



WHY TEA?

SHAPING THE NEXT GENERATION OF INVESTOR ENGAGEMENT



- ✓ **The Engagement Appeal (“TEA”) is the hub for inclusive investor relations**
 - Modern principles and solutions for aligning companies’ and retail shareholders’ interests
- ✓ **Retail investor engagement is increasingly important**
 - Retail represent a significant pool of liquidity invested directly in the UK by retail investors
 - Increasing awareness of fund management and financial advisory fees allied to low cost, online trading platform has democratised individual investing
 - Recent examples highlight proactive engagement by retail shareholders is becoming more common Investor focus is on closing the ‘SAY-DO GAP’ especially around ESG assessment
- ✓ **Engaging constructively with retail investors is beneficial to corporates**
 - Drive positive narrative and sentiment that encourages longer term investing and less volatility
 - Appropriate company valuation provides flexibility for incentivisation, investment and returns
 - Avoidance of onerous PR and general meetings that can present operational challenges
- ✓ **TEA helps you to achieve your corporate objectives and deliver the ‘S’ in ESG**
 - Promoting constructivism and intergenerational collaboration
 - Raising awareness of available technology that enables proxy voting for everyone, and optimising annual reporting, communications, and participation at AGMs, all while reducing the carbon footprint
- ✓ **TEA’s mission is to drive positive change**
 - We are calling on all companies listed on the London Stock Exchange and Aquis
 - There are 20m retail investors in the UK; we aim to sign up 1 million retail investors by 2025
- ✓ **TEA invites you to participate in shaping the investor inclusion agenda**
 - Corporate Consultation Program launch September 2023
 - Pilot Program launch September 2023
 - Biggest Shareholder Event EVER (BSEE) participation January 2024
 - Collaboration, membership and sponsorship opportunities