



# Virtual Shareholder Meetings

**What You Need To Know**

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## What is a virtual shareholder meeting?

Virtual shareholder meetings (VSM's), which are becoming increasingly popular in Canada and around the world, are meetings where participants attend via an online platform that allows them to ask questions, vote and participate electronically in real time, as opposed to travelling to the meetings physical location.



## Will VSMs disengage our shareholders?

Not at all – quite the opposite, in fact. In an era when the format of the annual meeting has remained relatively unchanged for years, and the number of shareholders attending annual meetings is falling, virtual meetings offer a way to reignite enthusiasm among your investor base.

## Can a virtual meeting hold the board to account?

Absolutely. Virtual meetings offer exactly the same transparency as an in-room meeting, ensuring that there is still a forum to hold the board to account. Virtual attendees can use tried and tested technology to ask questions and comment on proceedings. Written questions can be displayed to all attendees to promote further discussion, just as if a question was asked in person by a shareholder in the room, while it is also possible to allow attendees to ask questions live using speaker queuing technology. The tech also makes it easier and quicker to access records of the meeting.

## Do virtual meetings encourage accessibility and inclusivity?

Virtual meetings are far more inclusive than traditional annual meetings held in one place. Many shareholders struggle to find the time to make the trip to attend in person, and do not want the cost of travel and accommodation. If they own shares in a number of companies, the time and expense involved in attending physical meetings can soon add up. Virtual meetings allow people to attend from the comfort of their own home or office, saving them time and money. They can save your company money, too, because you don't have to pay for a venue, staff or refreshments.

## Is setting up a virtual shareholder meeting complicated?

We live in an age of digital technology, and while much of the technology itself may be complex, it often makes it much easier to perform a whole range of tasks. Virtual meetings are a prime example of this trend – to attend the meeting, you just need access to a phone or a computer and you can log in via an app or the company website.





## What about cybersecurity? Are virtual meetings secure?

Cybersecurity is at the top of everyone's agenda these days, and there are many ways to keep a digital AGM secure, from anti-hack platforms to enhanced security protocols and secure cloud-based networks. Anyone attending a meeting virtually has to go through an authentication process using credentials they are sent in advance of the event – without these, they cannot gain access to the meeting.



## What do shareholders think of virtual meetings?

Among those who have experienced virtual meetings, there is a high level of satisfaction with them. The ease of use, enhanced communication and engagement are among the benefits that attendees cite. They also highlight how easy it is to vote and follow proceedings online.

If you would like to find out more, please either get in touch, or talk to your Transfer Agent.

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