

VAGM.CHECKLIST

The Continued Rise of Virtual Shareholder Meetings:

VAGMs are here to stay

2021 was a year where we saw glimpses of hope and change from a pandemic world to a world where fear lessened, groups started to gather together, and thoughts arose that we would perhaps begin the move back to a pre-pandemic world.

Well, welcome to 2022! Omicron has wreaked havoc across the globe and we are back to a virtual reality. With the astronomical rise of virtual annual general meetings propelled by COVID in 2021, we were fortunate to learn many lessons that we can continue to carry forward and apply today.

A VIRTUAL SHAREHOLDER MEETING CHECKLIST BUILT TO ENSURE SUCCESS

This checklist combines Issuer Direct's decades of annual meeting experience and will offer guidance as you prepare for a 2022 annual meeting that is all virtual, or includes a virtual component with an in-person one.

3 CORE PRINCIPLES FOR YOUR VIRTUAL ANNUAL MEETING

- Create a welcoming environment which encourages broad shareholder participation
- Provide ample opportunity for investor and board member engagement
- Optimize your technology to increase dialogue and feedback, and to provide a repository of resources for your audience

PREPARATION

Company training and rehearsals

Showing up prepared to your VAGM is perhaps the number one key to a successful meeting. To ensure your team is well prepped and ready to present, below are 6 key tips to keep in mind during your planning process:

1. Provide a schedule and checklist for all presenters to include:
 - Meeting Date & Time
 - Agenda
 - Presentation Schedule
 - Dress Code & Tips
 - Background Requirements
 - Technical Requirements
 - Expectations
2. Schedule a training and rehearsal for all speakers participating in the meeting. It is important that this rehearsal be held with all participants together to ensure timing, hand-offs, and messaging is all fluent and consistent.
3. Arrange with your webcast provider to have technical support available and present during the meeting should there be any IT challenges.
4. In the event that a presenter is unable to attend the meeting, give your presenters the option to provide a pre-record of their presentation.
5. Review your process for Q&A and ensure that all presenters are aligned on process and procedure for answering shareholder and investor questions.
6. Request that all presenters sign into the meeting 15 minutes prior to test connectivity and resolve any technical issues.

VIRTUAL MEETING PLATFORM

Decide whether to use video or audio-only

While audio-only technology is certainly an option for your virtual meeting, the use of video will create an opportunity to host a much more engaging session with your shareholders and investors. When considering your virtual platform, ensure that your partner offers you the following:

1. A fully customizable and branded experience
2. Password protected authorization
3. Multi-presenter streaming capability
4. Interactive polling and Q&A
5. A repository for downloadable resources
6. Event Analytics and Feedback
7. Device and browser agnostic capabilities

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MEETING PROCEEDINGS

After spending ample time rehearsing and training your meeting should run flawlessly.

A couple of quick tips to help ensure your audience understands exactly how the meeting will run:

1. Explain how the company will proceed with their Q&A session. Share how much time will be allocated and how the company will answer questions should time run out to address every one of them.
2. Provide specifics as to how many questions each shareholder may ask
3. Ask shareholders to ensure they identify themselves prior to asking their questions
4. Always repeat the shareholder question to ensure the rest of the audience hears it clearly and accurately
5. Wrap up, thank everyone for their time and participation and ensure that you make everyone aware that recordings will be available to view on your site

POST MEETING

Now that you have run a successful meeting, you want to ensure that your audience has all the resources they need to reference any of the content that was shared. Be sure to:

1. Post a video recording on your site within a reasonable amount of time providing easy access for your shareholders and investors
2. Post all questions and answers that were discussed during the meeting
3. Provide a full transcript of the meeting



Now you should be ready and prepared
for your 2022 Virtual Annual Meeting!