

ProxyIQ®

A Transformative Proxy Campaign Platform



AST Fund Solutions introduces ProxyIQ, our new and innovative blockchain-based platform for proxy campaign management, tabulation, reporting, and predictive analytics. ProxyIQ provides the best proxy campaign insights available in the industry to optimize shareholder engagement.

The Power of Advanced Analytics for Intelligent Investor Engagement Campaigns

ProxyIQ streamlines the mutual fund proxy campaign process, while increasing transparency, traceability, and transaction speed.

Predictive analytics optimize shareholder engagement, making the campaign more intelligent as it progresses. ProxyIQ drives shareholder participation through data-driven solicitation campaigns. And results are unassailable in the permissioned blockchain.

ProxyIQ enables you to closely manage and reassess the campaign while it's in progress for any necessary strategic realignment, thanks to its near real-time functions for:

- Oversight of project status, including the number of votes received, proposal status, quorums and more
- Monitoring investor support for each proposal
- Analyzing the voting breakdown by demographic, geography and investor type

Run Smarter, More Cost-Effective Campaigns

With ProxyIQ, campaigns are less invasive of the shareholder base, and allow more accurate, targeted outreach to shareholders in ways that motivate action.

Using blockchain tabulation, ProxyIQ aggregates proxy campaign voting data in near real-time. We pair in-flight voter data with historical data and apply predictive analytics to help you optimize shareholder engagement.



ProxyIQ Features & Benefits

AST Fund Solutions The Market Leader For:

DEEPER ENGAGEMENT

- Proxy campaign execution from record to meeting date
- Overall streamlined proxy process
- Active monitoring of shareholder response rates
- Immutable capabilities of blockchain

- Activist Advisory & Analytics
- Annual & Special Meetings
- Proxy Solicitation
- Contested Proxy Solicitation
- Rights Offering Information Agent

IMPROVED EXPERIENCE

- Helps refine the communications process to focus the solicitation approach on a shareholder's preferred channel
- Near real-time results to issuers using blockchain tabulation
- Increase shareholder participation and drive meaningful engagement with the shareholder portal's streamlined voting options and mobile-friendly interface

INCREASED TRANSPARENCY

- Near real-time vote tabulation and reporting at the fund and project level
- Advanced analytics leveraging in-flight and historical voting trends
- Data-driven forecasting and transparent and informed vote projections
- The result: More intelligent campaign execution

SUPERIOR ANALYTICS

- Built-in "propensity to vote" analysis
- Near real-time, omni-channel vote reconciliation for confident status updates
- More cost-effective solicitations

CUSTOMIZED DASHBOARD

- All features accessible via a user-defined issuer dashboard
- Issuers define and select key analytics to monitor, including:
 - An overview of the project
 - Current status
 - Shareholder analysis
 - Projected outcome
 - Projected cost

Contact Us

To learn more about how ProxyIQ can deliver comprehensive information and intelligence on your shareholders, **contact your AST client representative** or Paul Torre at **212.400.2610** | **ptorre@astfinancial.com**
Visit our website at **<https://lp.astfinancial.com/ProxyIQ.html>**

