venture with Japan Exchange Group.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE: BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and managed services solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes on average \$5 trillion in equity and fixed income trades per day. Broadridge employs approximately 7,400 full-time associates in 14 countries. For more information about Broadridge, please visit www.broadridge.com.

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