

TALKING POINTS

V-cube Virtual AGM Insights & Analytics

Pre – AGM sentiment gauge



- 1. 21-28 days social media highlights over FB, Instagram, Twitter and LinkedIn to create eyeballs interest and participation on the Company AGM and resolutions up for consideration.
- 2. Campaign unrelated to shareholders list and conducted to obtain the general public sentiment towards the Company in general and AGM specifically;
 - a. Age and gender profile
 - b. Locality and social status
 - c. Specific topic eyeball traction
- 3. The right language tone, highlight, message, articulation of the Company engagement and Chairman speech can then be tweaked improved depending on the behavioral sets of the audience and investing public for that particular company.

On-boarding Traction: Shareholders' pulse



- 1. Approved members (masked ME Ids) onboarding numbers with age profiling correlated back to the Pre-AGM sentiment guidance.
- 2. Onboarding interest and click rate will indicate the intensity and interest drive of shareholders to join the AGM which will help in the Company overall positioning and preparation beforehand.
- 3. Questions sent in earlier by shareholders enables the Board to prepare in advance plus improve on its articulation tone and nudges based on the intensity and repetition of such questions.

- 4.** Rate of questions will enable the Board to understand the general concern of its shareholders prior to meeting and to make preparations well in advance.
- 5.** Stock performance and stock beta will enable the company to devise shareholders meeting marketing and trading momentum drives (other than operational performance) to improve on its returns to shareholders apart from dividend payout determination if any.
- 6.** Data sets visualization drives confidence and real time right decisions.

Voting Deep Dive



- 1.** Chat insights recordings provides a good measure of the depth of concerns of that particular company which the Board can then take pro-action action to improve on the areas highlighted
- 2.** Voting participation rate will indicate the intensity of each resolution and general pulse of the voters in comparison to the overall AGM attendance.
- 3.** Abstain and Spoilt vote provides the level of inaction within the AGM attendance.
- 4.** Vote numbers and breakdown provides a concise voting clarity to outcome in full compliance above what is required.
- 5.** Duration stayed and eyeball stickiness during AGM proceedings will reflect the interest level of the topic being considered including the performance of the directors concern to hold the audience during the specific time.

Summary

- 1.** Clean data can only be obtained from a single seamless virtual platform like V-cube. Such clean data cannot be derived from separated platforms of engagement like website entry based platform or app based platforms or even onsite AGM. Powerful actionable courses can then be accurately formulated in real time.
- 2.** Insights provides valuable information to shareholders behavior and concerns prior to AGM. This enables the Board to prepare its articulation and tone in advance of AGM.

- **3.** Onboarding traction indicates the pulse of the shareholders and thus the momentum indicators building up to AGM can be utilized to make the early preparation of the resources required ie documentation, focus topic presentation slides, duration estimates, proper deployment of resources and planning, gift tokens etc.
 - **4.** Voting deep dives provides incisive clarity to voters' behavior, action and or inaction.
 - **5.** These insights and analytics provides additional and valuable depths of information to the Board to improve on its shareholders engagement and better manage its risks to have a predictable favorable outcome.
 - **6.** Application of such insights can then be formulated for future AGM for improvement and or devising new shareholders engagement in anticipation or avoidance of future issues in particular to certain red flags highlighted before, during and post AGM.
Board meeting notes can be then be supplemented by these insights for future reference and actions.
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