

# Polecat for Proxy & AGM Season

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## Create a confident governance position for proxy season

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Public companies are facing increasingly diverse shareholder campaigns and a dynamic market landscape, with ESG at the centre. During AGM season, real time intelligence about what's driving shareholder votes will support companies to minimise the impact of any proxy battles.

Polecat enables you to proactively listen to and navigate through these headwinds, while monitoring shareholder sentiment, emerging themes and the evolving stakeholder landscape.

Polecat's responsible business intelligence™ platform offers unparalleled access to reputational and ESG insight. Contextualising data from across the internet, stakeholder and social media sources, we enable public companies to expertly manage reputational risk and adapt their ESG profile against market and stakeholder concerns.

Whether it's dynamically tracking sensitive topics or using public perception to inform new policies, Polecat provides the most robust analysis of your business's position.

## Build trust in your strategy

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Communicate themes that  
shareholders care about



Track investor influence



Monitor emerging themes within  
Big "A" Activism



Track stakeholder sentiment of  
institutional and activist investors



Measure the impact of short-term  
priorities and long-term strategies



Report on the broader landscape  
of shareholder challenges



Identify opportunities to promote  
corporate governance and  
performance themes



Report on the company's  
external ESG profile

### Proxy season 2023 promises to be the most challenging yet

There has been a **30%** jump in  
investors voting at AGMs since 2021  
- [MoneyWeek](#)

The 2022 proxy season had one of  
the highest records for majority-  
supported ESG shareholder  
proposals in recent years - [PWC](#)

Shareholders across all U.S.  
publicly traded companies filed 538  
proposals related to ESG issues  
- [Sustainable Investments Institute](#)

## Strategic benefits

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### Monitor shareholder sentiment

Stay in tune with what investor groups are concerned about – and how this may influence your campaigns.

- ✓ Identify board seat and industry challenges
- ✓ Track pension funds, institutional investors, wealth funds and activist investors to understand emerging trends across groups
- ✓ Measure the impact of key themes driving proxy battles

### Benchmark your position

Measure organisational performance on key strategic drivers against the market, your competitors and past performance metrics.

- ✓ Understand other companies' challenges and priorities
- ✓ Measure company impact, reputational sentiment, and opportunities
- ✓ Benchmark changes in key performance topics

### Track AGMs in real time

Understand the impact of unfolding events, media sentiment across your markets and corporate reputation as the day unfolds.

- ✓ Share board-ready insights and intelligence
- ✓ Benchmark AGM impact and sentiment against peers
- ✓ Track any company AGM to gain more understanding of the investor landscape

### Analyse ESG materiality

Dynamically track material issues and stay informed on influential events, discussions, and emerging themes, to inform shareholder communications and business strategy.

- ✓ Gain more understanding of the evolving business landscape
- ✓ Analyse emerging themes and stakeholder impact
- ✓ Deep dive into specific topics and the influences behind them

## Why Polecat?

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### Curated and contextualised data

Our pre-curated data sets analyse thousands of corporate topics and keywords to measure the impact of your company, your market, and investor perspectives. Whether you want to understand your reputation regarding corporate governance in the context of climate, DE&I, human rights or director remuneration, Polecat gives you 360° visibility.

### Intelligence at your fingertips

Polecat offers unparalleled speed to insight from enormous numbers of validated data sources, including the top publications and organisations. All intelligence in Polecat is real time and provided in an easy-to-interpret format. There's no need for users to prepare data or set up complex data searches. Companies and their teams can start measuring the topics of their choice and deliver board-ready reports, instantly: simply log in and share insights.

### Organisational impact, not just mentions

**Cut through the noise to pinpoint the conversations that matter.**

Polecat provides one combined impact score that consolidates everything from credibility and authority to reach to topic focus within articles or posts. As a result, you can understand the nature and quality of the impact that you, your competitors, and any stakeholders, such as investors, are making. Whether the sentiment is negative or positive, you can analyse your exposure to see the what, why, how, and when behind every event.

## Customers using Polecat

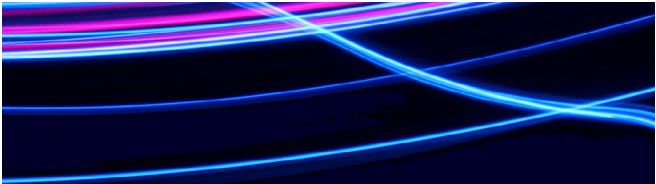


Johnson & Johnson

### An infinite selection of shareholder and ESG data

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- ✓ Shareholder proposals
- ✓ Director Remuneration
- ✓ Share Buybacks
- ✓ Dividends
- ✓ Windfall Taxation
- ✓ Price Gorging
- ✓ Social & Economic Impact
- ✓ Human Rights
- ✓ Climate, Emissions and offsetting
- ✓ Energy Security
- ✓ Ukraine and Russia conflict
- ✓ Nature, Conservation & Biodiversity
- ✓ Diversity, Equity & Inclusion
- ✓ Sustainability & SDGs
- ✓ Responsible investment
- ✓ Taxation & Windfall Taxes
- ✓ Financial Performance
- ✓ Events: COP28, WEF, etc
- ✓ Inflation and Pricing Trends

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Intelligence,  
Reputation,  
Sustainability  
– in context.

Sign up to our ESG Investor Newsletter to gain the intelligence you need on shareholder proposals, ESG, and shareholder sentiment to support with business strategies and AGMs.

[Sign up](#)