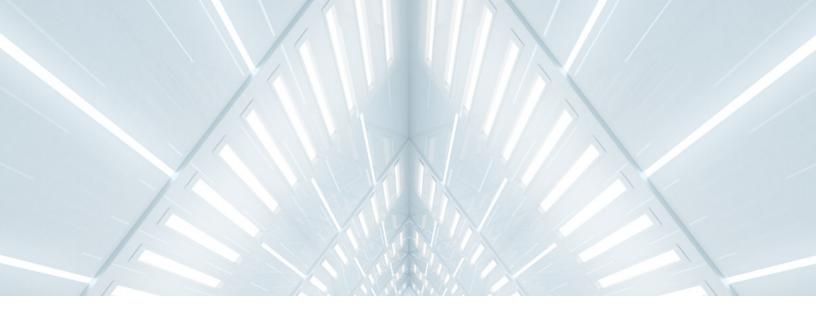


2024 Proxy Design Library

Doing more with your proxy



## Helping your proxy do more - with design

Stay ahead of trends and use design to demonstrate the quality of your governance, your shareholder outreach, and your support for DEI and environmental policies.

Share ownership has increased dramatically over the past five years. The number of retail investment accounts is up 108% percent since 2019.\* These shareholders understand they have a say in how the company operates and are using that voice more and more. In 2023, more than 600 shareholder proposals were put to vote, many of them around climate, racial equality, lobbying, and other ESG-related issues. Proxy practitioners have responded to these ownership changes with new content areas and practices.

#### Trending topics include:

- Updated board profiles
- · Skills and diversity matrix graphics
- Shareholder outreach sections
- Sustainability and environmental content including developments or accomplishments for the year

Design helps you to present this complex, detailed information in a graphical, understandable way. It adds a differentiating, professional level to your communications, connecting your strategic message to your various audiences. Design can help to showcase your governance achievements, build shareholder loyalty, and demonstrate the overall effectiveness of your governance processes. Good design gives you the ability to do more with your proxy.

#### TRANSFORM YOUR PROXY

The proxy distribution is your first and best opportunity to connect with your shareholders. At once you need to shape investor perceptions, build loyalty, and deliver a compelling brand narrative. That's why every detail matters -- from design language and layout, to colors, copy and branding -- each element contributes to a holistic narrative that can make or break your success.



Discover best practices



Explore design examples

#### WHAT'S INSIDE

This intuitive resource is organized to show samples of trending content sections and inspire new ways to think about your content. We also have a summary of best practices. We think the samples showcase how the governance story gets delivered through your proxy statement. Let our team help you tell that story.

For your convenience, we have organized the library by industry sector so you can review peer examples. And the images listed in the Library are actual links that can take you directly to the proxy you are interested in. Just click the back button at the top right of your screen to return to the Table of Contents.

<sup>\*</sup>Based on beneficial shareholder accounts processed by Broadridge.

## **Table of Contents**

#### **SECTION 1: PROXY INSIGHTS**

**02** Doing more with your Proxy

Creating positive results through effective design

03 About the Author

Stephen Harrison

Chief Creative Officer and President, FalkHarrison

#### **SECTION 2: GETTING YOUR PROXY TO DO MORE**

- 05 Proxy summary
- 06 Governance
- 07 Investor outreach
- **08** Diversity
- 09 ESG/Sustainability section

#### **SECTION 3: PROXY EXAMPLES BY INDUSTRY SECTOR**

- 11 Basic materials
- 12 Communication services
- 13 Consumer cycle
- 16 Consumer defensive
- 17 Energy
- 18 Financial services
- 20 Healthcare
- 24 Industrials
- 25 Real estate
- 26 Technology
- 28 Utilities

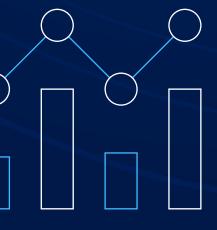


#### **SECTION 1**

## **Proxy Insights**

Proxy statement design requires thoughtful consideration of each element. Consider governance policies or other elements you want to highlight. How will you persuade investors committed to environmental issues and board diversity? What components can showcase your brand in the best possible light? In what ways can you hold your audience's attention?

This summary of proxy best practices is built from the evolving practices of our clients. Review and then work with our team to strategize your design elements, so that your next proxy builds to a cohesive narrative and tells a compelling story.



## Doing more with your proxy

Creating positive results through effective design

#### Stephen Harrison

Chief Creative Officer and President, FalkHarrison

Proxy design allows you to organize your content and imagery to convey a story about your company and brand. Good proxy design can take you further – it can be a powerful tool for brand awareness, client engagement, and promoting your good work. It's the result of informed choices, creative insights, and effective processes.

Many corporate issuers are making these choices and transitioning their proxy away from a visually dense, regulatory document to a well-designed, well-organized communication tool. But evaluating design effectiveness is difficult. Relying on a consistent process of discovery and design with these effective practices will help:

#### 1. MAKE YOUR STORY MORE ENGAGING

Utilize design to help your proxy stand out, have more impact and effectively engage your stakeholders.

#### 2. SUMMARIZE KEY POINTS

Don't hesitate to include visual elements to enhance understanding. Include call outs and sidebars to highlight key points.

#### 3. REINFORCE YOUR BRAND IDENTITY

Be sure to align design with existing brand standards. Brand elements should work together to reflect the personality and vision of your organization.

#### 4. VISUALIZE INFORMATION

For example, consider using graphics to contextualize and illustrate executive compensation or board composition. You can more effectively highlight board diversity, tenure, skills and more with visual components.

#### **5. HUMANIZE YOUR BOARD**

When shareholders can associate a face with a name, they are more likely to feel a connection to your board and to your company.

#### 6. TELL YOUR ESG STORY

The proxy statement can serve as a springboard to additional in-depth ESG content on your website or a free-standing ESG Report.



More than 60% of our clients last year used a design cover, immediately engaging with readers when they clicked on it.



For the first time, 50% of our clients included Proxy Summaries to start the document.



**46**% of clients use names in skills matrix, responding to requests for more clarity.



Board photos have become standard used by more than 80% of our clients.



More than 46% of clients used graphics in their ESG section.

Data sourced from Broadridge design clients



# As investor behaviors evolve, respond to those changes quickly with the industry's only true single-source shareholder engagement solution

Streamline the design, production and printing of proxy communications and ensure a smooth transition from printing to distribution. Our single-source service solution reduces shipping charges, expedites processing and helps ensure you print only the quantity required. Plus, every project is backed by the undisputed reliability and quality you've come to expect from Broadridge.

Last-minute changes, print overruns, and mailing logistics can make it challenging to get investor and shareholder communications where they need to be on time and within budget. Our single-source solution streamlines the process —from document preparation through to printing and mailing— to ensure quality and speed and reduce costs. Tap into the industry leader in proxy design, production and distribution.

- How long should I work in my Word document?
- Can I manage the content in my reporting system and still achieve a brand appropriate design?
- Do I have the staff to manage the document?
- · How long will design take?

We offer multiple approaches to solving the design challenge and can guide you to the method that fits your model and budget.

- Design and build your proxy in Workiva for increased control over your content.
- Develop a new design and enhance an existing while extending the capacity of your group with the Broadridge service and typesetting teams.
- Or pick an existing template from our new Proxy
   Headstart catalog and get a jump on a new look and feel.
- Each method encompasses typesetting and design services, HTML conversion and fast turnaround—so you can save time and effort while keeping your budget under control. You'll also benefit from our unsurpassed knowledge of SEC requirements, shareholder communications and financial technology.



#### **ABOUT THE AUTHOR**

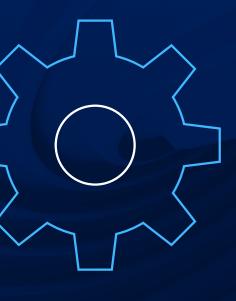
**Stephen Harrison** *Chief Creative Officer and President, FalkHarrison* 

Stephen is passionate about solving branding and communication problems through a lens of creativity. During his career at FalkHarrison, Steve has been instrumental in developing and leading teams of cross-functional designers, developers, and experienced partners to provide integrated communication programs that drive value for his clients. FalkHarrison is a global solutions provider of design services to Broadridge Financial Services and an Alliance Partner of Workiva.

#### **SECTION 2**

# Getting your proxy to do more

This section contains real-world examples of trending content sections. Inside, you'll see samples of how companies are using design to demonstrate how they respond to investor needs for clarity and transparency.



## **Proxy summary**

Modivcare

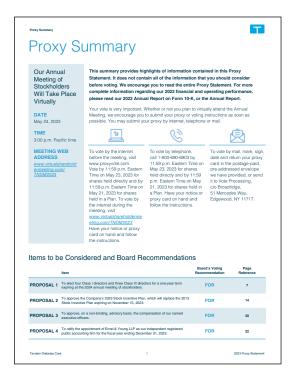
The Proxy Summary continues to grow as the lead, introductory section of the proxy. It includes many pieces of related content – all presented in a graphically-rich, succinct format, ideal for the skim reader. Content may include voting matters and recommendations, company performance, board profiles to demonstrate gender diversity and representation on the board, board skills, or sustainability frameworks.



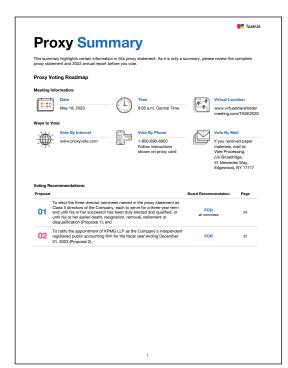
PROXY
SUMMARY

The Board of Directors (or, the "Board") of Really broome Corporation, a Mayland convenient ("Really Income." "the "Corpany," "Mex." "out," or "us"), is satisficing proxises for the "Annual Meeting", This Proxy Summary provides an overhere of the proposals to be considered and vice for an at the Annual Meeting and the Information contained in the property of the Information Contained in the Information Contained Information Contained

RealtyIncome





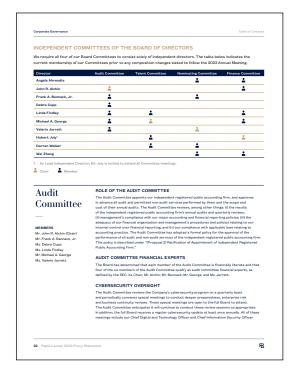


#### Governance

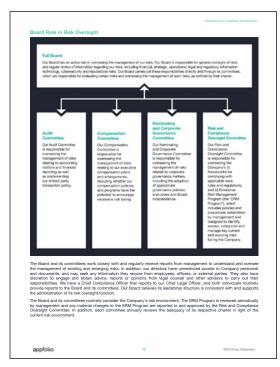
These governance section samples expand content on board diversity, independence, committee members and structure; provide insight into the board refreshment policy; and detail the board oversight of ESG policy. Use graphics to dentify risk management procedures, reporting lines and end-point accountability.



Abercrombie Appfolio



Ralph Lauren



The Board's Role and Responsibilities

The Board's Role and Responsibilities

The Board's Role and Risk Oversight
Management undertheir as ragin review of a bread set of enterprise risks across the Company's business and operations to Mentily, assers, prorotize and manage potential issues over the thort, intermediate and long term. Specific emphasis spizated on identifying thour risks that could have the highest impact to the Company and its operations, and the highest influence of inside common Amagement of the company of the company of the Audit Committee, and the Board receives origing updates from management on trends in risk management and responsibility for risk management and responsibility for risk management and responsibility for risk management of the committees of the Board can be assigned responsibility for risk management or version in risk Board's standing management and the Board risk of the Committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees of the Board and its committees guildening the specific committees guildening the specific committees guildening the specific committees and the Board and its committees guildening the specific committees guildening the specific committees guildening the Board and specific committees and the Board and the Board and the specific committees guildening the Board and specification of the Board and the Specific company and the specific committees guildening the Board and Specific committees guildening the Board and Specific committees guildening the Board and Specific committe

Treehouse

### Investor outreach

Investors want to see how boards are engaging with shareholders. These sections display examples of board responsiveness as well as the evaluation and refreshment processes boards use.



Comparison of the comparison o

Arcosa Ralph Lauren



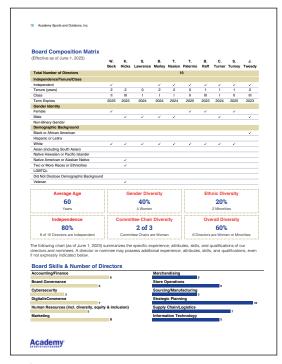
**Portland General Electric** 



Pioneer Natural Resources

## **Diversity**

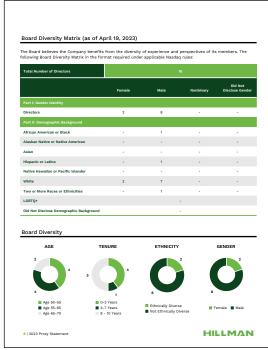
Modern proxies routinely include board diversity matrices. The samples below demonstrate the variety of ways companies approach them.

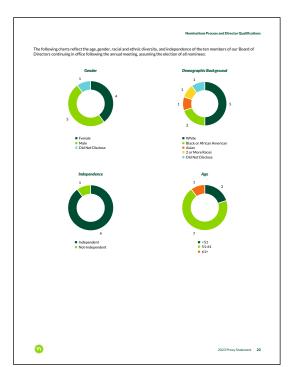


BOARD DIVERSITY

The Board of Directors seeks nembers from diverse professional and personal bockgrounds who combine a broad spectrum of experience and expertises with a reputation for integrity. We do not have a formal policy on diversely, but the Governance, Nominioring and Corporate Social Responsibility Committee and the Board will cases an individual's independence, cliversity, ogs. altils and experience in the contest of the seeds of the Board. We are used the development of an individual's independence, cliversity, ogs. altils and experience in the contest of the seeds of the Board. We are used the development of an dividual's independence, cliversity, ogs. altils not experience in control of the diverse body and the development of an dividual's independence, cliversity, ogs. altils not an experience of an dividual to the control of the dividual of the Board. We are control to the control of the contr

Academy Capri

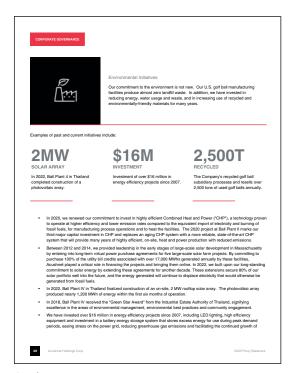




Hillman Nextdoor

## **ESG/Sustainability section**

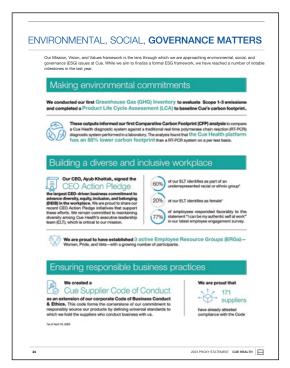
Consider where ESG/Sustainability content is used -- a Chairman's letter, Proxy Summary, or across the entire document.





Acushnet Appfolio





CME Cue Health

#### **SECTION 3**

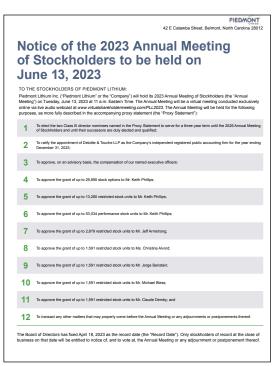
# Proxy examples by industry sector

While you could view the samples in the guide as a map for building your new proxy statement by selecting an option from section A and another option from section B, we would instead recommend considering the communication problems you are trying to solve.

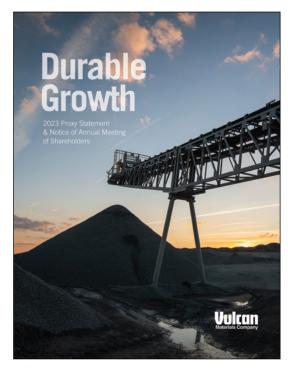
Based on a good understanding of your challenges, use the guide to find some inspiration and directional ideas. Then discuss with your Broadridge salesperson how to adapt some of these ideas with Broadridge and their design partner.



## **Basic materials**



**Piedmont Lithium Inc.**Small Cap

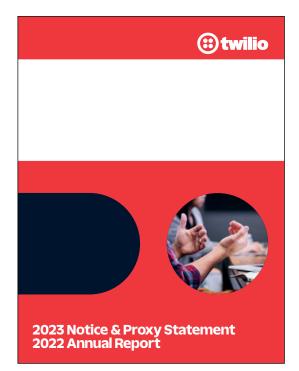


Vulcan Large Cap

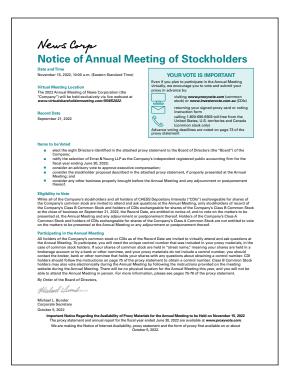
### **Communication services**



**GlobalStar, Inc.** Small Cap



Twilio Large Cap



News Corp Large Cap

## **Consumer cyclical**

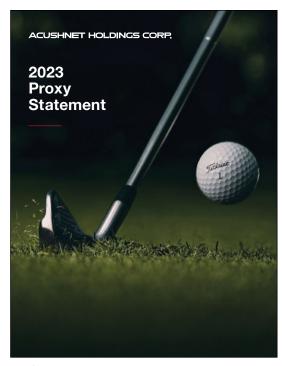
(includes Specialty Retail, Leisure, Luxury Goods, Auto & Truck Dealerships, Travel Services, Apparel Manufacturing, Auto Manufacturers, Lodgings, Internet Retail, Furnishings, Fixtures & Appliances, Auto Parts, and Recreational Vehicles).



**Academy Sports**Mid Cap



Bark Inc. Small Cap



Acushnet Mid Cap



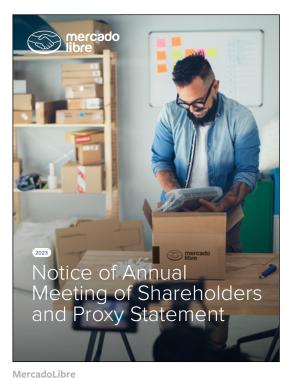
**Expedia** Large Cap

## **Consumer cyclical**

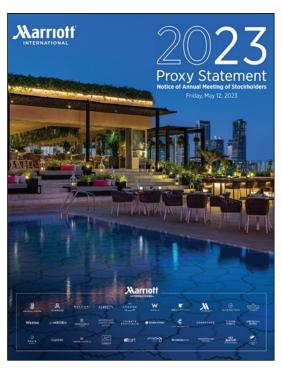
(includes Specialty Retail, Leisure, Luxury Goods, Auto & Truck Dealerships, Travel Services, Apparel Manufacturing, Auto Manufacturers, Lodgings, Internet Retail, Furnishings, Fixtures & Appliances, Auto Parts, and Recreational Vehicles).



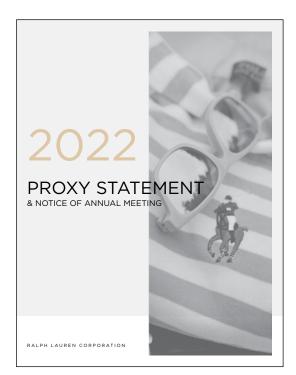
**Kontoor Brands** Mid Cap



Large Cap



Marriot International Large Cap



Ralph Lauren Corporation Mid Cap

## **Consumer cyclical**

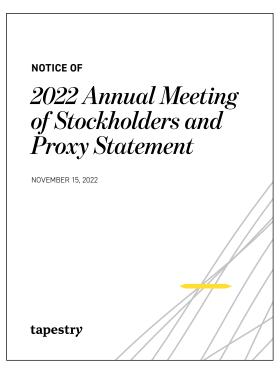
(includes Specialty Retail, Leisure, Luxury Goods, Auto & Truck Dealerships, Travel Services, Apparel Manufacturing, Auto Manufacturers, Lodgings, Internet Retail, Furnishings, Fixtures & Appliances, Auto Parts, and Recreational Vehicles).



**Rivian Automotive** Large Cap



**The RealReal** Small Cap



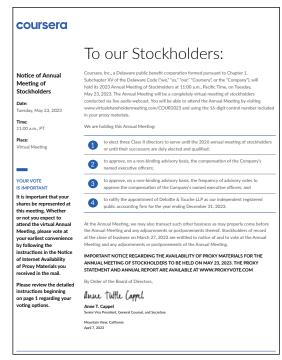
**Tapestry** Large Cap



TriMas Corporation
Small Cap

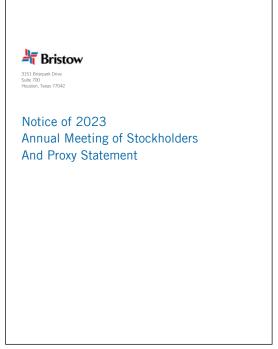
### Consumer defensive

(Education and Training Services, Packaged Foods).

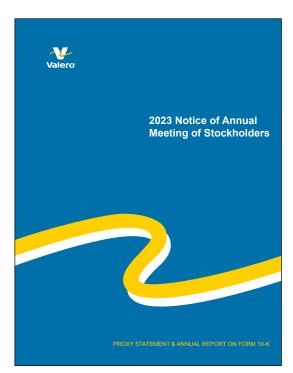


Coursera Inc Small Cap

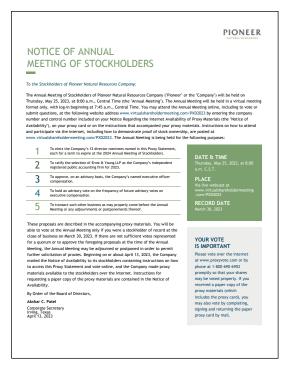
## **Energy**



**Bristow ESG**Small Cap



**Valero** Large Cap

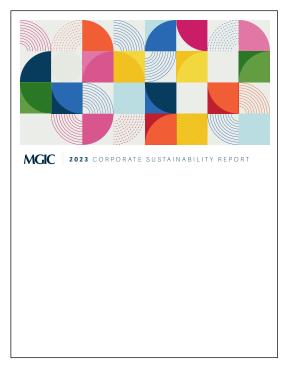


Pioneer Natural Resources Large Cap

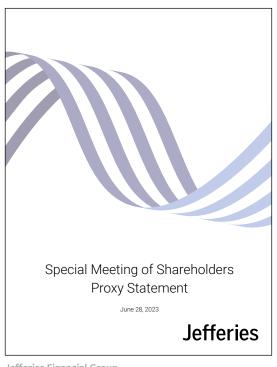
## **Financial services**



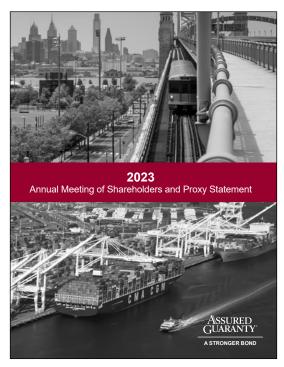
**Jefferies Financial Group Inc - 2023 ESG Report**Mid Cap



**MGIC Investment Corp - 2023 Sustainability Report** Mid Cap



**Jefferies Financial Group** Mid Cap



**Assured Guaranty Ltd.** Mid Cap

## **Financial services**



CME Group Large Cap

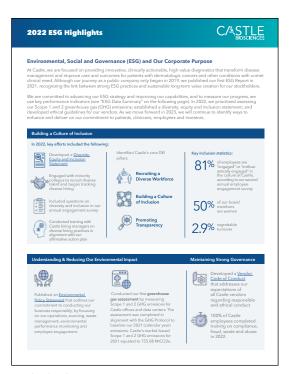
## Healthcare



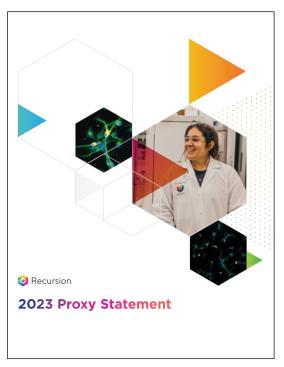
**23andMe Holding Co. - 2022 ESG Report** Small Cap



**ModivCare - 2023 ESG Report** Small Cap



**Castle Biosciences, Inc. ESG-Summary** Small Cap

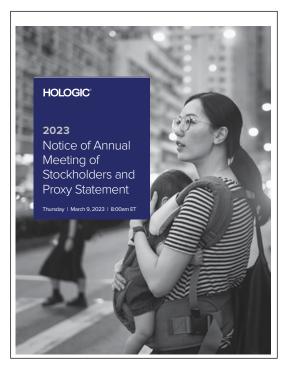


**Recursion Pharmaceuticals Inc.**Small Cap

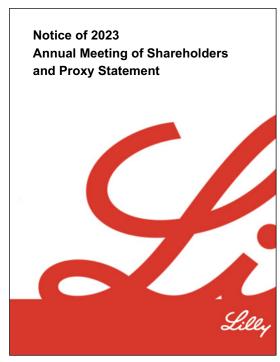
## **Healthcare**



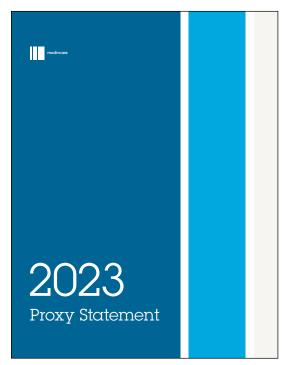
**Cue Health** Small Cap



Hologic Large Cap



**Eli Lilly** Large Cap

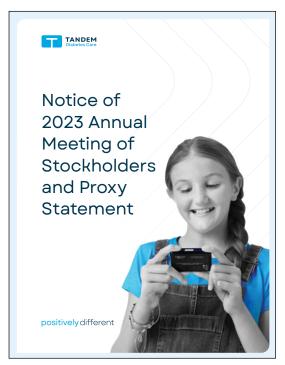


Modivcare Inc Small Cap

### Healthcare



**Pfizer**Large Cap



**Tandem Diabetes** Small Cap REVANCE THERAPEUTICS, INC.

1222 Demonbreun Street, Suite 20

Notice of Annual Meeting of Stockholders

To Be Held On Wednesday, N

Ven are confully invited to attend the Annual Meeting of Socicholaries of BENANCE THERAPETITICS, INC.
(the "Cempany"), a Deboware corporation is beneating with the deviatable own Meetingday, My 3, 202 at a 100 state.
Central Time via live audio-only webcast at yeav syntahularischildermeding comPENNC202. The meeting will be lead in conjugated by a little and person. Two will be able to vety own themsel exclusionally by Intent and submit questions endine during the meeting by logging in the website listed above using the 16-digit control number and submit questions endine during the meeting by logging in the website listed above using the 16-digit control number and the submitted of the submitted

The Annual Meeting of Stockholders is being consened for the following purposes

- (1) To elect to the Board of Directors' three nominees for director to hold office until the 2026 Annu
- (2) To ratify the selection of PricewaterhouseCoopers LLP as the independent registered public
- To appear on an abstract bearing the appearation of our named according officers on disclosure
- To conduct such other business as may properly come before the meeting or any adjournment

These items of business are more fully described in the Proxy Statement accompanying this Notice. The record dat the Annual Meeting of Stockholders is March 10, 2023. Only stockholders of record at the close of business on that date

Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Stockholder

to be Held on May 3, 2023 virtually via live audio-only webcast at

www.virtualshareholdermeeting.com/RVNC2023.

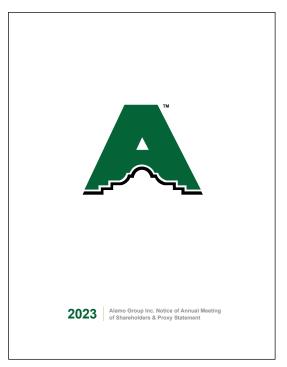
The Notice, Proxy Statement and Annual Report to Stockholders are available at www.proxyvote.com

**Revance Therapeutics, Inc.** Mid Cap

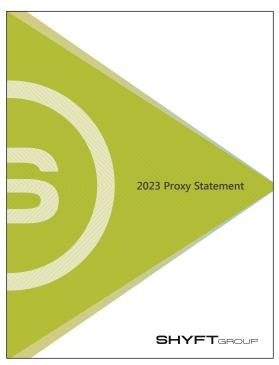


**Cigna** Large Cap

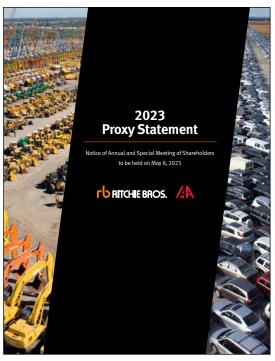
## **Industrials**



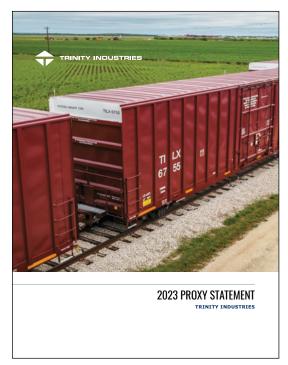
**Alamo Group** Mid Cap



**The Shyft Group** Small Cap

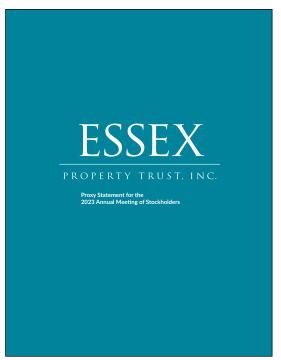


**Ritchie Bros. Auctioneers Inc.** Large Cap

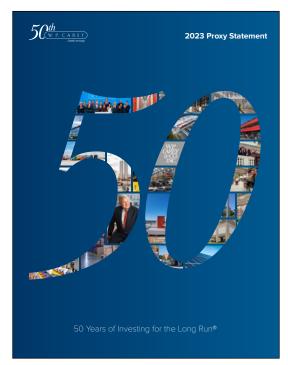


**Trinity Industries Inc.**Mid Cap

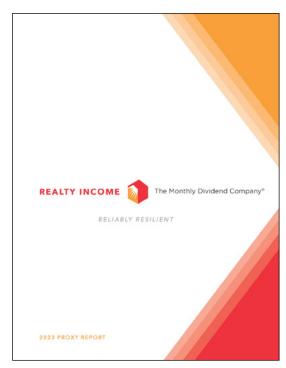
## **Real estate**



Essex Property Trust
Large Cap



**W.P. Carey Inc.** Large Cap



Realty Income Large Cap

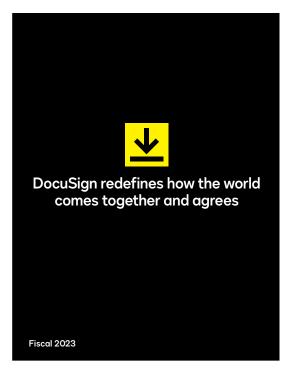
## **Technology**



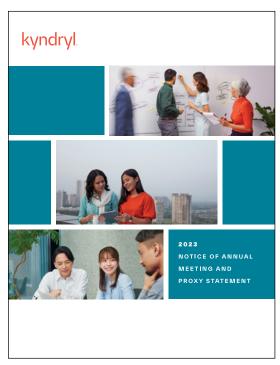
**AppFolio** Mid Cap



**Enphase Energy**Large Cap

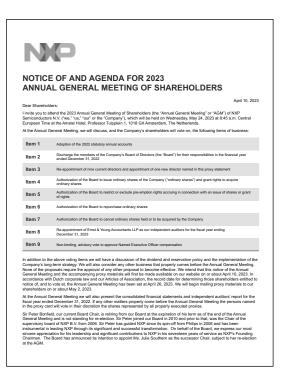


DocuSign Inc Large Cap



**Kyndryl** Mid Cap

## **Technology**

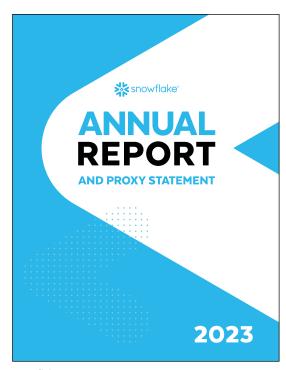


#### NXP Semiconductors N.V.

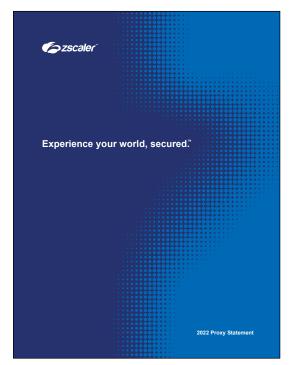
Large Cap



**TaskUs** Small Cap

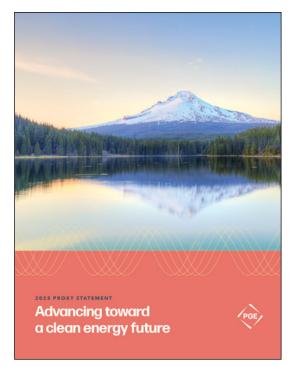


Snowflake Inc Large Cap



**Zscaler** Large Cap

## **Utilities**



**Portland General Electric** Mid Cap

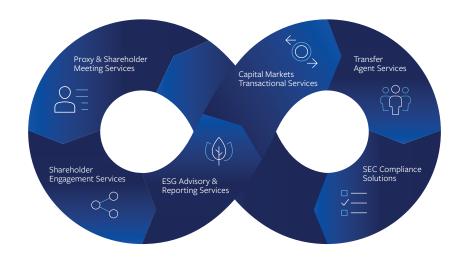


**Sempra** Large Cap

## Count on Broadridge.

We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

At Broadridge we specialize in proxy and annual report stylization, design, content management, SEC filing, printing and distribution. We are the only provider that can provide composition, filing, print, and distribution services under one roof, which will save you valuable time and money.



You can learn more about our complete end-to-end solution here.

Proxy Services >

Annual Meeting Services >

Enhanced Proxy Design >

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$6 billion in revenues, provides the critical infrastructure that powers investing, corporate governance, and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. Our technology and operations platforms underpin the daily trading of more than \$10 trillion of equities, fixed income and other securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 14,000 associates in 21 countries. For more information about us, please visit broadridge.com.

Broadridge.com



