



## TAILORED TO CREATE IMPACTFUL PROXY DESIGN

### DRIVING CHANGE FOR BUSINESS, AND THE BOTTOM LINE.

#### Overview

We can give you what you want: an easy-to-read, easily understood proxy statement. By putting forth new ideas and solutions, combined with engaging graphics, our creative and strategic team will add value and visual interest to complex graphics and messaging. We will uniquely lay out your information in order to tell your story and meet your reporting needs by creating a coherent format that presents data in a transparent way.

#### How We Set Ourselves Apart

Our team understands the difference between good and great. It begins by working with you to help define your strategy. We bring inspiring graphics and succinct copy together to effectively tell your story, incite readers, and advance your brand.

#### Our Services

Combining innovative graphics with cutting-edge ideas creates a fresh approach in communicating key messages. We'll clearly convey your data and impact readers through:

- Design & Layout
- Content & Editorial Assistance
- Print
- Digital

For more information, contact your Donnelley Financial Solutions sales representative or go to:

**1.800.823.5304 | [dfinsolutions.com](http://dfinsolutions.com)**

**A NEW APPROACH  
TO SHAREHOLDER  
ENGAGEMENT.**

# TAKING YOUR PROXY TO THE NEXT LEVEL

DFIN

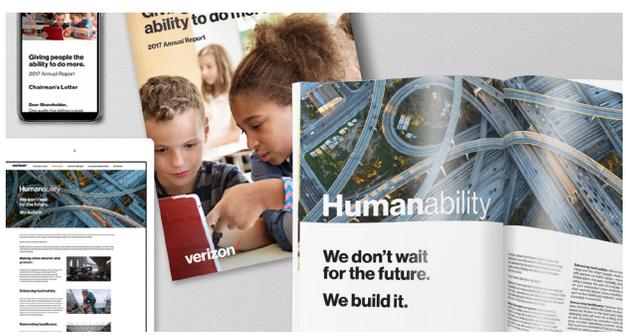


## • EXCITE •

### Make Your Company Stand Out

#### Setting The Tone

Our goal is to accentuate your brand and add value to your proxy statement. We are dedicated to working with you to produce distinct, meaningful documents that will trigger interest, ensure key content is digested and lead to your company's success. We'll clearly emphasize the important aspects of your unique story to stakeholders and generate ongoing interest.



## • NAVIGATE •

### Accessing Information

#### Tools To Guide

Our approach creates a roadmap to location of key messages, making the proxy statement easier to assess and track information. Revamping the document's navigation system can assist in locating information while reinforcing your branding.



## • INFORM •

### Company Highlights

#### Visual Clarity

Clarity is a priority. With original, eye-catching infographics, we streamline key information to directly communicate key messages and your brand. Less copy keeps the reader's attention and our graphics translate information for a clear interpretation of facts and figures.



## • EXPLAIN •

### Executive + Financial Summaries

#### Performance Focus

We'll make sure your governance and compensation stories are told effectively. This includes performance trends, financial results and salary drivers. The material is presented in a clear and concise way, effectively telling your story and presenting the key takeaway points.