

**2008  
Shareholder  
Services  
Benchmarking  
Study**



**Summary  
Report  
Canada**

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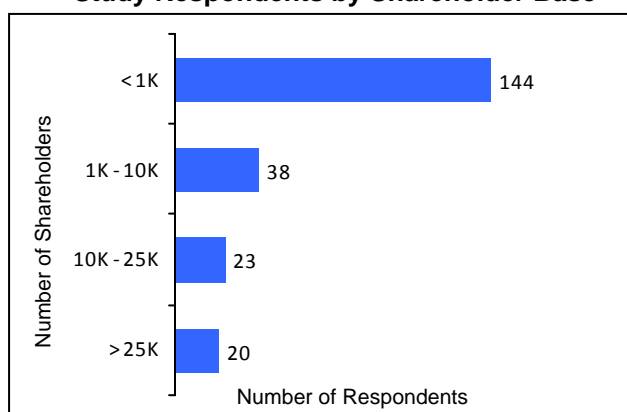
## 2008 SHAREHOLDER SERVICES BENCHMARKING STUDY

Two hundred and fifteen companies participated in the 2008 Shareholder Benchmarking Study in Canada. These companies rated services provided to them and their shareholders by their transfer agent. The purpose of the study is to:

- identify perceptions of corporate issuers regarding service they receive from their transfer agent,
- identify and understand key customer satisfiers in the shareholder services industry, and
- measure trends in satisfaction with shareholder services.

Participating in the 2008 study were the two largest transfer agents, CIBC Mellon Trust Company and Computershare Investor Services. Collectively these two agents serve the overwhelming majority of issuers and shareholders in Canada. The study included 101 CIBC Mellon clients and 110 Computershare clients. The chart below shows the distribution of study participants by the number of registered accounts.

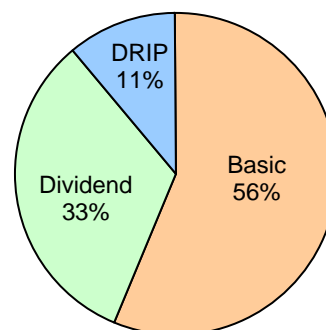
**Study Respondents by Shareholder Base**



Group Five's 2008 Benchmarking Study measures the satisfaction of companies with seven major services provided by transfer agents. These service areas include: *account management, dividend disbursement, investment plan services, annual meeting services, service to issuers, service to shareholders, and fees and expenses.*

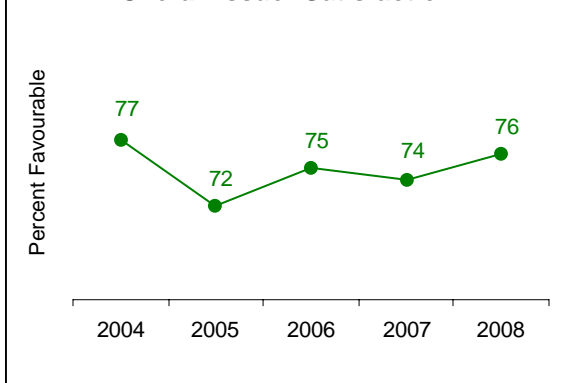
The study participants are representative of the Canadian market in terms of services provided by transfer agents. The chart below shows the services participants receive from their agents. *Basic* services are those agent services for companies that do not pay dividends. *Dividend* and *DRIP* categories are for companies that are dividend payers and dividend payers with dividend reinvestment plans, respectively.

**Study Respondents Services Used**



Overall corporate client satisfaction increased two percentage points from 2007 to 76% favourable. The improvement in overall satisfaction appears to be driven by satisfaction with *fees* and satisfaction with *shareholder service* both of which increased significantly over 2007. In addition, the industry satisfaction ratings improved in every service area over 2007. The chart below shows overall satisfaction in 2008 compared with previous years.

**Overall Issuer Satisfaction**

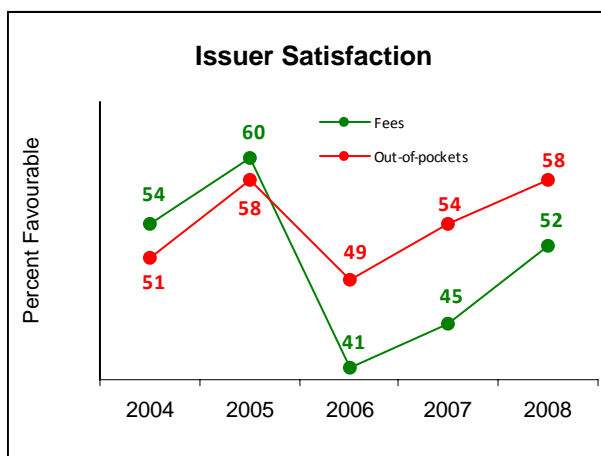


## 2008 Transfer Agent Client Satisfaction Ratings

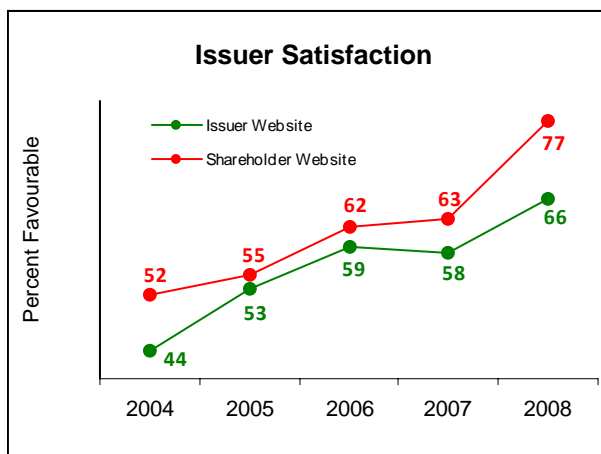
	CIBC Mellon Trust Company	Computershare Investor Services	Industry
	101 responses	110 responses	215 responses
Loyalty	71	79	75
Overall Satisfaction	73	79	76
Account Administration	78	81	80
Issuer Service	77	84	80
Shareholder Service	77	74	75
Dividend Payments	82	94	88
Investment Plans	86	90	88
Proxy and Annual Report Mailing	86	88	87
Annual Meeting Support	85	82	84
Fees	52	53	52
Out-of-pocket Expenses	60	56	58
Overall Value	66	65	66

Satisfaction ratings are on a 5 point scale with 5 being highly satisfied and 1 being highly dissatisfied. A favourable rating is a 4 or 5 and is shown in green. An unfavourable rating is a 1 or 2 and is shown in red. A rating of 3 is neutral and is shown in yellow.

The lowest areas of client satisfaction with transfer agents in 2008 were once again fees and out-of-pocket expenses. Satisfaction with fees increased a significant 7 percentage points over 2007 while satisfaction with out-of-pocket expenses increased 4 points over 2007. The chart below shows client satisfaction for both of these areas over the last five years. The data suggests that the gap between client and transfer agent perceptions of reasonable fees and expenses is continuing to narrow.



Seventy-seven percent of all respondents rated shareholder internet service as favourable. This represents a 14 percentage point increase over last year. Web service to issuers was not rated as highly with 66% of respondents giving a favourable rating. The chart below shows the favourable ratings for issuer and shareholder web services.



Listed below are the service areas in which agents received the highest and lowest satisfaction ratings. Once again, satisfaction with transfer agent fees received the lowest rating in the study.

Clients are most satisfied with . . .

- recordkeeping accuracy—91%
- report accuracy & timeliness—89%
- dividend payments—88%
- investment plan service—88%
- proxy & annual report mailing—87%.

Clients are least satisfied with . . .

- fees—52%
- out-of-pocket expenses—58%
- Overall value—66%
- Issuer web service—66%
- Shareholder telephone service—71%.

About the study . . .

The Group Five study of corporate opinions of shareholder services was based on responses from companies throughout Canada from June through October 2008.

The sample of companies was taken from Group Five's databases and public sources. A sample from the two largest Canadian transfer agents' clients was targeted for the survey. In total 215 companies participated in the study. At each company, the survey was to be completed by the person most familiar with the performance of the transfer agent. Job titles of participants included Investor Relations Manager, Shareholder Relations Manager, Corporate Secretary, CFO, President, etc. Each response received equal weighting regardless of the size of the shareholder base.

In theory, in 95 cases out of 100, overall results based on such samples will differ by no more than four percentage points in either direction from what would have been obtained by asking all companies using commercial transfer agent services. The potential sampling error for smaller subgroups is larger.

In addition to sampling error, the practical differences of conducting any survey can introduce other sources of error. Differences in wording and order of questions, for instance, can lead to somewhat varying results.

The information in this report is not intended as an endorsement of any company by Group Five, Inc.