

BROADRIDGE FINANCIAL SOLUTIONS, INC.  
Form DEFA14A  
October 20, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**SCHEDULE 14A**

(RULE 14a-101)

**INFORMATION REQUIRED IN PROXY STATEMENT**

**SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934**

Filed by the Registrant  Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to Rule 14a-11(c) or Rule 14a-12

**BROADRIDGE FINANCIAL SOLUTIONS, INC.**

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, schedule or registration statement no.:

(3) Filing party:

(4) Date filed:

**Memorandum**

To: All Broadridge Associates  
From: Rich Daly, CEO  
Date: October 20, 2011  
Re: Associate Shareholder Engagement

Over the past few years, proxy voting by individual retail investors has declined, generally, across U.S. companies. This trend is particularly troubling because it is occurring at a time when companies are especially attuned to greater communications with their shareowners and to the need to discern the differences between public opinion and the views of their actual shareholders.

Last Spring, at the National Press Club in Washington, D.C., I called on chief executives of the top 1,000 U.S. publicly-traded companies to join us, and other companies, in launching a nationwide effort to encourage employees numbering collectively in the tens of millions to vote their proxy ballots not only at the companies in which they work but at all companies in which they may hold shares. As an example of this effort, I forwarded to them a copy of the email message I sent to our associates on April 4, 2011.

We see this as a long term effort, and your support is important.

This year, Broadridge's annual meeting will be held at 10 a.m. Eastern Time on November 16, 2011. So, I am taking this opportunity, once again, to encourage you to vote your shares in Broadridge and in all other companies in which you invest.

Broadridge's meeting will be held in a virtual (online) format again this year, in order to provide convenient access and participation to the broadest number of people. Moreover, a stockholder forum is also now available for validated shareholders to submit questions in advance of our meeting, access proxy materials, express views, and vote! Broadridge's forum is found at [www.theinvestornetwork.com/forum/br](http://www.theinvestornetwork.com/forum/br). Broadridge stockholders, and all interested people, can attend our meeting on November 16<sup>th</sup> at [www.virtualshareholdermeeting.com/br](http://www.virtualshareholdermeeting.com/br).

Best regards,

Rich