

# CHOOSING THE RIGHT ANGLE

VISLINK PLC SUCCESSFULLY INTRODUCES DEEMED CONSENT TO SHAREHOLDERS

## CASE STUDY

### FACTS

Vislink plc is a global technology business specialising in secure communications for the news & entertainment, law enforcement & public safety, marine & energy and the related services markets around the world.

With two and a half thousand overseas shareholders, the cost of mailing paper-based shareholder communications was very high for the company, as well as being costly for the environment.

### CRITICAL ACTION

Following Companies Act legislation allowing the implementation of deemed consent, Vislink decided to send out a mailing encouraging shareholders to receive documents, such as the Annual Report, online.

Deemed consent forms were designed, printed and mailed by Computershare to all 7592 Vislink shareholders, in time for deemed consent to be introduced prior to the company's 2009 AGM. Any shareholders who had not responded by September 2008 automatically defaulted to receiving notification of how to view their shareholder communications online.

### RESULTS

Vislink envisages that adopting deemed consent will result in annual cost savings in excess of 50% in relation to the print and postage of shareholder communications.

Over 5,500 shareholders defaulted to deemed consent while around 500 opted to receive their communications via an email link.

This means only 1500 shareholders have opted to continue receiving hard copies of the annual report and other company mailings.



**"Thanks to our deemed consent mailing we can now significantly reduce our print and mail costs, as well as lessening our impact on the environment."**

James Trumper, Group Financial Director, Vislink plc

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