

## Broadridge Expands its Digital Center of Excellence with New Office in Tel Aviv

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NEW YORK and TEL AVIV, Israel, Oct. 3, 2018 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE: BR), an S&P 500 company and global Fintech leader with \$4 billion in revenue, today announced the expansion of its Digital Center of Excellence (CoE) with a new office located in Tel Aviv, Israel.

The expansion of the Digital CoE broadens Broadridge's access to industry-leading talent and technology in Israel focused on the development of innovative digital communications management platforms and user experience (UX) tools to drive and facilitate consumer engagement.

"The launch of our Tel Aviv office and further investment in digital expertise is an exciting milestone and is illustrative of Broadridge's strong commitment to digital transformation," said Doug DeSchutter, President of Broadridge Customer Communications. "Broadridge has helped clients successfully digitize content across industries, including investor communications for proxies and interims where 64% of these communications are now electronic or suppressed. Bringing additional expertise in security authentication, content personalization, and omni-channel delivery, our team in Tel Aviv expands our ability to deliver dynamic, contextual communications to consumers through the preferred channels of their choice."

Broadridge's new Tel Aviv office – located in the heart of Tel Aviv's Silicon Valley alongside several leading international technology companies – will be led by Avi Weiss, General Manager.

"Broadridge's Digital Center of Excellence in Tel Aviv not only demonstrates our commitment to investing in the Israeli market, but also enables us to be more responsive to the rapidly evolving needs of our clients and helps transform Broadridge's regulatory and customer communications," said Mr. Weiss. "As we continue to grow, we look forward to increasing our investment in Israel, not only through the opening of our new office and new hires but also through strategic partnerships in the country."

The expansion of Broadridge's Digital CoE follows the company's [acquisition of ActivePath](#), an Israeli-based company whose digital technology enhances the customer experience associated with consumer statements, bills and regulatory communications.

### About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) a global Fintech leader and a member of the S&P 500, is the leading provider of investor communications and technology-driven solutions to banks, broker-dealers, asset managers 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 50 percent of public companies and mutual funds globally, and processes on average more than \$5 trillion in fixed income and equity trades per day. Broadridge employs over 10,000 full time associates in 18 countries. For more information about Broadridge, please visit [www.broadridge.com](http://www.broadridge.com).

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