



Link Group AGM Snapshot: Virtual and hybrid meetings received accelerated shareholder support in 2021; trend continues through post covid environment

23 February 2022: Leading global share registry provider Link Group held more than 2,000 virtual and hybrid meetings across the world in 2021, a significant increase on the prior year and far exceeding adoption expectations.

Within Australia, Link Group managed a total of 382 virtual meetings and 57 hybrid meetings despite a year that saw the easing of lockdowns and travel restrictions lifted across most states, demonstrating a continued commitment to virtual and hybrid meetings since the formats were first made widely available to account for COVID-19 travel restrictions and social distancing protocols in 2020.

The data comes as part of Link Group's annual *AGM Snapshot*, released today, which provides an analysis into the preparation, attendance and outcomes of shareholder meetings throughout the ongoing pandemic.

Lysa McKenna, CEO, Corporate Markets APAC, Link Group, said the rapid uptake of online and hybrid AGMs is testament to the seamless client and shareholder experience achieved by virtual meeting technologies such as the one provided by Link Group:

"Our ongoing commitment to delivering technology-led meeting solutions, coupled with around the clock service support from our team has created a premium user experience, which has resulted in a continued preference by organisations to utilise virtual and hybrid meetings for their shareholders and members. We are continuously enhancing the features of our award-winning Virtual Meeting Platform to elevate the experience for clients and their shareholders and members."

Link Group's proprietary virtual meeting Platform, which won the 'Digital Platform of the Year' award at the *Financial Standard 2021 Marketing and Sales Excellence Awards*, is the only global provider of a customised meeting platform with integrated webcasting capabilities.

Virtual and hybrid meetings have reduced meeting costs, lowered environmental impacts of travel and allowed organisations to reach a wider base of their shareholders and members, while facilitating real time engagement. The platform also provides shareholders and members with a greater choice of channel to engage with the organisations in which they have a vested interest in.

"We are equipped to pivot quickly and adapt as restrictions evolve, which is one of the reasons why this technology has been so popular, and we will continue to enhance our platform to continually evolve to meet the changing needs of the market," Ms McKenna said.

Link Group's AGM Snapshot is an annual survey that leverages data from some 400 Australian listed entities each year to identify capital market trends and issues. Currently in its eighth edition, the report cross-examines 18 years' worth of AGM outcomes.

The full report can be accessed at: [Link Group AGM Snapshot 2021 Meetings](#)

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From equities, pension and superannuation to investments, property and other financial assets, we partner with a diversified portfolio of global clients to provide robust, efficient and scalable services, purpose-built solutions and modern technology platforms that deliver world class outcomes and experiences.

We help manage regulatory complexity, improve data management and connect people with their assets, through exceptional user experiences that leverages the expertise of our people combined with technology, digital connectivity and data insights.

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