



Bridging the Digital Divide:

Websites That Work

Introduction

One of the key themes to emerge from the 2017 Annual Meeting season is that leading reporters are no longer satisfied with publishing static PDFs of their most important investor communications on corporate websites.

At Argyle, we lead the way in digital investor communications by designing, building and hosting thousands of web pages that are published simultaneously with printed documents and EDGAR filings as appropriate.

Benefits of “going digital” include:



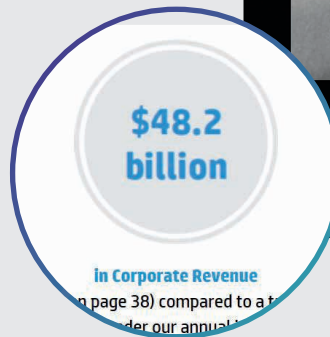
A Clear Story

Video, dynamic content, interactive graphics and infographics communicate corporate and human personality, and can be used to present purpose, strategy, performance, leadership and sustainability in a way that a printed document alone cannot.



An Engaged Audience

By tailoring content to the specific needs of audiences and presenting the value creation story in a way that is clear and meaningful, corporations using digital communications have reduced broker non-votes by up to 8%.



We encourage our clients to embrace the digital opportunity to present a compelling online experience for investors and other stakeholders, while benefiting from rich user feedback and improved outcomes.

The following pages present a selection of 'what good looks like', with links to the full online experience offered by a selection of our clients.



A Consistent and Connected Narrative

Creating and publishing connected content that is designed to be understood quickly across digital and printed channels creates a strong message of accountability, trust and contributes to securing investor confidence.



Rich Analytics

We drive traffic to interactive sites through online and offline promotion, and collect and track feedback on the user experience including reader location, time spent on the site, most viewed pages, exit sites etc.

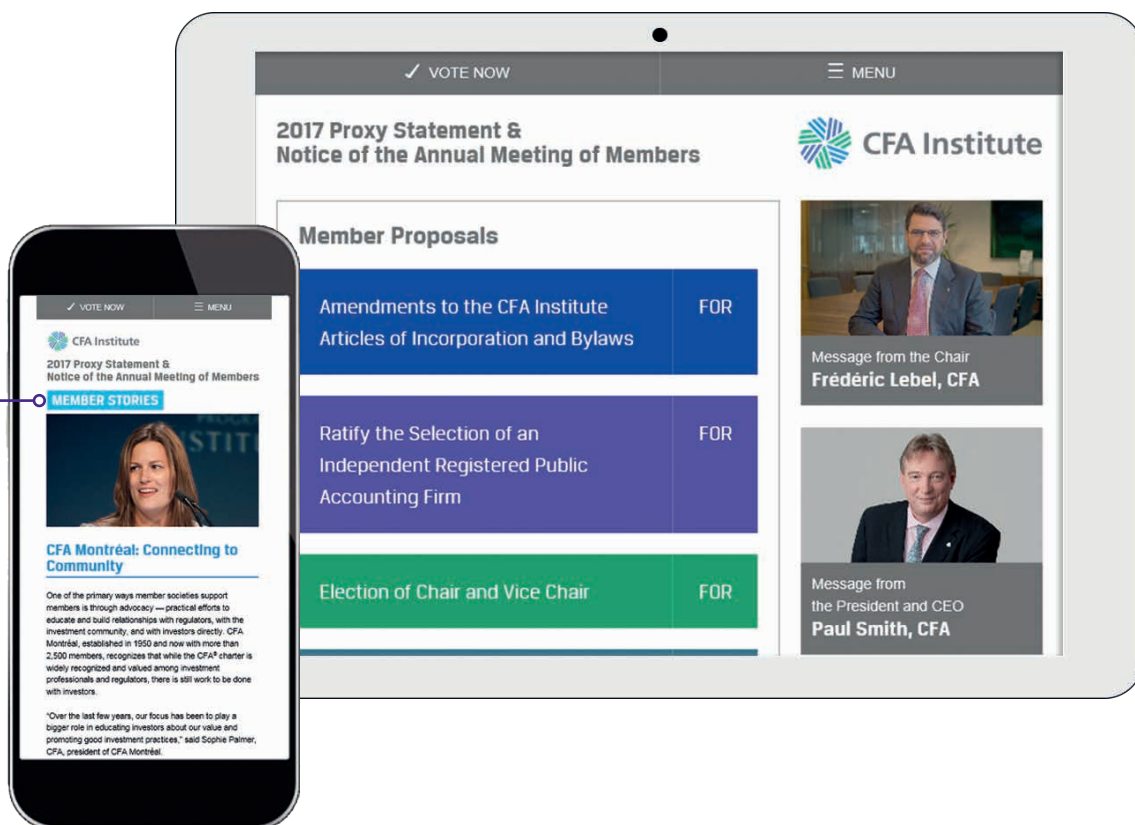
CFA INSTITUTE: CREATING A WEBSITE WITH A MISSION

CFA Institute is a global association of investment professionals that sets the standard for excellence in the industry. As a partnership, the Institute benefits tremendously from active two-way participation with its members... but their website wasn't really reflecting this.

Using rich content, video and graphics, CFA's 2017 Annual Report and Proxy were designed for "online first", and as a result the website works harder to showcase achievements, engage members in their story, and inspire involvement and action.



Stories inspire involvement and action

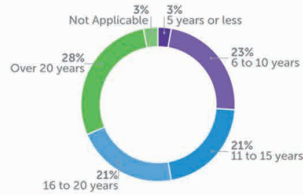


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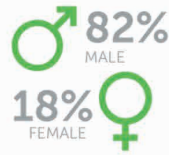
<https://proxyreport.cfainstitute.org/>

Member and Candidate Demographics

HOW LONG HAVE MEMBERS WORKED IN THE INVESTMENT INDUSTRY?



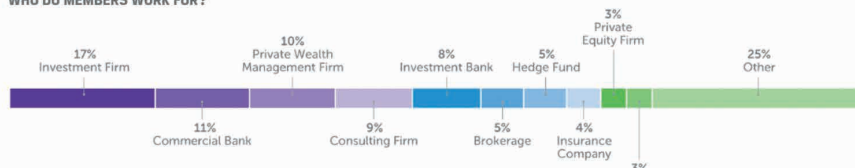
GENDER



WHAT DO MEMBERS DO?



WHO DO MEMBERS WORK FOR?



TOP MEMBER MARKETS

View: Global Americas Europe, Middle East, and Africa



Occupation

(% of CFA Institute members who are women vs. men)



VOTE NOW

MENU

Governor Terms expiring 31 August 2019



Heather Brilliant, CFA

Governor Since: 2013

Age: 40

Country: Australia

Society Membership: Sydney

Independent Leadership Diversity Global Finance
Investment Management Talent Development Information Technology

Current Position:

- CEO, Morningstar Australasia, Sydney, Australia, since 2014

Prior Positions:

- Co-CEO, Morningstar Australasia, Sydney, Australia
- Global Head of Equity and Corporate Credit Research, Morningstar, Chicago, Illinois, United States
- Equity Analyst, Morningstar, Chicago, Illinois, United States

Board Committee Service:

- Executive Committee (FY2016)
- External Relationship and Volunteer Involvement Committee (FY2014, FY2016*)
- Governance Working Group (FY2016)
- Planning Committee (FY2014, FY2015)
- Society Partnership Advisory Council (FY2017*)

Additional Volunteer Experience:

Society

- Past President and Board Member, CFA Society Chicago

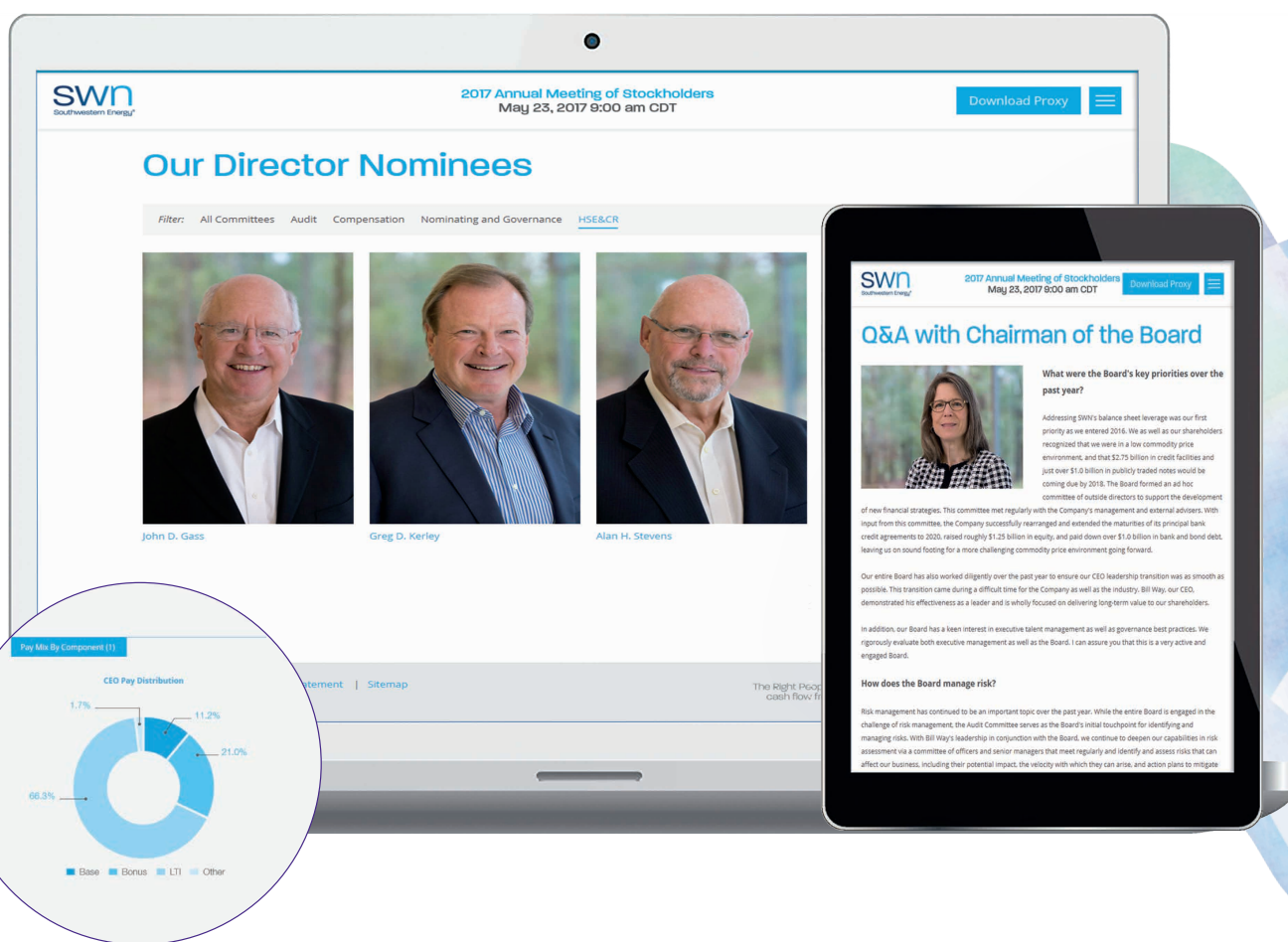
Education:

- Master of Business Administration, The University of Chicago
- Bachelor of Arts, Northwestern University
- Chartered Financial Analyst, CFA Institute

* Denotes the governor served as Chair.

SOUTHWESTERN ENERGY: A WEBSITE TO INSPIRE PARTICIPATION

Southwestern Energy's online Annual Meeting experience is bright and confident, with clear and engaging messaging, and navigational filters that empower users to shape their own experiences including a Q&A with the Chairman of the Board, and a reactive overview of the company's Directors and the Committees on which they serve.



LEARN MORE

<https://swnannualmeeting.com>

CVS HEALTH: CONNECTING WITH INVESTORS

As part of CVS Health's strategy to engage with investors in ways that are effective and smart, in 2015 the company created a new generation of annual meeting website that focused on enabling a clearer understanding of matters to be voted, and encouraging positive participation. In 2017, CVS Health pursued this effective approach for the third year, offering site users a dynamic experience with crisp, clear messaging from the Board, which is brought to life by photography and rich navigation features.



LEARN MORE

<http://cvshealthannualmeeting.com>

CATERPILLAR: CONNECTED COMMUNICATIONS

Creating a balance between required and voluntary disclosures, an intuitive user experience and creative impact, in 2017 Caterpillar transformed its investor communications website to offer investors and other stakeholders a one-stop shop to learn more about how the company creates value.

Caterpillar's Annual Resources website is broad in scope, but offers users simple access paths to the information that matters most.

What We Do

- Robust stock ownership and retention guidelines (6x for each of the other NEOs)
- Robust benchmarking process
- Rigorous Committee oversight of incentive metrics
- Policy
- Executive perquisites
- Hedging and anti-pledging

CATERPILLAR MENU

HOME / 2017 PROXY STATEMENT / **PERFORMANCE HIGHLIGHTS**

DIVIDEND PAYMENTS

\$1.8 billion

Our dividend has remained a high priority throughout this difficult economic cycle and in 2016 we paid \$1.8 billion in dividends to shareholders.

Caterpillar has paid a cash dividend every year since the Company was formed and has paid a quarterly dividend since 1993.

COST REDUCTION

~\$2.3 billion

Period costs and variable manufacturing costs were \$2.3 billion lower in 2016 – restructuring and cost reduction actions and lower incentive pay helped mitigate the impact of lower sales.

Costs

STRONG BALANCE SHEET

\$7.2 billion

Despite significant restructuring costs, we ended 2016 with \$7.168 billion of cash on the balance sheet and Machinery, Energy & Transportation (ME&T) debt-to-capital ratio at 41%.

Previous: Governance Highlights Next: Compensation Highlights

Next: Overview of Our Board

Simple access paths allow for easy navigation.

LEARN MORE

<https://caterpillarannualresources.com>

ALLSTATE: AWARD-WINNING DISCLOSURES

Every year, Allstate's proxy statement innovates with new content to highlight the company's outstanding Board and management achievements. This year, Allstate created a fully interactive website of its complete proxy statement, featuring reactive content, navigation by "theme", and integration with the company's social media presence.

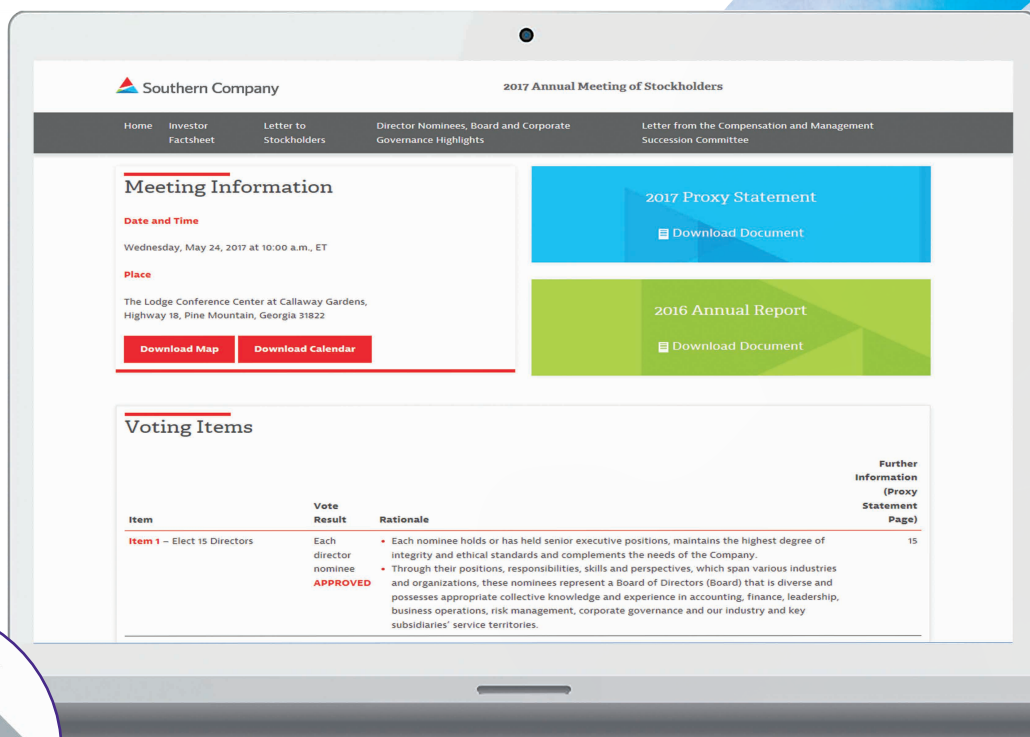


LEARN MORE

<https://allstateproxy.com>

SOUTHERN COMPANY: USING DIGITAL CHANNELS TO ENGAGE

Southern Company's annual meeting website and printed materials work together to provide a complete reader experience. A highly interactive annual meeting website communicates both matters to be voted and the company's investment proposition in an engaging and innovative way, while directing users to download full PDFs of the annual report and proxy statement for supporting detail.



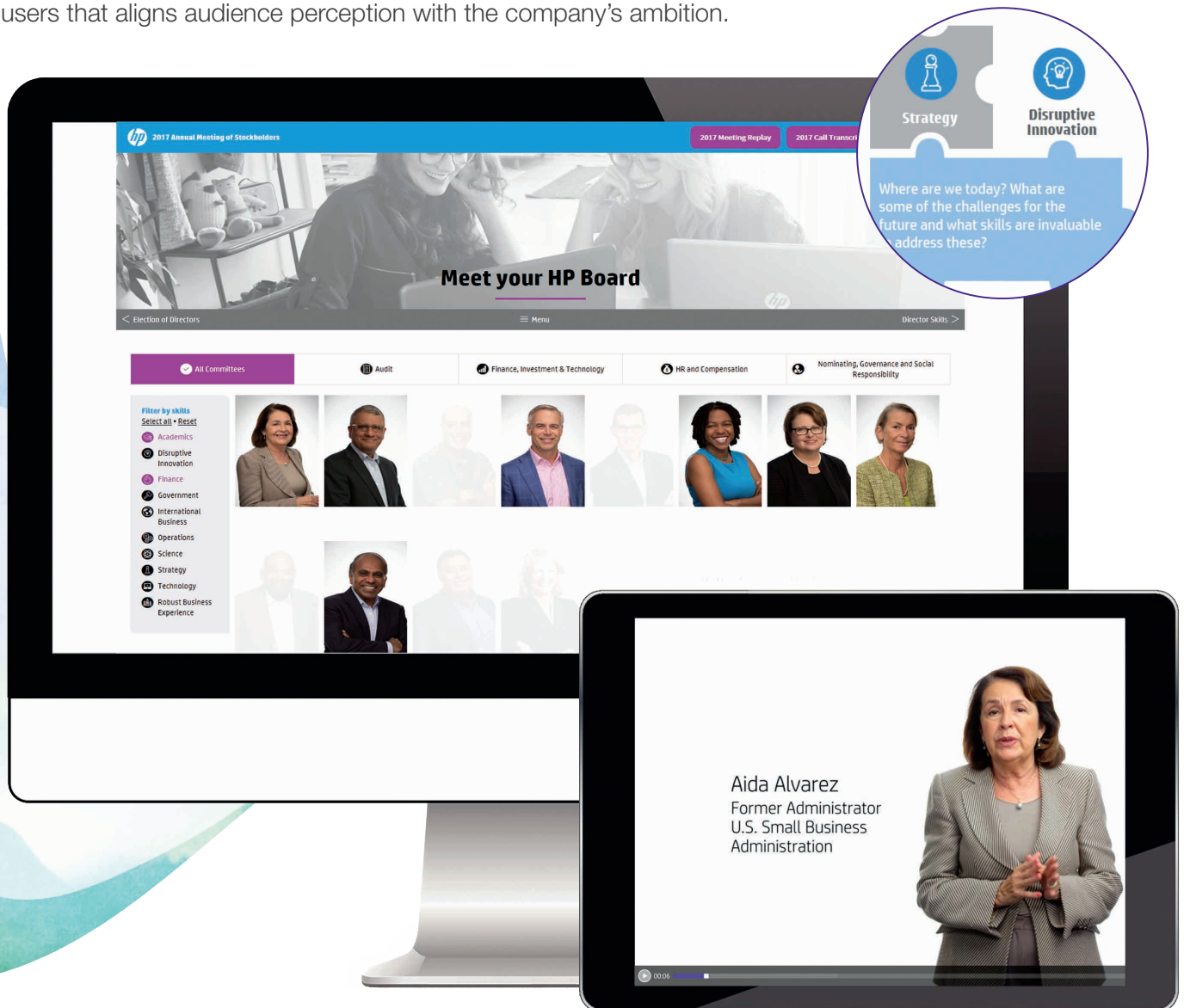
LEARN MORE

<https://southerncompanyannualmeeting.com>

HP INC: A CONSISTENT INNOVATOR

Innovation is at the heart of HP's business, and so the company required a website for its annual report and proxy statement that reflects HP's core purpose, and commitment to its users' information demands and technology preferences.

HP created a website with rich content, video, infographics and layered content to deliver a consistent, engaging experience to all users that aligns audience perception with the company's ambition.



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<http://www.hpannualmeeting.com>

WESTERN UNION: USING DIGITAL TO REDEFINE THE INVESTOR EXPERIENCE

Western Union created a reporting center to serve as a one-stop shop for investors and other key stakeholders. This aggregation of key information is clearly signposted from the investor relations page and printed disclosures, and the site features simplified navigation and a downloads section for users looking to learn more.



LEARN MORE

<https://wuannualmeeting.com>

UPS: ENCOURAGING POSITIVE PARTICIPATION

In 2015, UPS was one of the first companies in the USA to create an annual meeting website to enable users to better understand matters to be voted. The company benefited from an immediate reduction in broker non-votes, and has updated the site every year since with clear language, rich visuals and dynamic content that work together to encourage voting.



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<https://upsannualmeeting.com>

STAPLES: FOCUSED ON THE FUTURE

Staples evolves constantly to meet the needs of its customers... and investors. To provide an optimal annual meeting experience, and to help users understand the company's strategic direction, a clear, concise and "on brand" minisite brings together investor communications to tell the company's story.

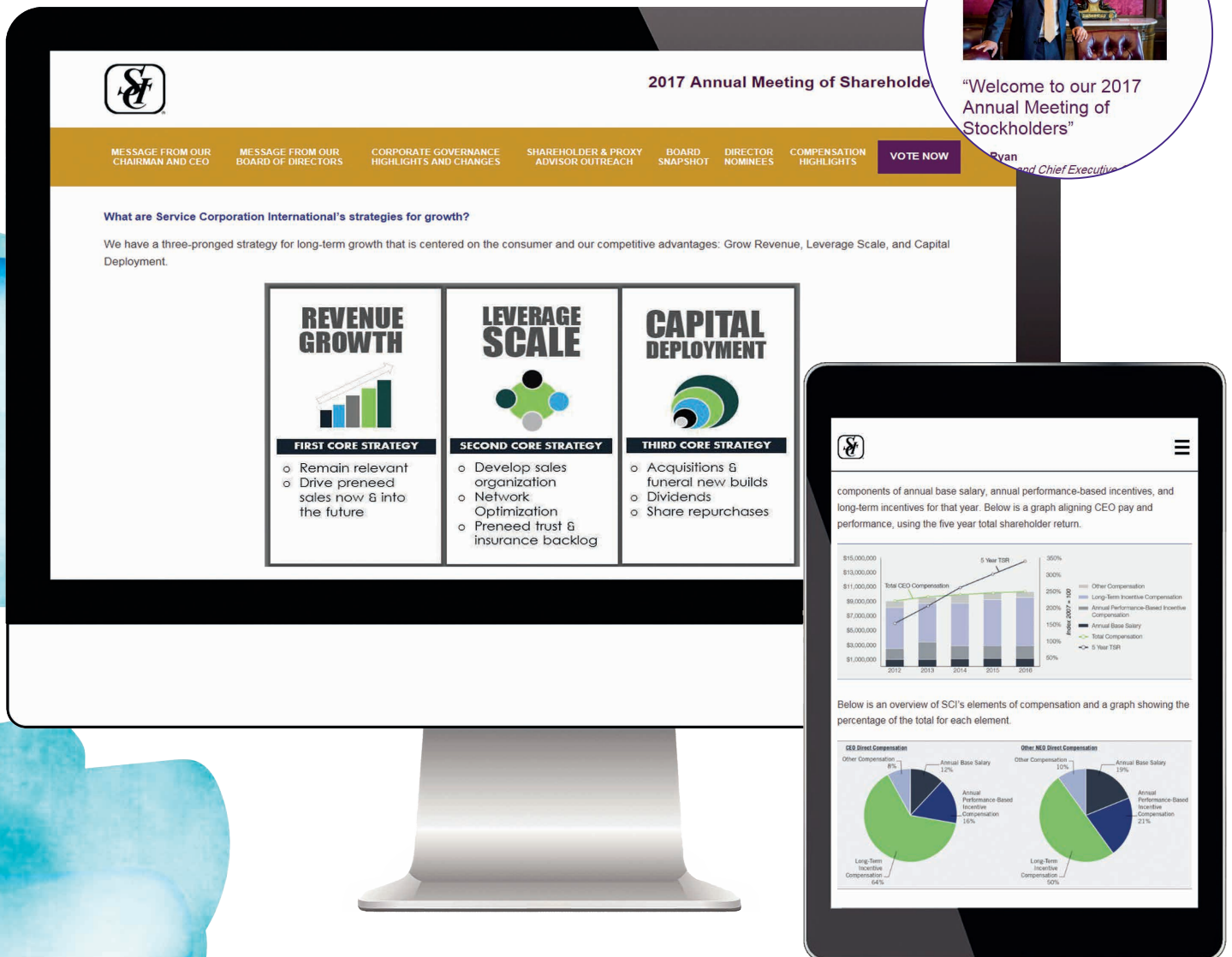


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<http://staplesannualmeeting.com>

SERVICE CORPORATION: USING DIGITAL TO TELL A CLEAR STRATEGIC STORY

Service Corporation has grown exponentially since its creation in 1962, to become North America's largest provider of funeral and cemetery services. To communicate with investors in a way that is clear and accessible, in 2017 the company used a new website to explain its three-pronged strategy for long-term growth.



LEARN MORE

<https://sciannualmeeting.com>

About Argyle

We are a creative communications firm offering end-to-end, in-house execution capabilities.

Our experienced and passionate team is composed of attorneys, designers, project managers, thinkers and web developers. We collaborate together around a process that encompasses drafting, editing, designing and publishing across all digital and print channels.

We are thrilled that communications prepared by Argyle have contributed to trustful relationships between our clients and their readers, whether investors, employees or other stakeholders.

In turn, our commitment to our clients has resulted in meaningful long-term relationships with some of the most respected public and private companies in the world.

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