

Change, Opportunities and Technology

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Broadridge Financial Solutions



Broadridge[®]

SIFMA Technology Leaders Forum
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Extraordinary Times



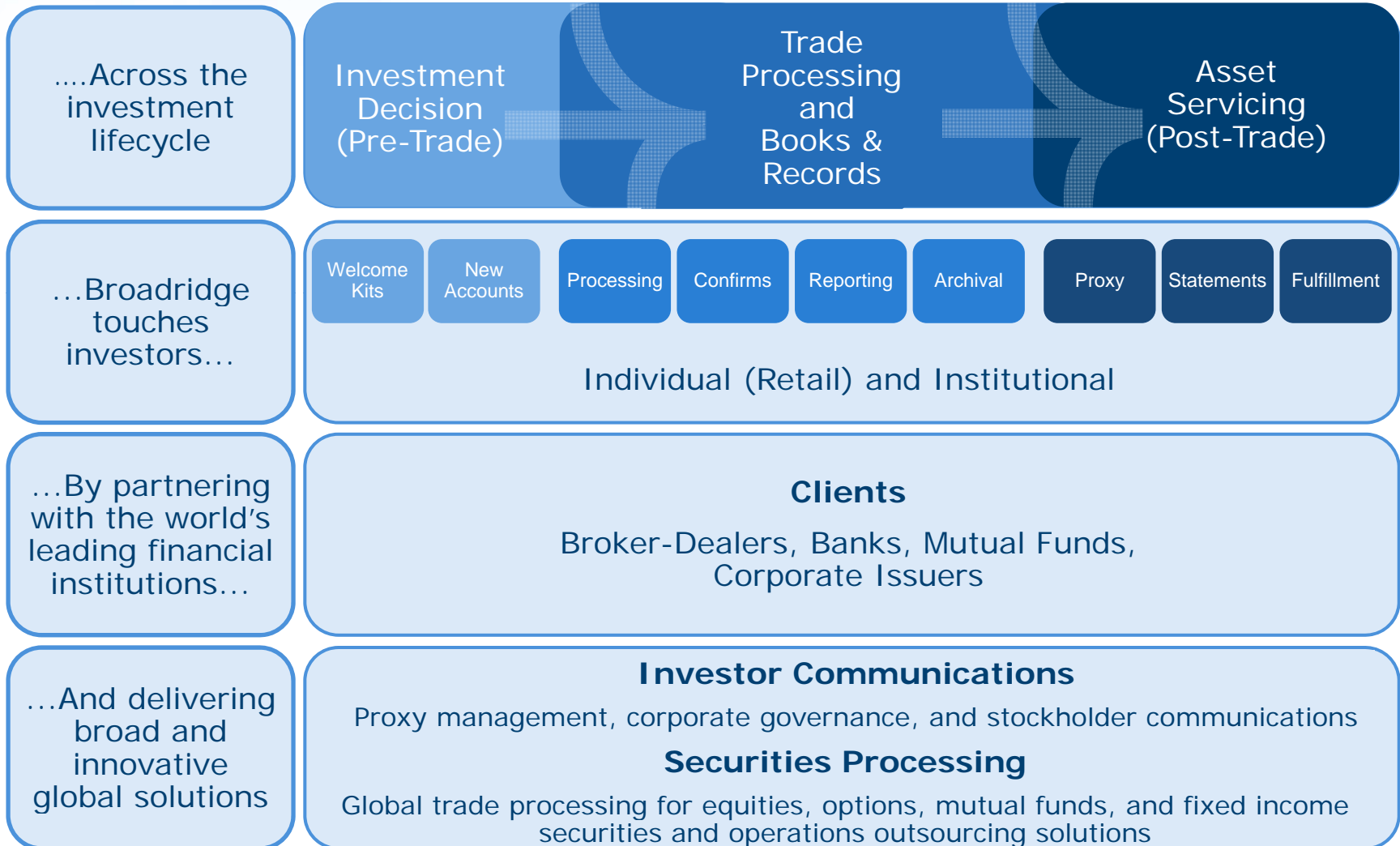
The Digital Revolution



Broadridge Leads in Market Solutions

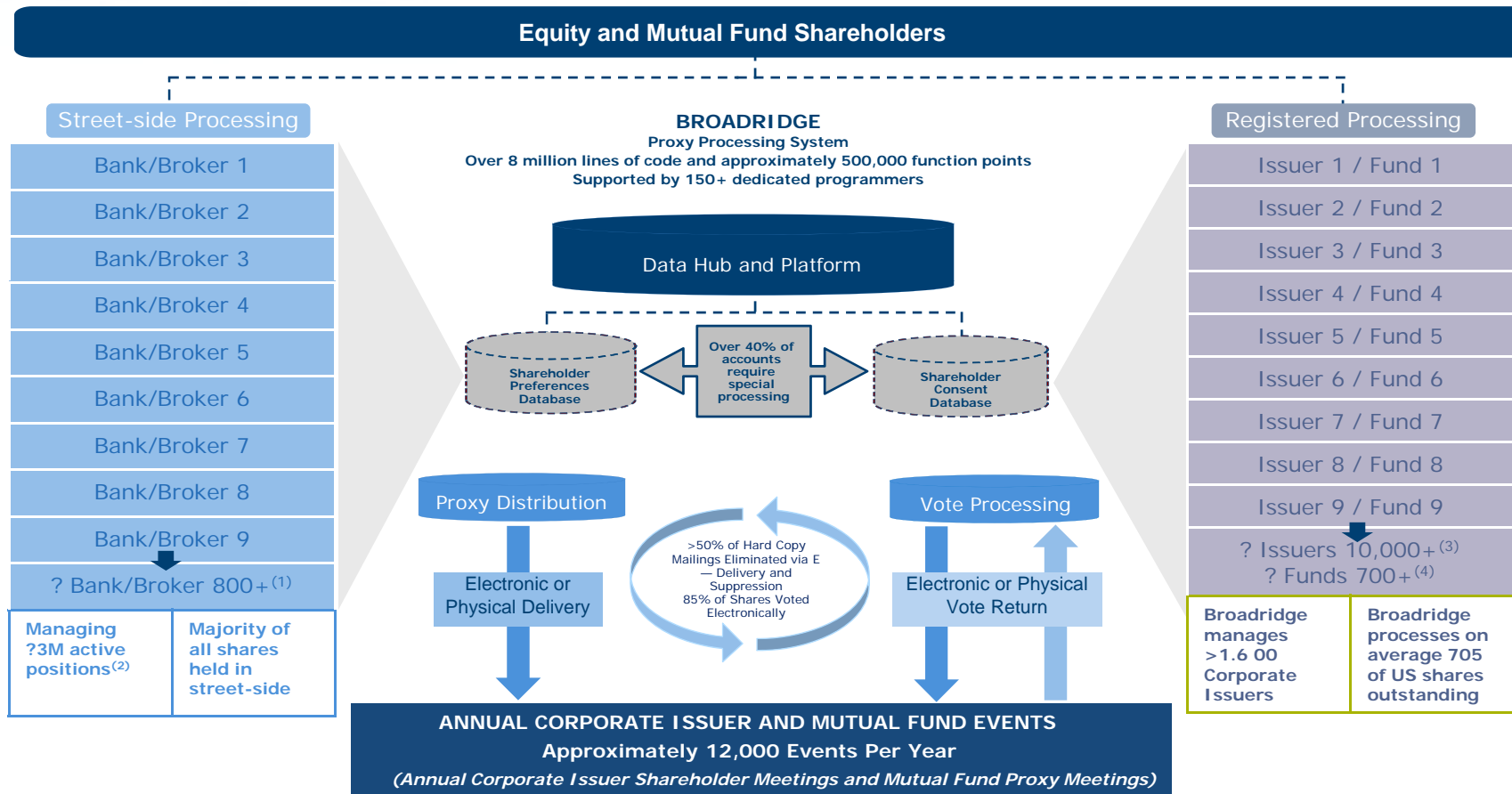
- Full Range of Global Product and Service Offerings
- Efficiency, Scale and Innovation
- #1 in Black Book of Outsourcing
- Best Places to Work in New York State
- Highest Level of Data Security and Efficiency
 - ISO 27001
 - ISO 9001:2008
- Investment Grade

Integrated Solutions Spanning the Investment Lifecycle



ICS Unique Business Systems Processing Model

PROXY & INTERIMS PROCESSING OVERVIEW "THE PLUMBING"



Proxy and Interim processing system is the “plumbing” supporting the voting process for corporate governance

- Represents Broadridge’s estimated total number of brokerage firms and banks in the U.S. and international markets
- Represents Broadridge’s estimated total number of positions managed by U.S. brokers and banks
- Represents Broadridge’s estimated total number of corporate issuers in U.S.
- Represents total number of Fund Sponsors in U.S. who manage +16,000 funds (Mutual Funds, Closed-end Funds, ETFs and UITs), according to Investment Company Institute’s 2009 Investment Company Year Book

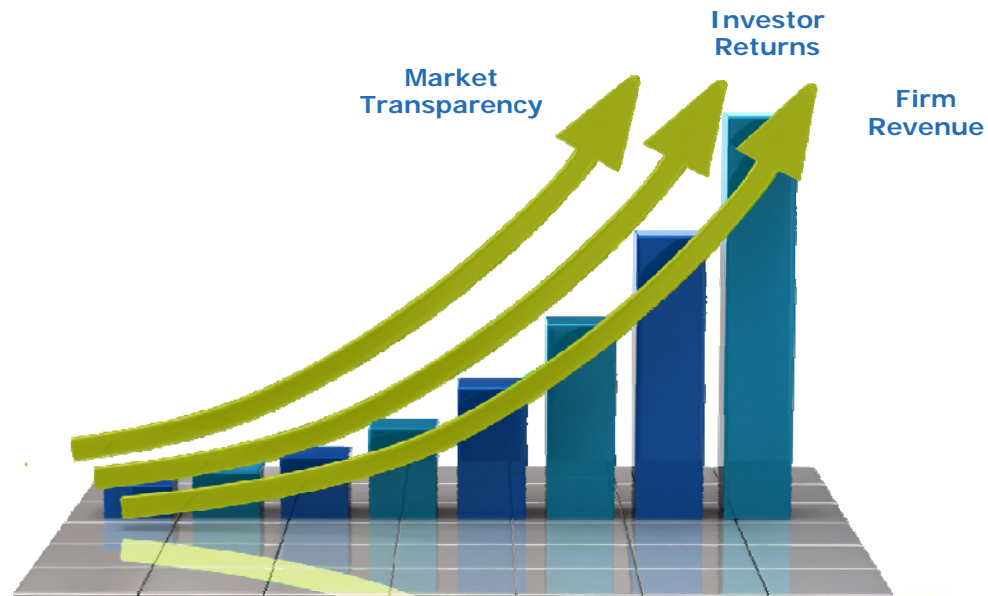
Extraordinary Opportunities!

▪ Broker Customer Communications

- Mobile Voting
- Investor Mailbox
- Advisor Mailbox
- "E" Transformation
- Transaction Reporting with Guaranteed "E" Adoption Rates
- Volly
- Virtual Shareholder Meeting
- Shareholder Forum
- Global Proxy
- Stock Transfer

▪ Mutual Funds

- Optimal Proxy
- Access Data
 - Certified 12B-1
 - Certified 22C-2
 - Schwab Lift-Out
 - Industry Opportunity
 - Market Intelligence
- Matrix
- Open Architecture
- Retirement Tool Kit
- 146 TPA's & 200 Banks on Platform
- \$135 Billion AUM



Strategic Rationale: A Powerful / Compelling Combination



Broadridge®



IBM

- #1 Brokerage Process Outsourcing Provider for the second consecutive year in the Black Book of Outsourcing
- Market leader enabling secure and accurate processing for securities transactions
- Processes on average \$4 trillion daily in securities settlements

- #1 Managed Services & Outsourcing provider worldwide
- Global resource & service delivery centers
- Leading provider of services to the financial services sector
- Extensive experience in optimizing data center operations

Financial Markets Processing & Technology Solutions

**Performance, Financial Stability, Experience, Credibility,
Global Presence, Industry Leadership**

- Strategy goes beyond a pure “utility model” and provides new solutions for the financial services industry
- Broadridge maintains ownership of application architecture, application development, and testing
- IBM is providing the secure and robust infrastructure and support

Alliance Alignment with Clients' Goals & Priorities

Our Clients' Priorities	Broadridge / IBM Alliance Offering	
<p>Enhance Integration Of Strategic Acquisitions</p>	<p>Single integrated governance with a global provider</p> <p>Ability to leverage global pool of integration resources</p>	<p>✓</p>
<p>Cost Reduction</p>	<p>At least 30% Cost-Savings potential in Alliance offerings</p> <p>Equity and fixed income trade processing / settlement</p>	<p>✓</p>
<p>Optimize Resources</p>	<p>Augment clients' organization by leveraging the alliance's global pool of technology and operation resources</p>	<p>✓</p>
<p>Enhance Client Experience</p>	<p>Focus on "differentiators" by outsourcing commoditized back-office operations</p>	<p>✓</p>
<p>Financial Advisor (FA) Productivity & Recruitment</p>	<p>Performance Reporting</p> <p>Data Aggregation</p> <p>E-Delivery ('Green' fulfillment solutions)</p> <p>Advisor Mailbox</p> <p>FA Productivity tools</p>	<p>✓</p>
<p>Enable Global Expansion</p>	<p>Global securities processing capabilities covering over 50 markets worldwide</p> <p>Full Asset Class, Multi-Currency Coverage: Equities, Mutual Funds, ETFs and full suite of Fixed Income</p>	<p>✓</p>

Conclusions

- Extraordinary Times
- Bright Future for Financial Services
- Technology helps restore confidence and create true transparency in the financial markets