

# Donnelley Financial Launches "Guide to Effective Proxies," 4th Edition, to Encourage More Effective Shareholder Communications

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CHICAGO--(BUSINESS WIRE)-- **Donnelley Financial Solutions** (NYSE:DFIN) announced today that it has published the fourth edition of its complimentary "Guide to Effective Proxies." The guide is designed to assist organizations in optimizing their shareholder communications as they work to transform proxy statements from traditional compliance documents to more compelling shareholder communications pieces.

Featuring a large selection of styles, devices and formats, the guide was created to help companies design proxy statements that engage investors, align with proxy-related objectives and meet regulatory requirements. The guide is a unique tool that illustrates how leading companies today are improving proxy statements to increase shareholder engagement and better assist investors.

"By enhancing proxy statement disclosures, companies can make their proxies an extension of shareholder engagement and better position investors to support the board and management," said Ron Schneider, Director of Corporate Governance Services at Donnelley Financial. "Our guide presents company disclosures that significantly raise the bar and deliver clearer and more transparent communications."

The "Guide to Effective Proxies" covers a broad range of proxy statement topics and illustrates key areas for improvement. Several innovative practices are discussed, including providing investors with business context to promote thoughtful voting; showcasing a diverse and qualified board; telling a compelling pay-for-performance alignment story; adding graphics, charts and tables to share comprehensive information in a more understandable way; and enhancing the online proxy statement.

"Donnelley Financial is a leader in proxy statement and financial communications expertise, strategy and design," said Craig Clay, President of Global Capital Markets at Donnelley Financial. "Our objective when creating the guide was to aid clients in sharpening their message to investors and in demonstrating effective disclosure practices."

The complimentary guide is available for download in PDF format from the Donnelley Financial Solutions website at:

[http://info.dfsco.com/Proxy\\_Guide](http://info.dfsco.com/Proxy_Guide)

## **About Donnelley Financial Proxy Solutions:**

As the unmatched leader in proxy statement strategy, design, filing, printing, distribution and web-hosting, Donnelley Financial delivers industry-leading expertise, proven technology and a networked service team to help companies optimize their shareholder communications. With our broker search capabilities, distribution of all proxy materials, real-time online vote results, inspector-of-election services, final tabulation and 8-K filing of results, our end-to-end annual meeting services are designed to streamline the entire process.

## **About Donnelley Financial Solutions:**

Donnelley Financial Solutions (NYSE: DFIN) provides software and services that enable clients to communicate with confidence in a complex regulatory environment. With 3,500 employees in 61 locations across 18 countries, we provide thousands of clients globally with innovative tools for content creation, management and distribution, as well as data analytics and multi-lingual localization services. Leveraging advanced technology, deep-domain expertise and 24/7 support, we deliver cost-effective solutions to meet the evolving needs of our clients. For more information about Donnelley Financial Solutions, visit [www.dfsco.com](http://www.dfsco.com).

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