

1 August 2016

## **Xero utilises Link Group's virtual AGM capabilities**

### ***An online meeting platform designed to increase shareholder engagement***

**1 August 2016:** Link Group (ASX: LNK), a global provider of share registry, shareholder management, analytics and fund administration services, successfully facilitated its first Australian Annual General Meeting (AGM) where shareholders could attend the meeting virtually via an online meeting platform on 20 July.

Link Group's online platform enables companies to hold virtual meetings, encouraging greater shareholder engagement and accessibility. This technology is available to shareholders across the globe, offering a new and interactive channel for shareholders to participate in general meetings.

Xero, a New Zealand company dual-listed on the NZX and ASX, is the first company to use Link's technology in Australia at its AGM last week. The platform enables shareholders to attend and participate in the AGM from the comfort of their personal computers.

Xero's shareholder base includes investors as far away as China and the United States. The platform offered shareholders the facilities to watch the meeting in real-time, submit votes and ask questions online. Shareholders who attended the physical Xero Meeting also had the option to log in and vote with their phones instead of poll cards.

Link Group's Information, Digital and Data CEO, Paul Gardiner said, "As we enter a new phase of shareholder communication, technology such as our online meeting platform enables shareholders to attend meetings and engage with the board in a virtual manner.

"Over 300 people from over 15 different countries logged in to Xero's AGM last week. We are encouraged by the strong uptake of the technology offering with four further companies already committed in New Zealand and anticipate we will see more of this in the coming year."

Xero's Company Secretary & General Counsel, Matt Vaughan said, "With Xero's increasingly global shareholder base, we were really excited to use Link's technology to increase engagement with our shareholders at our Annual Meeting. Our shareholders were able to watch the meeting online around the world, while voting and asking questions in real time through the platform. We saw great attendance and participation through the platform, and are looking forward to using the technology again next year".

The virtual meeting technology and mobile app was initially developed by Link Group for the New Zealand market following legislative communications practice amendments. New Zealand's leading telecommunications company, Spark New Zealand, was the first company in Australasia to use the virtual meeting technology in November 2015.

Link Group is committed to developing new innovations to support shareholder engagement, working closely with listed company clients to stay ahead of market needs.

**Ends**

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**About Link Group (ASX: LNK)**

Link Administration Holdings Limited (Link Group) (ABN 27 120 964 098) administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients' needs.

Our core business, which consists of fund administration and securities registration, is complemented by our expertise in digital solutions and data analytics. Our clients represent all industries and include some of Australia's largest superannuation funds and the world's largest corporations.

For more information, please visit: [www.linkgroup.com](http://www.linkgroup.com)