



Broadridge Brings New Sales Talent to Support Expanding Asia Pacific Presence

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LAKE SUCCESS, N.Y., March 12, 2013 /PRNewswire/ -- [Broadridge Financial Solutions](#), Inc. (NYSE: BR) today announced the appointment of James Drumm to the role of Senior Director, Strategic Account Sales for Asia Pacific. Mr. Drumm will be responsible for generating new business sales for a range of Broadridge solutions in the Asia Pacific region, including its leading multi-asset, multi-currency processing solution, Gloss.

(Logo: <http://photos.prnewswire.com/pmh/20110920/MM71626LOGO>)

The expansion of sales and relationship management resources is part of an ongoing strategic program of investment and focus for Broadridge in the region. Recent initiatives have included solution developments to facilitate new market connectivity in Japan, India and Singapore. In addition, Broadridge has expanded Gloss' multi-asset capabilities to include processing for a range of treasury and derivatives instruments, including futures, options and swaps. Broadridge also continues to extend its range of reconciliation and process control solutions across the region, where it has established a growing reputation for innovative, highly functional solutions and cost-efficient project deployment.

"We have been operating in the Asia Pacific region for over 20 years and continue to make substantial investment in our solutions to meet the changing demands and regulatory requirements that businesses need to address in order to operate and grow in this region," said Tom Carey, President, Securities Processing Solutions International, Broadridge. "James brings a wealth of in-depth experience to Broadridge and we are confident that he will have a major impact on our presence in this strategically important region."

Mr. Drumm has over 20 years of experience in solution and consultative sales and relationship management within the financial services marketplace. He previously held senior director positions at Omgeo where he was instrumental in growing its business across Asia. Other positions have focused on sales and relationship management throughout Asia for companies including Dion Global and Thomson Reuters. Having worked and lived in New York, Boston, London, Hong Kong, Sydney and Singapore, Mr. Drumm has acquired valuable working knowledge of business cultures and working styles across the globe.

James Drumm commented, "As firms grapple with increasing regulatory pressures in a challenging economic climate, I am delighted to be joining a company that has demonstrated a strong track record of success and an exemplary commitment to the highest standards of customer service. Broadridge is extremely well-positioned to offer compelling solutions to the unique countries that make up the dynamic Asia Pacific territory."

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 operations outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 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 more than \$4.5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,200 full-time associates in 13 countries.

For more information about Broadridge, please visit broadridge.com.

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