» The UK's **First Electronic ASM** «

How Jimmy Choo Broke the Mold in 2016

CASE STUDY

Jimmy Choo

In June 2016, Jimmy Choo became an industry pioneer when they hosted the U.K.'s first-ever electronic ASM. The FTSE250 luxury retail giant with headquarters in London can be regarded as a success story for "electronic" supporters. The electronic ASM was carried out through a collaboration between the global digital Investor Relations solution provider EQS Group, app developer Lumi, and Registrars, Equiniti. EQS Group had extensive experience with electronic ASMs in Europe, successfully offering the first (and only) fully-electronic ASM to be hosted in Germany. A premium, bespoke solution was the ultimate goal for Jimmy Choo in their first foray into this type of digital offering.

To replace the standard "in-person" format, the event was accessible by a developed native "ASM App", which could be used on smartphone (iOS or Android), tablet, or desktop, as well as via conference call. Via the app, participants could take part in proxy voting and gain access to the relevant information for the conference call and webcast. This app directly integrated with ASM software, allowing participants to vote and review presentation materials from their access points. Facilitating the ASM, EQS Group has been an industry leader in webcasting and teleconference services for over a decade, allowing Jimmy Choo to kick off the shareholder meeting with seamless audio and visuals. The ASM software was also available through a secure platform online.

A common source of hesitation in regards to digital solutions is the requirement for impenetrable security. Prior to the meeting, as a heightened security feature, all participants were given a secure "Meeting ID", to be used during the ASM. This ID was hosted on an authenticated, secure server, and ensured that all participants were properly vetted, and complied with all proxy voting procedures in the ASM, an important legal prerequisite for this type of event. For IROs and management, EQS Group provided an online "web console" to monitor the progress of the ASM. Jimmy Choo was able to view a real-time log of dial-ins, shareholders, voting, a Q&A queue, and direct access to the teleconference operator. During the Q&A, which was managed via conference call, the console provided the ability for participants to submit questions electronically. This ability for internal control optimized ASM processes and workflows during the meeting, allowing the Board to focus on the presentation, and ensuring the meeting flowed seamlessly. In addition, this platform offered Jimmy Choo valuable analytical insights with ongoing data collection, allowing the team to learn more about its investors in order to further improve its value

offering in future ASMs as well as their ongoing IR program.

During Q&A, and to ensure the security and fluidity of the shareholder experience, an EQS Group operator was present throughout the ASM to assist with transitions, dial-in assistance, and any other logistics that were required. For further security, EQS provided two unique telephone numbers for participants: one number could only be accessed by a pre-defined list of callers for Q&A, while a second was designed for all other participants to listen only. A unique shareholder verification process using the aforementioned Meeting ID system guaranteed secure investor and shareholder dial-ins. This added layer of security ensured improved control of the ASM meeting and participants.
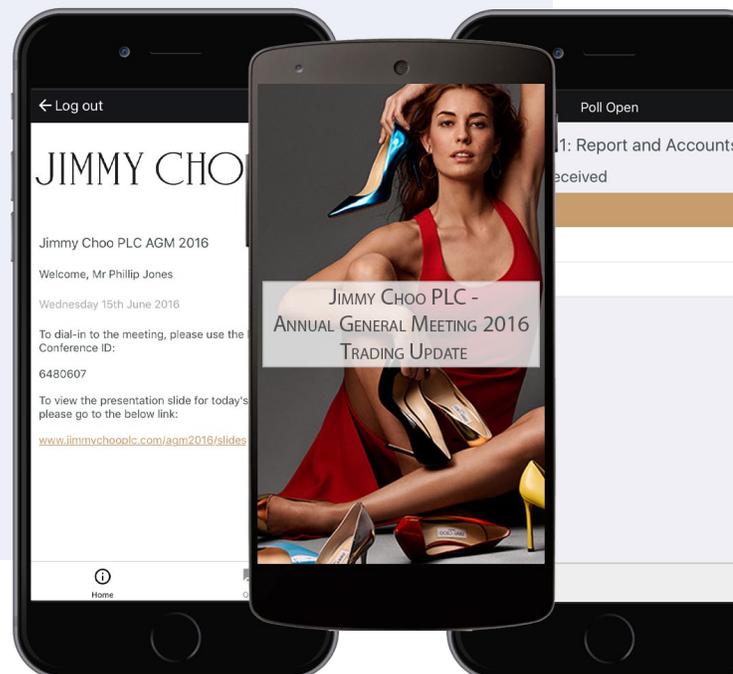
BEST PRACTICES

Setting Up an Electronic ASM

So, what does a firm need to address before deciding to host an electronic ASM? To start, highly available and secure IT infrastructure. An occasional deterrent of "webcasting" solutions are fears of technical glitches in an important moment – how can this be prevented? Communication, preparation, and technological expertise are key in ensuring a smooth ASM process. Digital IR specialist EQS Group ensured a seamless experience for investors and Board Members. With their partners, EQS provided a conference call operator during the entire duration of the ASM. The presence of "on call" assistance guaranteed prompt attention and immediate resolution to any logistical queries and technical hitches, should they have occurred. As an additional feature of webcasts, companies can also choose whether they would like to provide their shareholders with "replay" footage of the ASM.

In addition to tested technology, internal team engagement is key to a successful ASM, whether in-person or electronic. Though webcast and teleconference solutions can be set up by EQS within a matter of days, for "rehearsals" and additional services, reserving a minimum of a month for planning is recommended for optimal results. In the case of Jimmy Choo, the luxury retailer executed multiple "dry run" practices prior to the event, including one rehearsal with Senior Management. Adequately preparing for the electronic ASM guaranteed a great end-product, and full coordination between team members and partners.
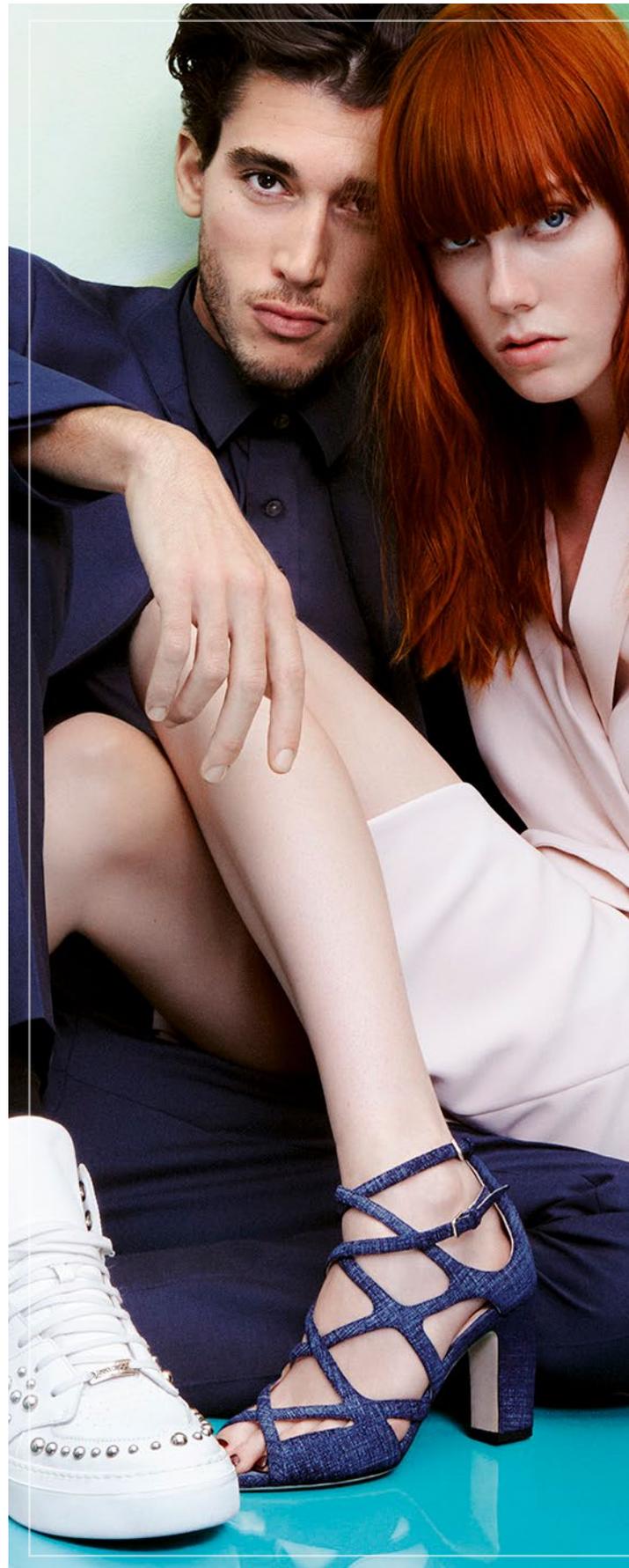
About EQS Group

EQS Group is a leading international provider of regulatory technology (RegTech) in the fields of corporate compliance and investor relations. In working with EQS Group, thousands of companies worldwide inspire trust by fulfilling complex national and international disclosure obligations, minimizing risks and communicating transparently with stakeholders.

EQS Group's products are pooled in the cloud-based software EQS COCKPIT. They ensure the professional control of compliance workflows in the fields of whistleblower protection and case management, policy management, insider list management and disclosure obligations. In addition, listed companies benefit from a global newswire, investor targeting and contact management, IR websites, digital reports and webcasts for efficient and secure investor communications.

EQS Group was founded in 2000 in Munich, Germany. Today the group employs more than 350 professionals and has offices in the world's key financial markets.

Visit our website to find out more: www.eqs.com