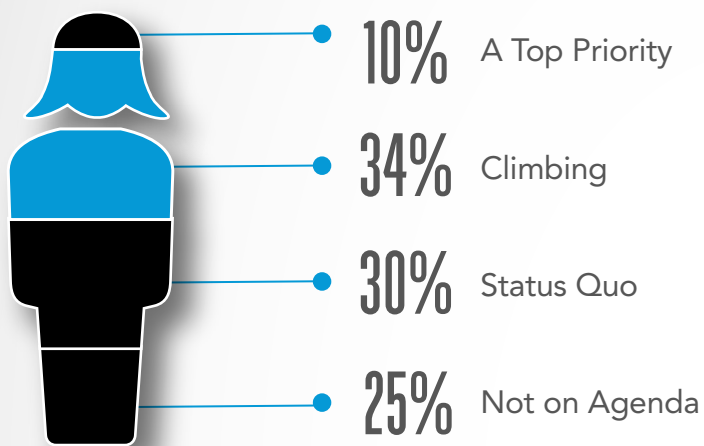


Merrill Insight™ | Shareholder Activism

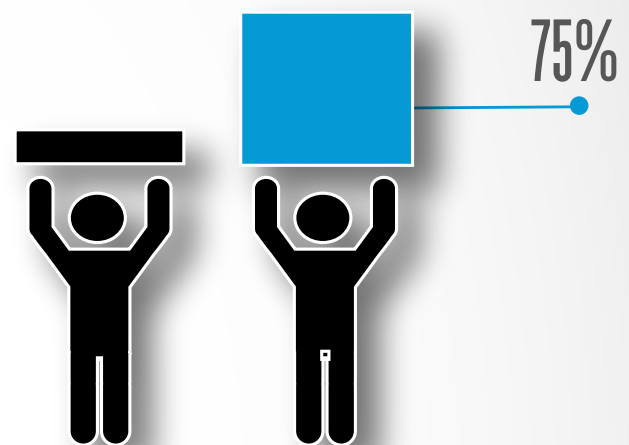
With Shareholder Activism hitting record levels in 2018 over 2017, corporates are re-thinking their Board level priorities, whether they are truly prepared to successfully defend an activist attack and concerned about activist campaign impacts in several key areas. We polled over 235+ executives during our [Merrill Insight Video | Shareholder Activism – Are Corporates Prepared for the Onslaught?](#) on these issues – here's what they said:

The Board's Prioritization of Activism Needs a Boost



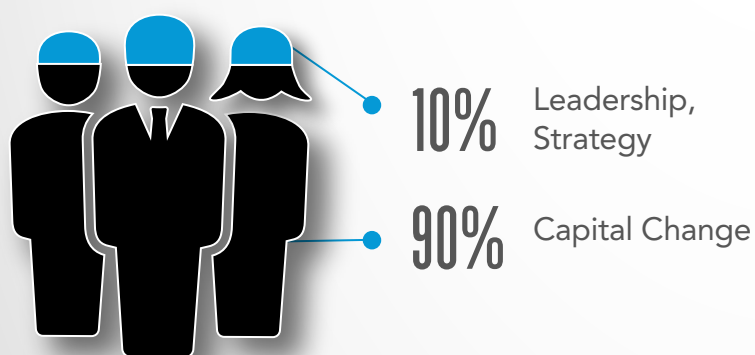
Only a minority of respondents cite Shareholder Activism as high on the Board's agenda.

Corporates Feel Unprepared for Activist Defense



75% say they are unprepared to successfully manage an activist attack.

Concerns Lie with Managing Leadership and Strategy Change



Respondents are most concerned about Activist campaign impacts where it impacts C-suite, Board and Sr. Execs.

Proactivity, Trust and Transparency Wins the Day



Activist attacks are avoided when corporates "Think Like Activists," and address their issues with facts and "evidence of progress" with Shareholders.

[See what our experts on the panel had to say](#)

Source: September 25, 2018, survey results from Merrill Insight™ Video | Shareholder Activism webinar participants