Issuer design solutions

2025 proxy design handbook

Five design strategies to bolster support for your board—and drive the voting outcomes you want.



Proxy communications are a key lever to help advance strategic objectives

Leaders are investing more than ever to get it right.

Enhancing your proxy design can help you clearly convey governance achievements and strategic vision. Strong communication builds shareholder trust and loyalty, essential for both short-term goals and long-term success.

But failure to optimize your proxy material could depress turnout, erode investor confidence, and even expose you to activist investors or negative press. This Proxy Design Handbook is organized by topic, showcasing five proven design strategies. Each section provides practical tips and illustrates real-world examples you can implement right now.

You'll see how to turn plain regulatory filings into compelling, engaging experiences. So you can shape perceptions—and drive the outcomes you want.



What's inside



Issuer headwinds



Page 4
Quick wins for proxy design



Page 6

Strategy 1

Showcase and reinforce your brand



Page 10

Strategy 2

Anticipate proxy advisor areas of focus



Page 12

Strategy 3

Emphasize your accountability to shareholders



Page 15

Strategy 4

Tell your sustainability story



Page 18

Strategy 5

Make it memorable

When it comes to proxy communications, issuers face tremendous headwinds

The latest Broadridge ProxyPulse* data underscores some of the challenges:

481

Failed directors

Four hundred and eighty one directors failed to gain majority support for their board position.

96

Failed proposals

Ninety six say-on-pay proposals failed to attain majority support, with average support slightly increasing to 87.7%.

24.9%

Avg. support

With a small decline in the number of proposals at 579, average support for shareholder proposals slightly increased to 24.9%.

21.2%

Avg. support for ES proposals

Support for environmental/social proposals continued to decline to 21.2% and corporate political spending proposals dropped to 23.3% the lowest in 8 years for both.

In this context, the right communications can truly make or break proxy season.

That's why it's so important to consider how design can help bolster support for your board—and drive the voting outcomes you want.

^{*} Sourced from 2024 Broadridge ProxyPulse™

Quick wins for proxy design

Regardless of your strategic goals, there are some basic design tactics becoming table stakes in the industry. At a minimum, it's a good idea to ensure these are part of your toolkit.



01 Summarizekey points

It's surprising how much even a bulleted list can help you accomplish. Don't make the reader do too much work. Keep it simple, with key takeaways for each section.



Visualizekey information

Bullets are good. But tables and charts are even better.
This goes back to the same principle: Make your message easy to interpret and understand.



O3 Humanizeyour board

On the following pages we share concrete ways to showcase board strengths—and diversity. But also, do what you can to make the board more human and relatable.

Our clients, by the numbers

60%

designed a proxy cover

80%

used photos of their board members

50%

included proxy
summaries at the
beginning of the
document

46%

used graphics in their sustainability sections



















Broadridge makes it so easy

We offer multiple approaches to solving design challenges and can guide you to the method that fits your model and budget, in both Workiva or in traditional typeset.



Custom proxy design:

Build your proxy in Workiva to gain more control over your content.



Design development:

Enhance your existing design or create a new one with the help of Broadridge's service and typesetting teams.



Quick-start templates:

Select a template from our Proxy Headstart catalog to easily refresh your proxy's look and feel.















Showcase and reinforce your brand

Aligning proxy design with your brand look and feel helps build stakeholder loyalty by presenting a consistent and authentic image.

Remember, no one else owns your brand—it's uniquely yours.

By integrating your mission and values into your proxy statements, you punctuate what your company stands for. Authenticity resonates with your audience, reinforcing trust and confidence. So let your proxy design reflect your brand's true essence and make a lasting impression.





















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Anticipate proxy advisor areas of focus

As you plan your proxy design strategy, consider what proxy advisors like ISS and Glass-Lewis are scrutinizing and looking for.

These organizations often set the industry narrative, providing guidance that institutional and retail investors rely on. Don't get caught flat-footed.

This year, ISS and Glass-Lewis have signaled extra attention on several key issues:

Executive compensation

Highlight transparency and fairness in your executive pay practices.

Regulatory compliance

Demonstrate adherence to the latest requirements and how you're staying ahead of evolving regulations.

ESG

Provide ESG metrics
that are material to your
company. Update investors
and ratings agencies on
advancements made in the
previous year.

Board diversity

Showcase the unique strengths of your board, which should extend beyond race and gender diversity—and may include skills, leadership history, and past experiences.

Cyber risk

Paint a roadmap to illustrate your plan to mitigate risk and respond to threats.









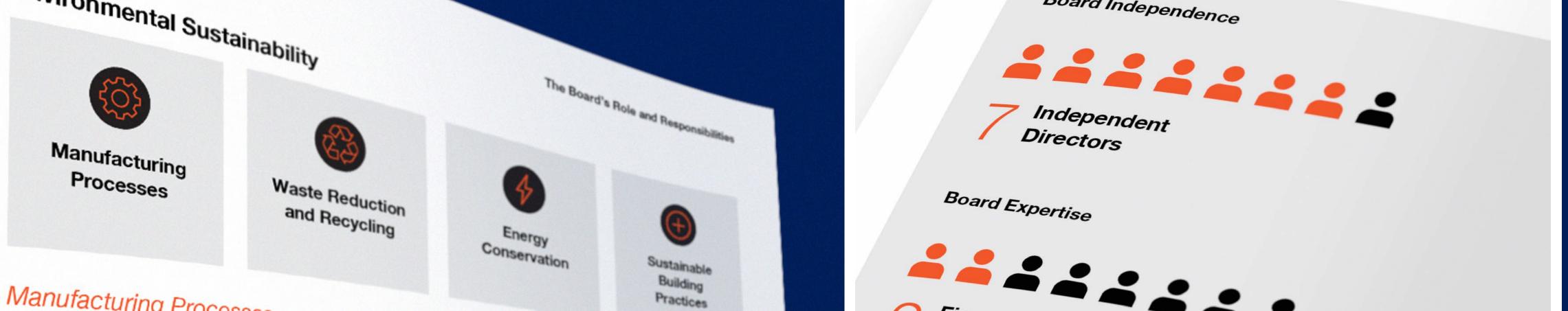


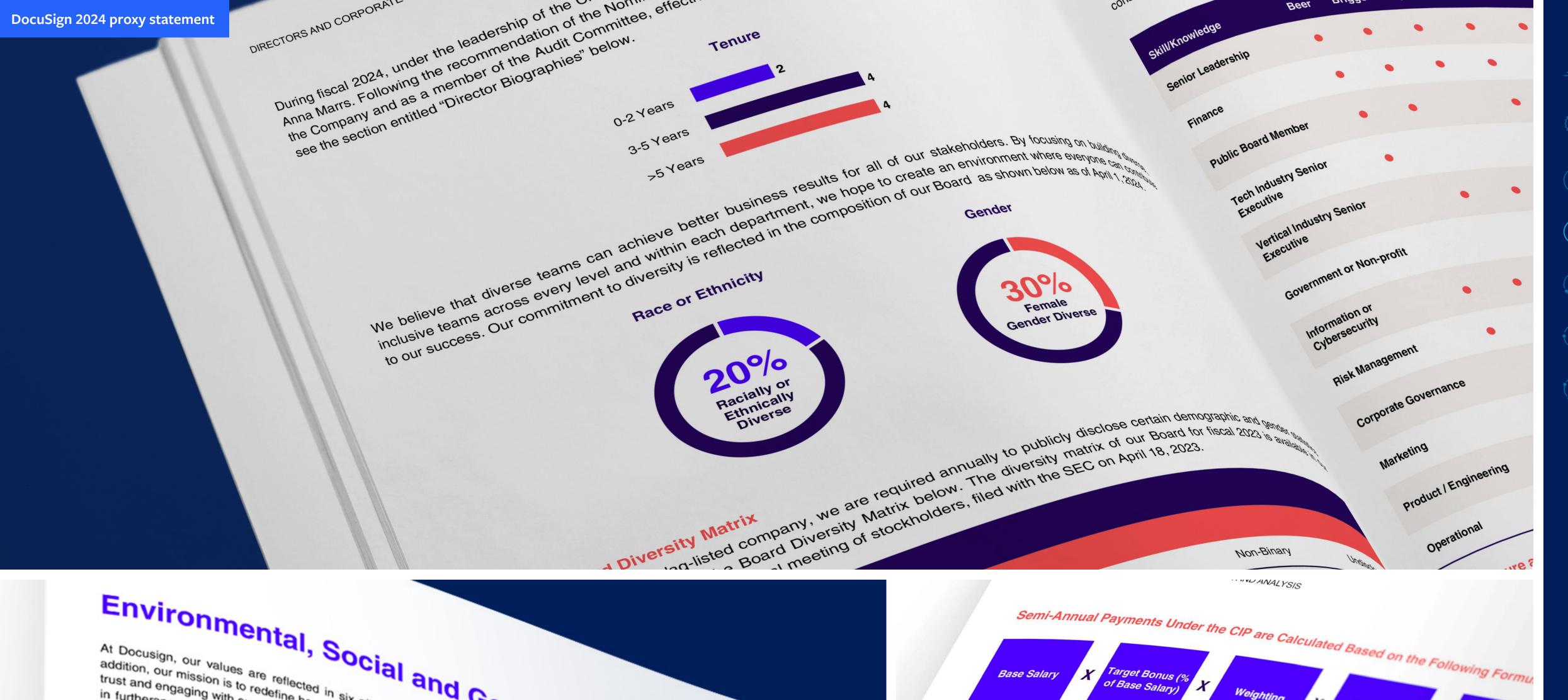


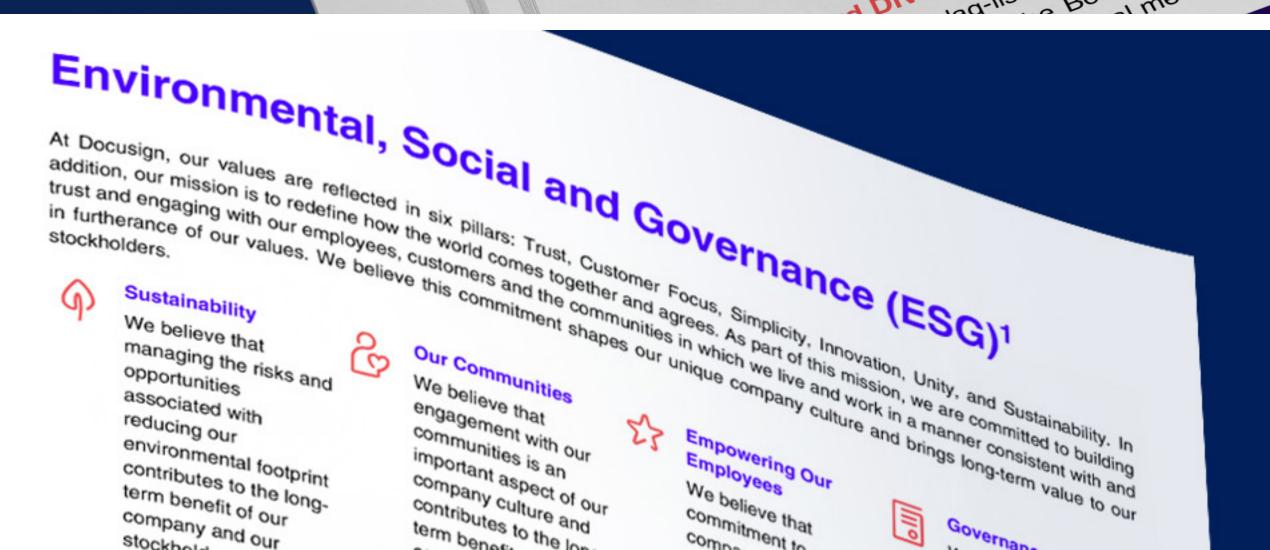








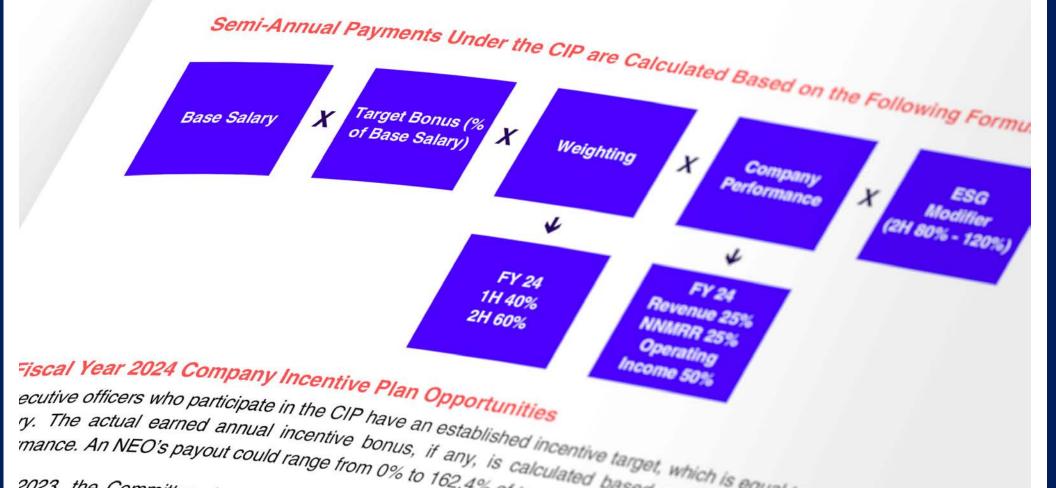




company and our

commitment to

Governa





Emphasize your accountability to shareholders

Maintaining accountability to shareholders is one of the most important ways to help foster trust and transparency.

By clearly communicating how you manage stakeholder relationships, you demonstrate your commitment to their interests and the overall success of the company.

This level of transparency not only strengthens confidence but also reassures stakeholders that you're addressing their concerns and expectations. Highlighting your proactive approach to stakeholder engagement can significantly enhance your credibility and support.



Consider sharing details like:

Meetings you hold

Outcomes of those discussions

Actions you're taking in response

















Corporate Governance

CORPORATE GOVERNANCE HIGHLIGHTS

We are committed to maintaining sound corporate governance policies and practices that crea shareholders and other stakeholders. The Nominating, Governance and Sustainability Committ key corporate governance policies to ensure that they reflect best practices and comply with le requirements. The Nominating, Governance and Sustainability Committee makes recommendate upon our governance policies to the full Board for approval. Highlights of our corporate govern

Strong independent oversight

- Independent Board Chair
- · Fully independent membership on all standing Board comm
- All directors are independent other than the CEO
- Executive sessions of non-management directors at all regul

Accountability

- Annual election of directors by majority vote of the sharehol
- Shareholder right to act by written consent
- No "poison pill" anti-takeover defenses
- · No supermajority voting requirements
- Robust Board and executive stock ownership guidelines (se details)
- Annual Advisory Vote on Executive Compensation

Building sustainable value

- Regular discussion of strategy at Board meetings and at ann
- Oversight of risks, both strategic and operational, discussed
- Continuous evaluation of sustainability goals and strategy
- Regular review of performance metrics, including between

- Active Board refreshment (5 new directors since 2021)
- Annual review of succession planning and talent development Board training focused on business risks and opportunities
- Directors' orientation and continuing education

Find our Corporate Governance Guidelines and other governance documents online.

The Board has adopted Corporate Governance Guidelines, which, together with our articles of incorporate establish the governance framework for the management of the Company. Our Corporate Governance among other matters, the role of our Board, Board membership criteria, director retirement policies, d criteria, director and officer stock ownership requirements, Board committees and leadership develop Governance Guidelines, Board committee charters, and certain other corporate governance policies a at https://investors.portlandgeneral.com/corporate-governance. These documents are also available in without charge, upon request to Portland General Electric Company at its principal executive offices a 1WTC1301, Portland, Oregon 97204, Attention: Corporate Secretary.

Pfizer 2023 proxy statement

EVALUATION OF BOARD EFFECTIVENESS

The Board is committed to continuous improvement and utilizes annual evaluations to evaluate performance effectiveness.

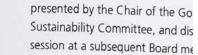
2022 Evaluation Process

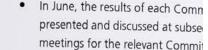
Board & Committee Evaluation

The Governance & Sustainability Committee initiates, conducts and oversees the process, which consists of each Director's evaluation of the Board as a whole, and an evaluation of each Committee by its members.

The Committee also assesses other factors, including:

- Director independence and qualifications to serve on various Committees; and
- Committee Chair assignments and membership rotations.





APRIL (BOARD) AND JUNE (CC

Presentation of Evaluation Re

In April, the results of the full Boa



Evaluation of Existing Process

The Governance & Sustainability Committee reviews the effectiveness of the overall evaluation process and considers whether to:

- modify the questionnaire;
- incorporate individual Director evaluations into the process; or
- · conduct the evaluation through an external third-party provider

After reviewing and discussing the comprehensive feedback provided by the Board and Committees' self-evaluations, the Governance & Sustainability Committee determined it would enhance the Board and Committee evaluation process in 2023 by using a third-party provider to conduct the Board and Committee evaluations in 2023.

JUNE - DECEMBER Follow-up

The Board and Committees discuss topic consideration to be addressed at future E



Board and Committee Information

During 2022, the Board of Directors met seven times. Each of our Directors attended 75% or more of the to Board and the Committees on which he or she served. In accordance with our Corporate Governance Princip attended our 2022 Annual Meeting.

COMMITTEE REFRESHMENT

The Board, upon recommendation from the Governance & Sustainability Committee, reviews and determine the Committees and appoints the Committee Chairs. Through periodic committee refreshment, we balance from continuity and depth of experience with those gained from fresh perspectives and enhancing our Direc different aspects of our business. There were no changes to Committee compositions in 2022.



17 2023 Proxy Statement Pfizer

Corporate Governance

The following section discusses our corporate governance, including the role of our Board and Board cor Governance Guidelines, which were adopted to promote the effective functioning of the Board and Board our commitment to high standards of corporate governance, are periodically reviewed by the Board to ver evolving corporate governance practices, policies, and procedures. In addition, we have a Code of Busine which applies to all associates and directors worldwide (including members of the Board) and incorporate Ethics applicable to our Chief Executive Officer, our Chief Financial Officer, and other designated financ information regarding corporate governance (including a copy of our Corporate Governance Guidelines), a of our Board committees, and a copy of our Code of Business Conduct and Ethics, may be found on our of corporate.abercrombie.com on the "Corporate Governance" page. The Company will provide copies of its Guidelines, Code of Business Conduct and Ethics, and any of the Board committee charters to any stockl written request to our Corporate Secretary at 6301 Fitch Path, New Albany, Ohio 43054.

GOVERNANCE PRINCIPLES

Our Board and executive team believe that strong and effective corporate governance is essential to our or reviews our major governance policies, practices, and processes regularly in the context of current corpora investor feedback, regulatory changes, and recognized best practices. The foundation of our corporate gov providing transparent disclosure to all stakeholders on an ongoing and consistent basis, with a focus on di stockholder value. The following chart provides an overview of our corporate governance structure and pro aspects of our Board operations.

Governance Principles	Our Practice
1 Accountability to stockholders	All directors are elected annually Eligible stockholders may include their director nor materials
2 Appropriate stockholder voting rights	Proxy access for director candidates nominated by market standards We do not have a "poison pill"
3 Regular and proactive stockholder engagement	 Our investor relations team maintains an active, on investors and portfolio managers year-round on mat performance and results Our directors are available to participate in stockho is helpful or required
4 Independent Board leadership structure	 We separate the roles of Chairperson of the Board a our Board be led by an independent director to aid management All members of the Audit Committee, Compensatio Nominating Committee are independent of the Commanagement
5 Effective Board policies and practices	 Our Corporate Governance Guidelines require a majindependent; 10 of our 11 director nominees are in Company and our management Our Board is composed of accomplished profession experiences, skills, and knowledge relevant to our bingh-functioning and engaged Board (the Director Sabove under Proposal 1 – Election of Directors) The Board seeks to achieve diversity among its mere Each standing Board committee has a charter that corporate website, meets applicable legal requirem corporate governance The Nominating Committee reviews the Company's

Abercrombie & Fitch Co.

practices annually and makes recommendations to

















12 | Portland General Electric



















Tell your sustainability story

Sustainability isn't just for sustainability reports.

The proxy is an important place to highlight similar content.

Sustainability storytelling is crucial for your ability to attract capital. It's all about demonstrating preparedness, strategic foresight, and a commitment to sustainable growth. How do you manage risk and leverage opportunities tied to climate disruption and shifting social dynamics?

Effectively telling this story requires using data in compelling ways:



on Tracking key measures and metrics



Benchmarking against peers



O3 Showing progressover time

Ultimately, you've got to convince investors who understand that companies with strong sustainability profiles are better prepared to handle the complexities of future markets.



4

16

























Make it memorable

Creating a memorable proxy design is about more than simple formatting.

It's about making your presentation impactful and compelling, ensuring your audience walks away with a clear, unmistakable impression. No guesswork, no ambiguity.

By focusing on these elements, you can create a proxy design that effectively communicates your message and leaves a lasting impact.



Here's how:

Simplify

Keep your content clear and easy to understand.

Organize

Structure information logically for better readability.

Engage

Use compelling visuals and narratives to capture attention.

Leave an impression

Craft a message that resonates and sticks with your audience.

Highlight key takeaways

Provide a clear voting roadmap with essential points.























Outsourcing reimagined for the innovation age.















































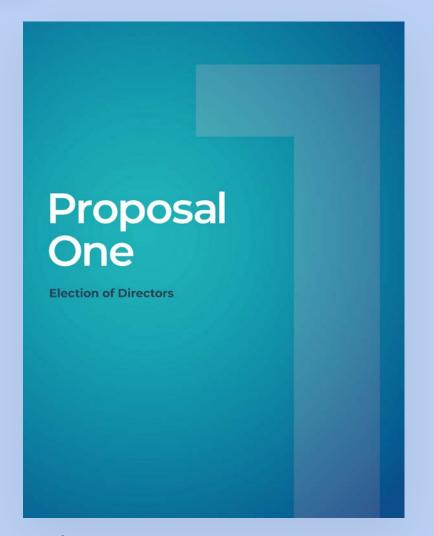
Showcase and reinforce your brand



Acushnet



Regions Bank



Castle Biosciences



TaskUs



Century Aluminum



Wabtec



Insmed



WK Kellogg











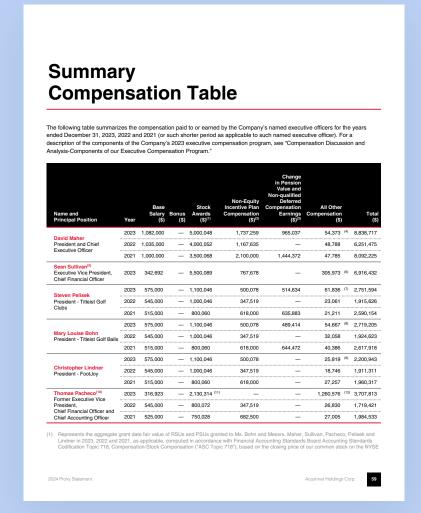








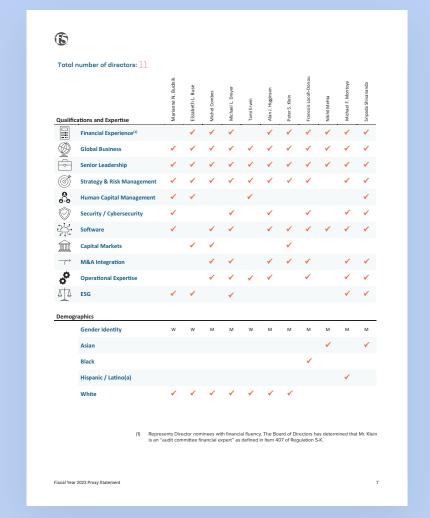
Anticipate proxy advisor areas of focus



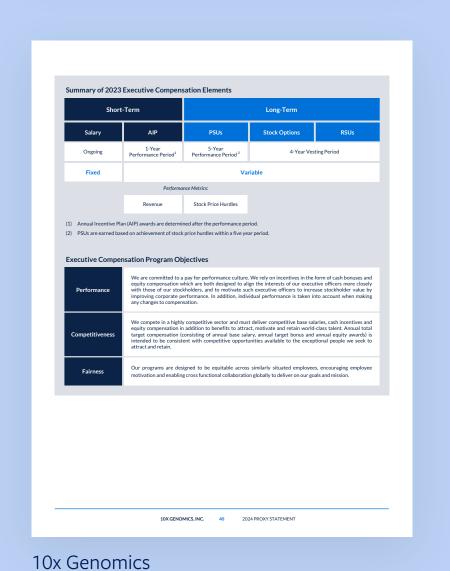
Acushnet



Recursion Pharmaceuticals



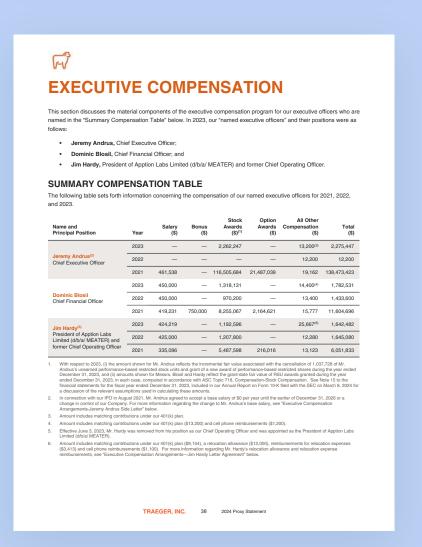
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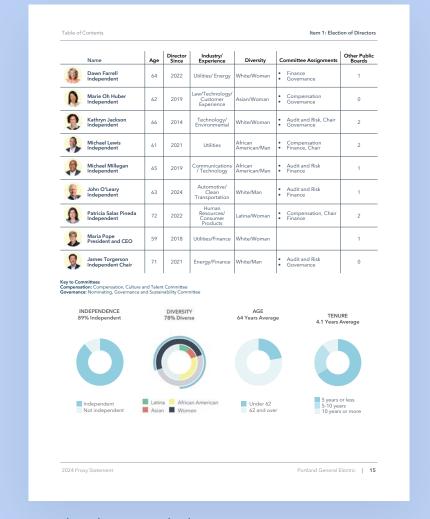


| Name and | Principal Position | Total | President Name | Principal Position | Principal P

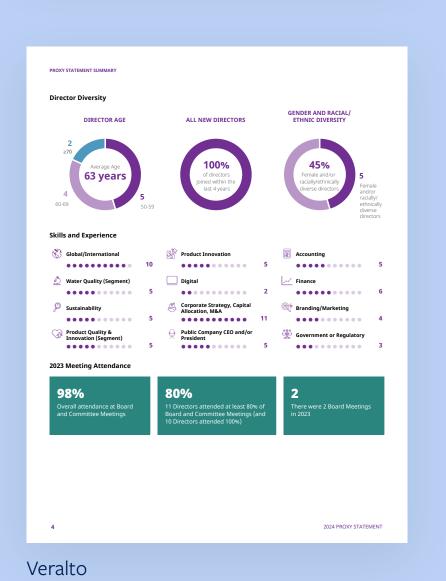
Knife River

Traeger





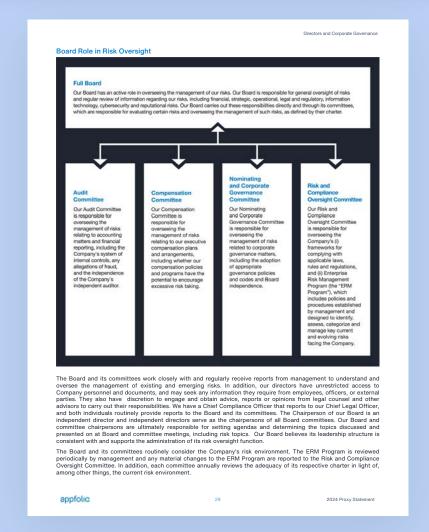
Portland General Electric



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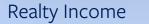
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Emphasize your accountability to shareholders



AppFolio







Axis Capital



Regions Bank



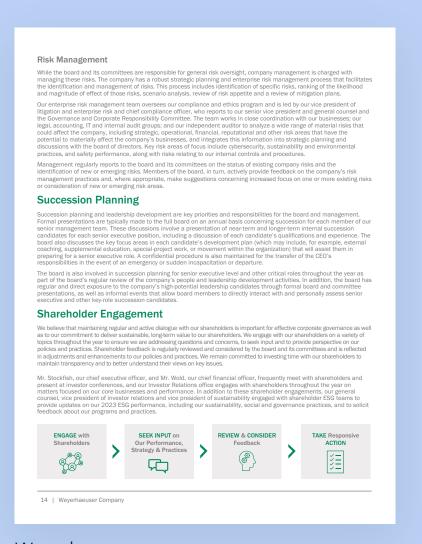
Knife River



TreeHouse



Lincoln Electric



Weyerhaeuser





















23

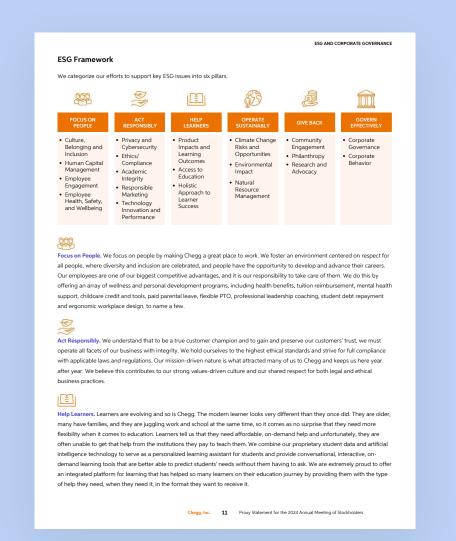
Tell your sustainability story



AppFolio



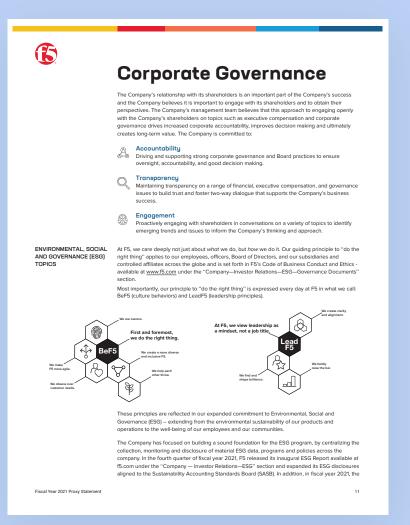




Chegg



Treehouse









Recursion Pharmaceuticals



















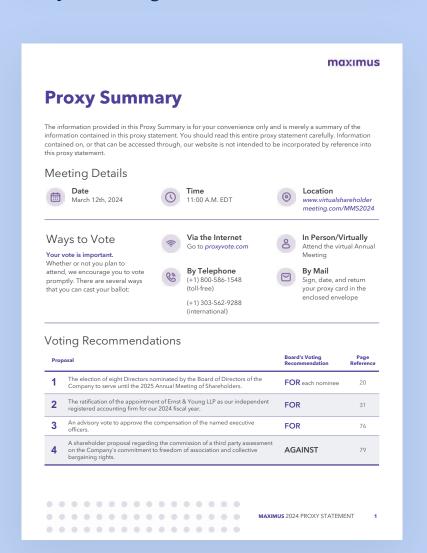


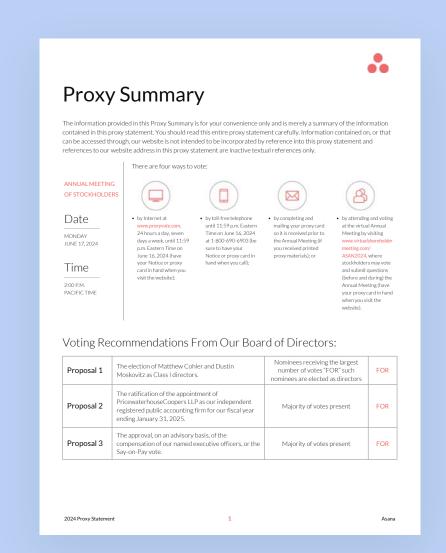
Make it memorable



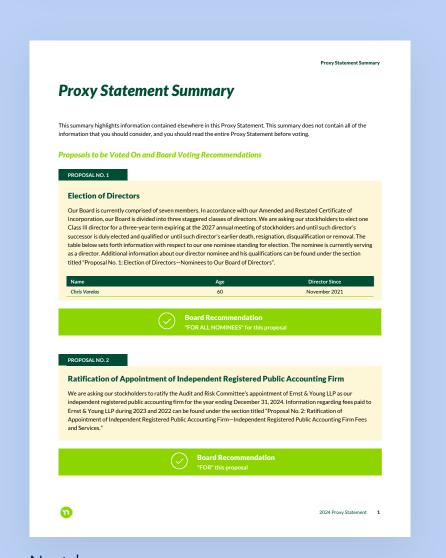
Array Technologies

Maximus

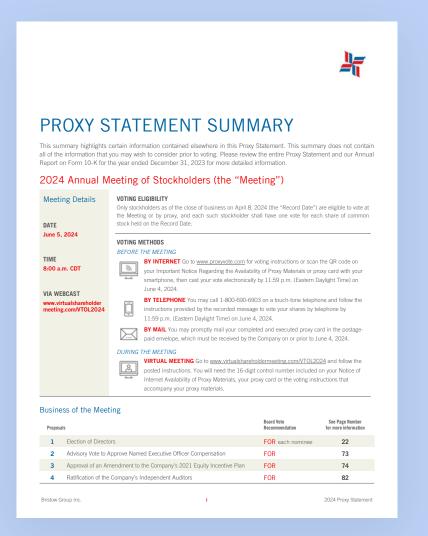




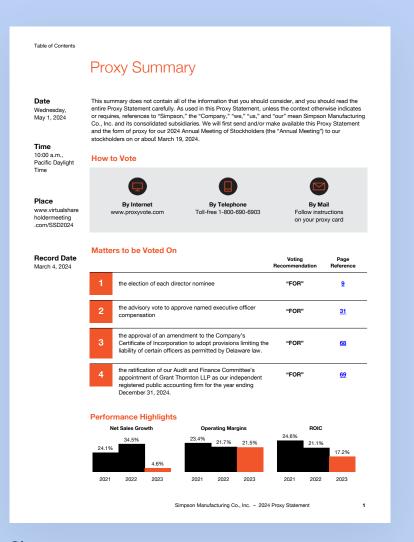
Asana



Nextdoor



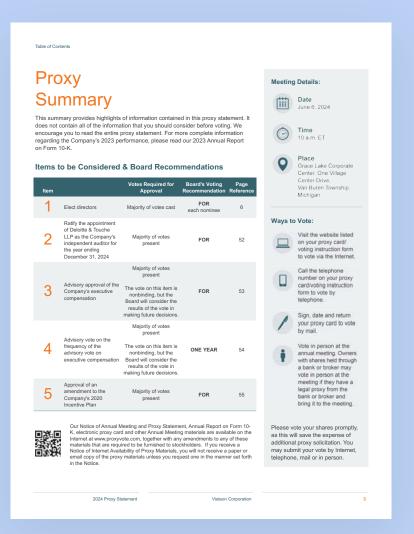
Bristow







CME



Visteon

















Think beyond the proxy

Achieving your goals requires a holistic strategy that leverages every touchpoint. You won't persuade shareholders through your proxy alone.

Look for ways to enhance all your communications to help shape expectations and perceptions. Consistent, year-round communication ensures that when it's time to rally support for your board and drive the vote, your audience is primed and ready.

By delivering cohesive messaging across multiple communications, you reinforce your brand and maintain a strong presence in shareholders' minds.

Consider the comprehensive experience:



1 Proxy statements



O2 Sustainabilityreports



3 Annual reports



O4 Investor relations websites

Here are a few examples of companies that excel in this \rightarrow









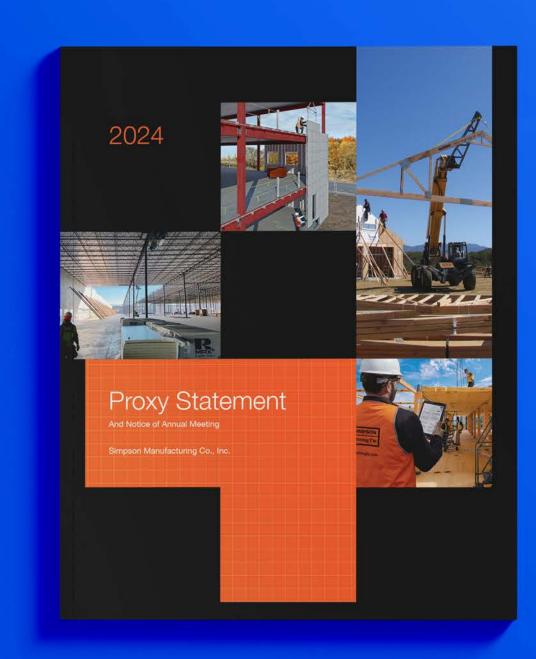






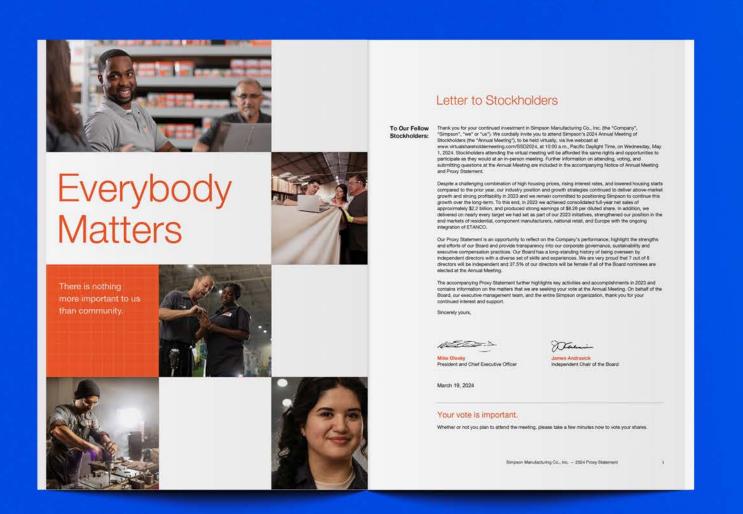


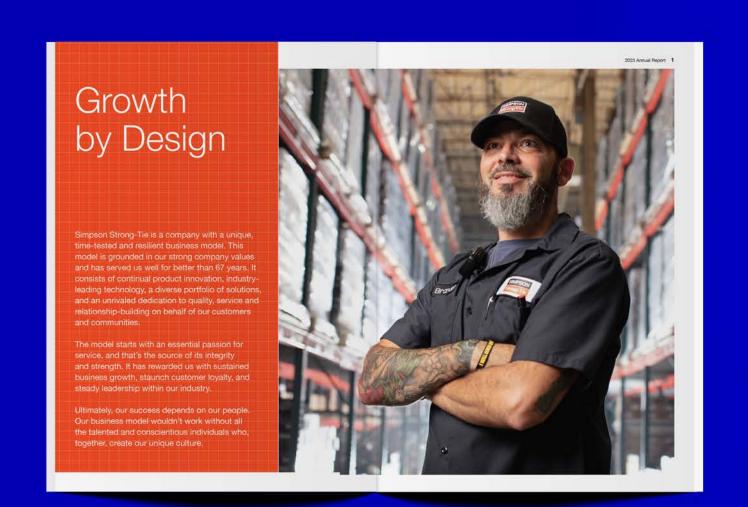


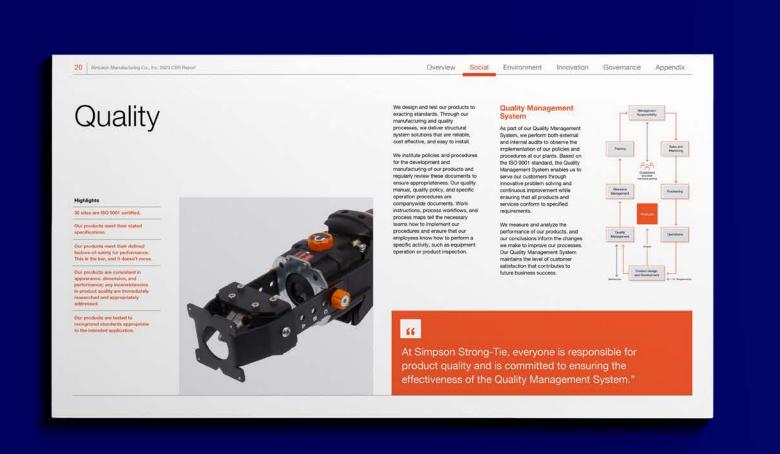


















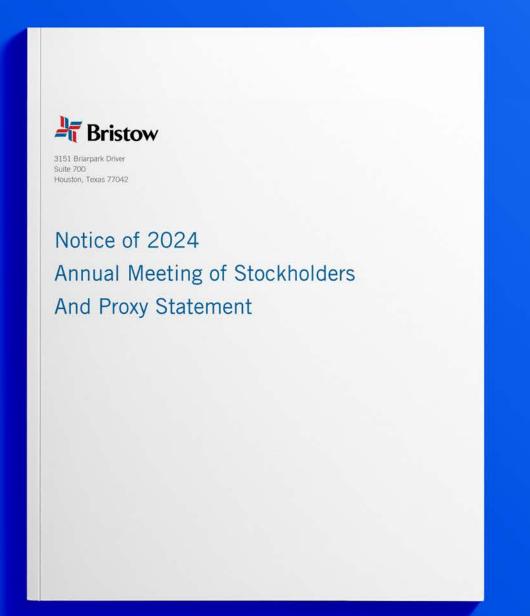


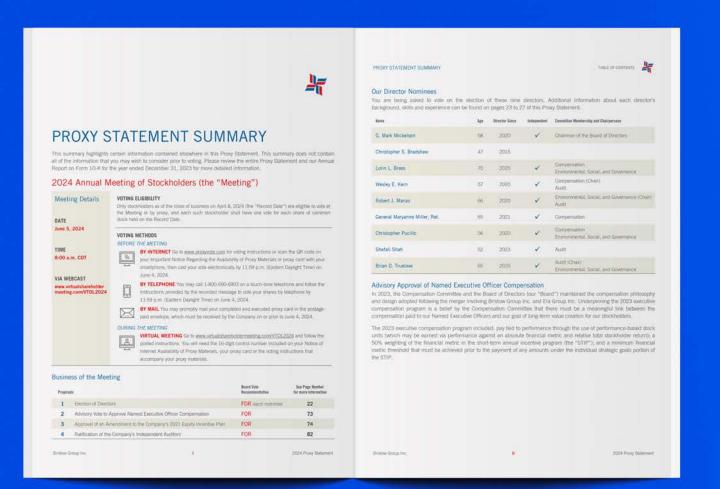




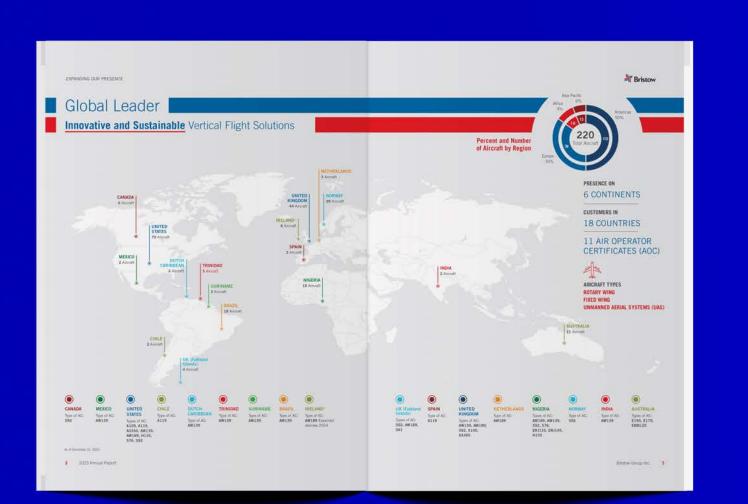


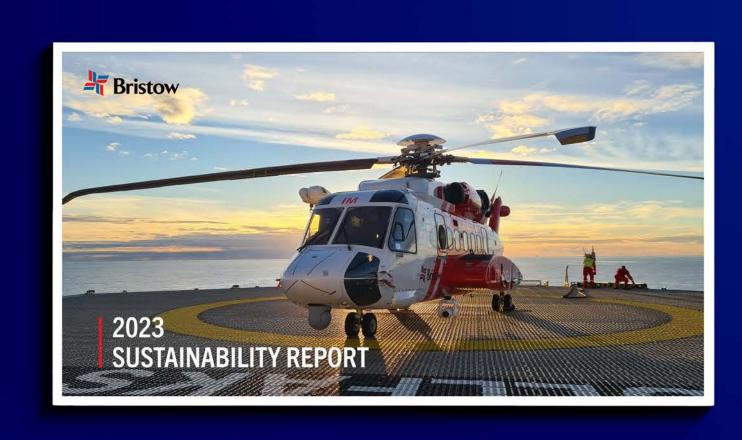


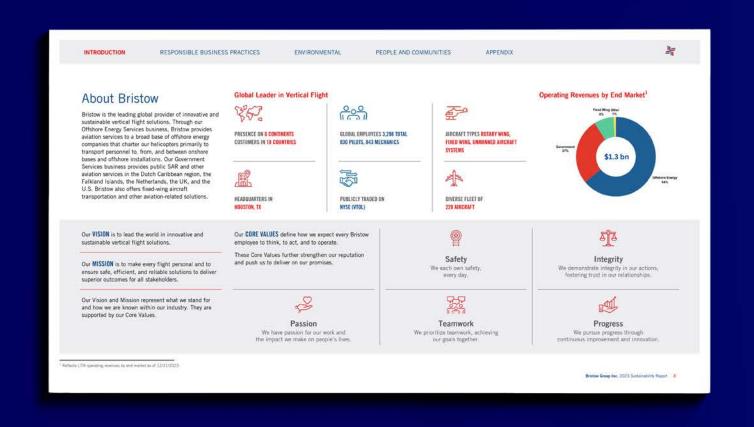


























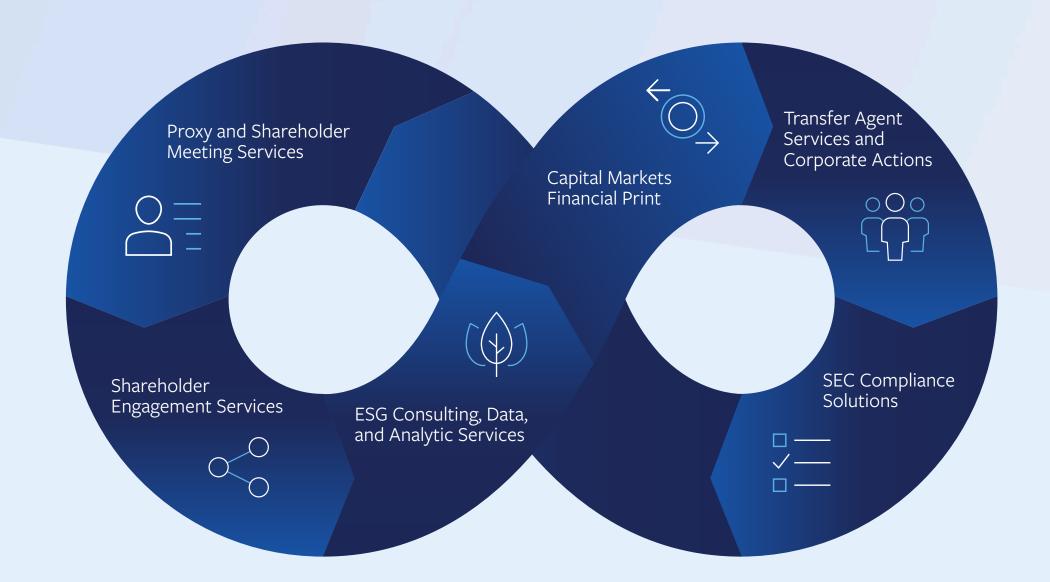


Optimize the shareholder experience with Broadridge

Design enhances communication and engages the reader, highlighting the most important messages. To meet proxy design needs, Broadridge has partnered with FalkHarrison, a leading creative firm with a focus on corporate and investor relations communications, to improve how clients meet their proxy statement objectives. FalkHarrison provides design and

production services with the Broadridge typesetting team or within the Workiva platform. From design and fulfillment to sustainability data consulting, we'll help you transform shareholder communications into rewarding experiences that drive the outcomes you want.

Contact us to get started.



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.

FalkHarrison, a global solutions provider of design services, is a strategic Broadridge business partner.

FalkHarrison.com













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