

# SHAREHOLDER ID

Understand who owns your company



CERTAINTY | INGENUITY | ADVANTAGE

 **Computershare**



# Introducing Shareholder ID

Computershare and MarketPlace Tech Infra Services help you identify your beneficial FII shareholders and provide shareholder identification services to maintain good investor relations, get high response rates and positive results for your corporate strategies

Issuers are facing significant challenges to maintain good investor relations and ensure effective communications with shareholders in the face of lack of transparency in ownership details.

## 1) HOW OUR SHAREHOLDER IDENTIFICATION SERVICES HELPS

Knowing the identity of your investors is the first step in any successful IR program. However, under the existing nominee system, it is virtually impossible for most listed issuers to know who their true holders are.

We understand the regional market well. Our Shareholder Identification service helps to overcome this unique challenge by researching in a highly efficient and accurate manner. The end result is a comprehensive report detailing the identities of the beneficial owners, their respective investment profiles and other relevant information, delivered in an organized board-level report format.

We aim to meet your varied needs. Our global presence and local experience allow us to provide you an effective comparison between your investors and those from selected peers with similar backgrounds to yours, through our Peer Ownership Analysis. This will help you to be more familiar with the ownership trends of investors and focus on potential investors by identifying active investors of the peer group.

## 2) HIGH PROFILE SPECIAL FII SHAREHOLDER MEETINGS

We will facilitate face to face meetings with key identified FII Shareholders. This would typically include the largest institutional investors globally.

We are able to offer you the globe's most comprehensive shareholder analysis by leveraging the local market infrastructure and global footprint of Computershare. Sensitive shareholder files are maintained within the group with high levels of data integrity.

## 3) WHY IS SHAREHOLDER IDENTIFICATION IMPORTANT?

Understanding your shareholder composition is exceptionally important for maintaining good investor relations and for supporting a corporate action and your Annual General Meeting. However, the internationalization of shareholder bases means that many companies do not actually know who their ultimate shareholders are. By identifying these shareholders for you, we help maximize your opportunity to engage with FII shareholders.

## 4) THE MECHANISM

The shareholder base structure is complicated under the existing nominee system, making it virtually impossible for most issuers to know who their true shareholders are. Our Shareholder Identification services give you an accurate picture of your shareholder composition. Our process is designed to produce data that is both reliable and complete. We use the most appropriate communication channels including telephone, internet and face-to-face meetings with institutional investors, leveraging our global reach.

We start by determining the scope of your assignment and the obstacles that need to be overcome. Then, we coordinate with nominees and custodians of your top FII Shareholders.

## 5) WHY COMPUTERSHARE AND MARKETPLACE TECH INFRA SERVICES?

- An initiative with local and global presence working together to provide excellent service
- Proven global track record with client references available

## 6) WITH A WEALTH OF KNOWLEDGE AND A COMPREHENSIVE UNDERSTANDING OF YOUR SHAREHOLDER BASE, YOU CAN:

- Enhance your decision making process
- Identify and locate target shareholders
- Create and deliver an effective, targeted investor relations strategy
- Proactively contact institutional shareholders regarding your corporate action or vital AGM resolutions
- Reduce the discrepancies seen in public information thanks to real-time information from the legal register Meet with your FII shareholders from around the globe

## 7) OUR EXPERIENCED AND MULTI-LINGUAL TEAM WILL MANAGE EVERY STEP OF THE FII SHAREHOLDER ID PROCESS, HELPING YOU TO:

- Increase your readiness for your meetings by having relevant and accurate information
- Ensure your shareholders' responsiveness is maximized

## 8) GLOBAL FOOTPRINT

Computershare (ASX: CPU) is a global market leader in transfer agency and share registration, employee equity plans, proxy solicitation and stakeholder communications. We also specialize in corporate trust, mortgage, bankruptcy, class action, utility back office administration and a range of other diversified financial and governance services.

Computershare is represented in all major financial markets and has over 15,000 employees worldwide. We work with world's leading companies listed globally including in Japan, Hong Kong, China, Europe, United States, Canada, Australia and India to provide services including registry, employee share plan administration and shareholder identification.

Knowing the identity of your investors is the first step in any successful IR program. However, under the existing nominee system, it is virtually impossible for most listed issuers to know who their true holders are.

We understand the regional market well. Our Shareholder Identification service helps to overcome this unique challenge by researching in a highly efficient and accurate manner. The end result is a comprehensive report detailing the identities of the beneficial owners, their respective investment profiles and other relevant information, delivered in an organized board-level report format.

Marketplace Tech Infra Services is company owned by BSE Ltd. The company provides Software products and solutions to exchanges, capital & commodities markets and financial service companies worldwide.

Software products include order matching engine, trade and settlement systems, real time risk management solutions, collateral management system, clearing and settlement system, membership information module, online and offline compliance module, extranet services etc. for Exchanges and Front office & back-office systems for intermediaries.



For more information on our  
consultancy services, proprietary  
databases and customizable tools,  
please visit our website

[www.computershare.com](http://www.computershare.com)



For more information on our  
software products and solutions  
for exchanges, capital &  
commodities markets and financial  
service companies worldwide,  
please visit our website

[www.mkttech.in](http://www.mkttech.in)

**Contact details:**

**Tel. no: +91 22 2272 8490**

**Email id: [info@mkttech.in](mailto:info@mkttech.in)**