

# eTree® ENVIRONMENTAL INCENTIVE PROGRAM



## FACT SHEET

## Save costs, increase efficiency and help the environment through our electronic communications initiative

Encourage shareholders to choose electronic delivery – and help save the environment.

The eTree program entices shareholders to receive their materials electronically by having trees planted in exchange for their participation in electronic delivery. Trees planted to support reforestation is a key motivator for shareholders to make the switch from paper to electronic delivery of materials.

The math is simple. For every shareholder who elects to receive company communications electronically rather than by mail, you eliminate the costs of printing, warehousing and mailing that shareholder's hard-copy materials.

More than just cost savings for you, electronic delivery provides an additional, valuable channel for reaching your shareholders and ensures that your shareholders receive their communications faster, helping them lessen their paper clutter in their home mailboxes.

When your company becomes a member of the eTree program, you make a contribution for every shareholder that registers through the eTree program. Contributions are passed on directly as a tax-deductible contribution from your company to our tree planting partner, American Forests® – a registered 501(c)3 nonprofit organization. American Forests plants trees on behalf of shareholders in one of its reforestation projects across the U.S.

Healthy forests filter water, remove air pollution, sequester carbon and provide homes for wildlife. The trees planted through the eTree program will help restore areas damaged by wildfires or assist to rebuild areas where critical wildlife habitat has been lost.

### OVERALL eTree BENEFITS

#### For your company:

- > Increases savings in postage and mailing costs
- > Generates tax benefits
- > Provides more efficient shareholder communications
- > Enhances your corporate responsibility profile
- > Enables direct access to shareholders

eTree® campaign options

Campaign option	Description	Average success rate
eTree flyer	A customized flyer included in existing mailings promoting awareness of your company's participation in eTree	1 - 3%
Direct mail	Dedicated promotional mailing	10 - 15% for enrollment in full electronic communications
Inbound communications center enrollment	Shareholders who call the communications center are informed about eTree and those who consent are enrolled over the telephone	50 - 55%



**ABOUT COMPUTERSHARE INVESTOR SERVICES**

Computershare Investor Services provides comprehensive, best-in-class transfer agent services for more than 2,700 public corporations and closed-end funds in the US and their 17 million active shareholder accounts. Our innovative solutions drive efficiency and increase accuracy.

**ABOUT COMPUTERSHARE LIMITED**

Computershare is a global market leader in transfer agency, employee equity plans, proxy solicitation, stakeholder communications, and other diversified financial and governance services. Many of the world's leading organizations use Computershare's services to help maximize the value of relationships with their investors, employees, creditors, members and customers.

**For your stakeholders:**

- > Simplifies enrollment in electronic delivery
- > Less paper clutter at home
- > Provides a fast and easy way to contribute to the environment at no cost to them
- > Convenient and timely means to manage their investments

Most importantly, the eTree program benefits our environment. The program contributes to cleaner water and air and helps manage carbon dioxide emissions by reducing paper waste and planting trees.

**HOW THE eTree PROGRAM WORKS**

Once you elect to participate in the eTree program, your shareholders can use the eTree website [www.eTree.com](http://www.eTree.com) to quickly and easily register for electronic delivery.

The eTree program serves as a valuable introduction to online account management for your shareholders. We provide you with a customized URL link for your company's eTree program, as well as the eTree logo, for your use, on your shareholder communications and on your company's website.

Shareholders are consenting to electronic delivery on a range of materials including:

- > Shareholder meeting materials
- > Company financial information
- > Company announcements
- > Statements
- > Tax reporting

**MAKING THE MOST OF THE eTree PROGRAM**

Shareholders first need to be aware of the program and the opportunity – and the important reasons to choose electronic communication. We provide customized communication campaigns to maximize participation in the program.

Worldwide, companies typically have less than 1% enrollment in electronic delivery. With the eTree program, electronic delivery uptake increases dramatically and we are generally able to achieve enrollment of more than 15%.

We will work with you to design a campaign that is best suited for your shareholder base. Each campaign is designed to achieve a return on investment for your company in less than 18 months and your investment in environmental preservation will be invaluable for generations to come.