



HONG BAO MEDIA

VIRTUAL AGMs

Bringing shareholders together despite COVID-19

THE FUTURE IS VIRTUAL.

- A virtual AGM is an Annual General Meeting that is streamed securely to shareholders.
- Beyond the live webcast, the experience for shareholders is designed to be as close to a physical AGM as possible.
- Q&A, polling and other interactions with shareholders are conducted remotely and securely.
- Big names such as Ford, HP, PayPal, Sprint and Jimmy Choo have held virtual-only AGMs in recent years.
- In Spain, the top two banks Santander and BBVA have announced they will hold virtual AGMs due to the outbreak of the COVID-19 virus.





OUR SOLUTION.



SECURE, RELIABLE PLATFORM

Our market-proven, private platform caters to your specific security needs



GREENSCREEN/LIVE SET STUDIO

Our fully-equipped TV studio is ready to host your live webcast – you do not need to source for a venue




WEBCAST PRODUCTION

We have all your needs covered, from editorial and planning, to equipment and crew, secure live streaming, and post-production



CUSTOMIZABLE

We go above and beyond, to provide your shareholders with a unique viewing experience



**WE ARE
YOUR
END-TO-
END
SERVICE
PROVIDER.**



PRE-PLANNING

- Program rundown planning
- Registration page branding, design and password management
- Annual Report Review video



WEBCAST

- Event management from start to finish
- Webcast training and rehearsal
- Camera equipment and crew, including streaming



POST-AGM EVALUATION

- Track the success of the AGM through viewer data
- Audience registration, watch times, impressions
- On-demand replay
- Video editing for post-AGM marketing



WEBCAST PRODUCTION.



TELEVISION STUDIO

Our studio allows for four set-ups.

1. Live set overlooking Raffles Place
2. Green screen
3. Discreet black curtain
4. Board room setting

Our studio comes with full broadcast equipment and a reliable 1Gbps high-speed fiber optic broadband connection.



BROADCAST-READY CREW

Our crew members have years of experience in live broadcast television and live streaming.



STREAMING

We ensure your stream is top quality, secure and ready to go.



SECURE PRIVATE PLATFORM.

1. SECURE REGISTRATION & STREAMING
2. BRANDED LANDING PAGE
3. MODERATED/SELECTED POLLING AND Q&A
4. DATA TRACKING
5. CUSTOMIZATION



SECURE REGISTRATION & STREAMING.

REGISTRATION MANAGEMENT

- Standard registration page for shareholders to signal their intention to join, ask questions, and more

PASSWORD MANAGEMENT

- Unique, single login functionality to prevent password sharing
- API, REST or SOAP call to automatically authenticate shareholders in your registry

SECURE STREAMING

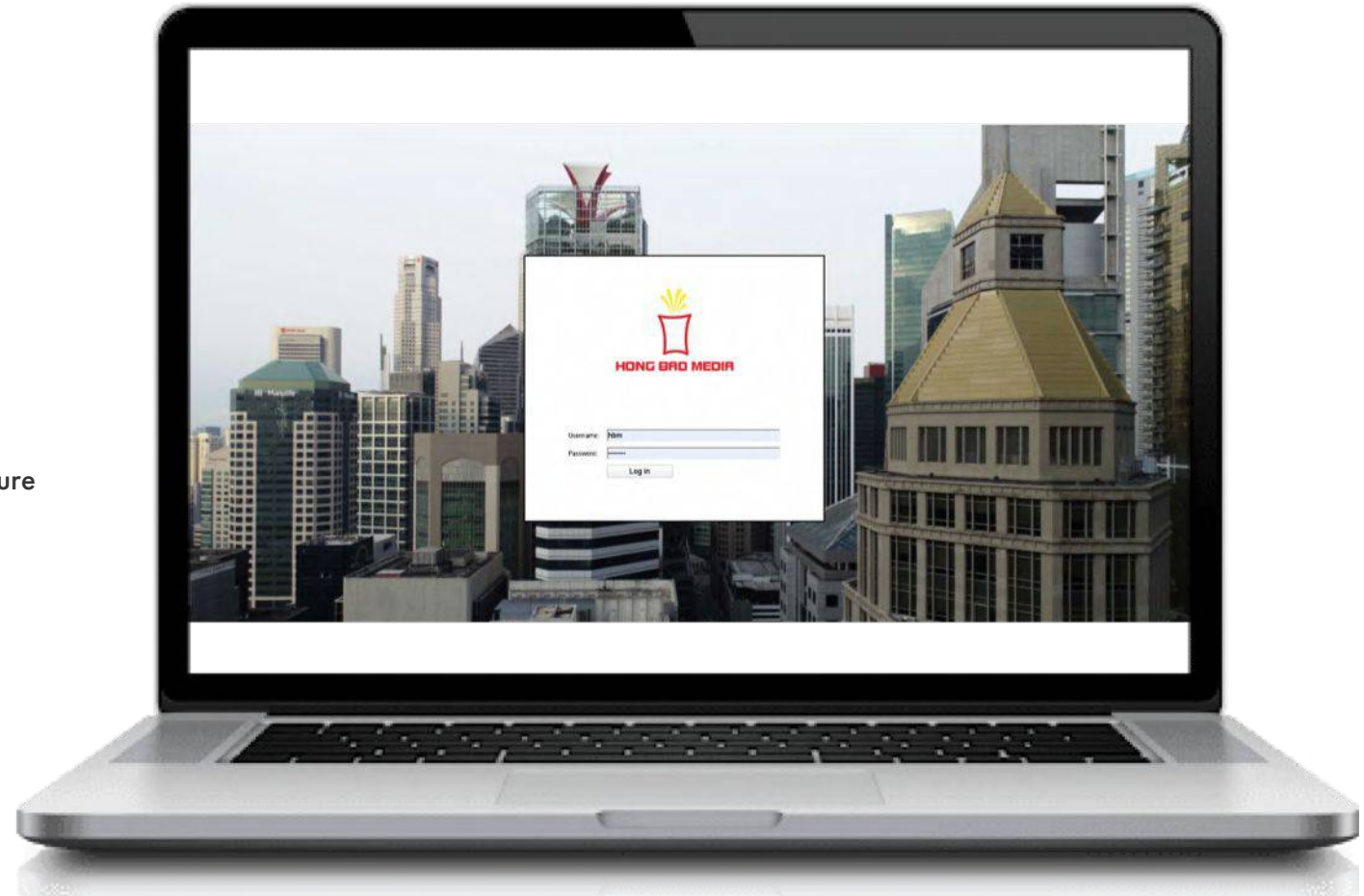
- Connect to shareholders all around the world through our local node in Singapore



BRANDED REGISTRATION PAGE.

Shareholders log in to your virtual AGM through a secure landing page, featuring:

- Your logo and branding
- Pre-event video test page
- “Forgot password” feature
- Secure live stream
- Document library for download





MODERATED/ SELECTED POLLING AND Q&A.

STANDARD INTERACTION

All viewers can participate in the Q&A and polling

VIP INTERACTION

Only selected viewers can participate in the Q&A and polling:

- Restricted viewers – Viewers can only watch the webcast
- VIPs – Viewers can watch and participate in the Q&A and polling

All features can be either moderated or publicly visible.

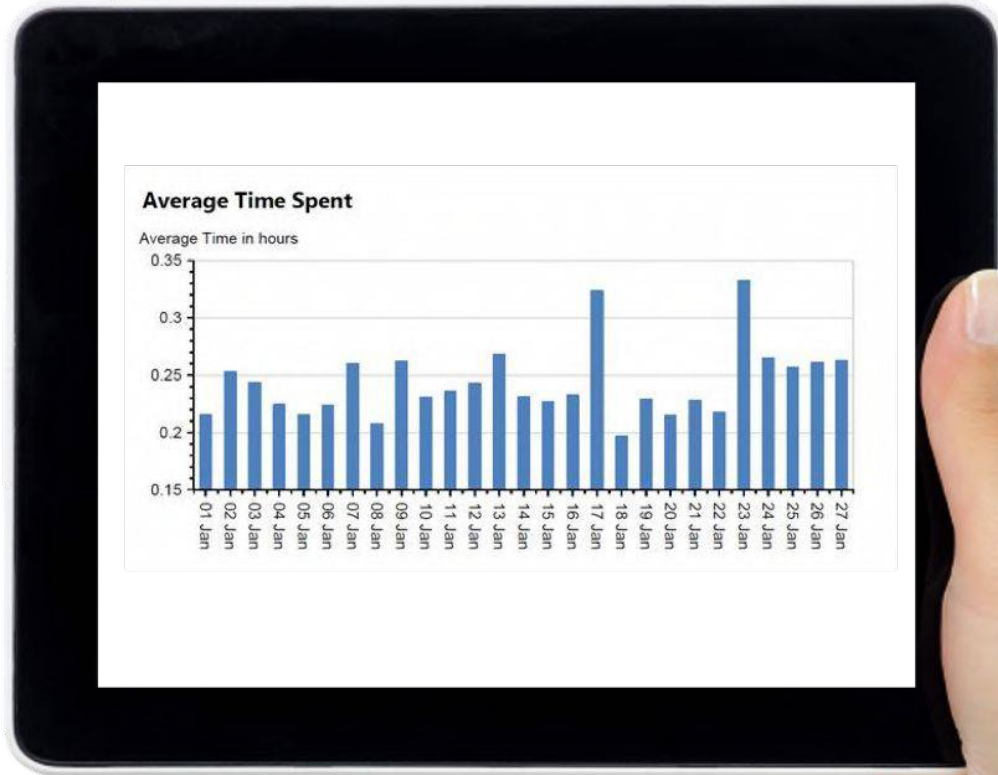


DATA TRACKING.

DATA REPORTING

After the AGM we generate reports in Excel or PowerPoint showing:

- List of confirmed viewers
- Time stamp of active viewers
- Concurrent connections over time
- Average session time
- Total session time
- Geo statistics (country and city)
- Device type






PRE-EVENT VIDEO – ANNUAL REPORT REVIEW BY **MARK LAUDI.**

Help your shareholders understand your Annual Report, with a sophisticated yet easy to understand video summarizing key points.

Contact us to find out about our Annual Report Review production.





BE WEBCAST READY WITH MARK LAUDI.



Your Chairman or Investor Relations Officer might be accustomed to addressing an AGM where shareholders are physically present in the room.

But when your AGM is fully virtual, knowing what to say when, where to look, and how to recover from interruptions of any kind, becomes much more difficult.

Let us coach your Chairman or Investor Relations Officer in our course "TV presenter skills for live webcasts and virtual AGMs", so your shareholders remain engaged.

ABOUT THE TRAINER

Mark Laudi is an accomplished media mentor, business conference anchor, and radio and financial television current affairs show host.

He is a veteran of the traditional and new media, with 25 years' experience in print, radio, television, new and social media, and communications coach to senior business and government leaders in Asia and the Middle East.

Between 1999 and 2006, Mark anchored and produced regional network television business news programs at CNBC Asia Pacific. He anchored Squawk Box, and performed various roles including Australia Editor, and Sydney Bureau Chief.

When he is not coaching top executives in presence and media skills, he is a presenter himself at numerous business conferences and events as conference anchor or moderator.

Contact us if you need a moderator.



GET SET TO GO VIRTUAL.

THE RULES GOVERNING VIRTUAL AGMS ARE EVOLVING RAPIDLY

Even if your company's constitution requires shareholders to attend your AGM in person, the authorities are moving to make Virtual AGMs possible.

We strongly urge you to stay up-to-date by checking the latest announcements at www.sgx.com/regulation, as well as media statements by the Accounting and Corporate Regulatory Authority (ACRA), the Ministry of Finance, the Ministry of Law, and the Monetary Authority of Singapore.

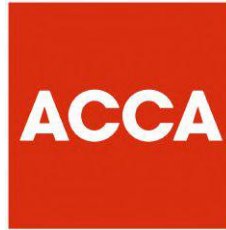
SCAN HERE

Answer these 12 questions for a free quote:
www.surveymonkey.com/r/HBMVirtualAGM

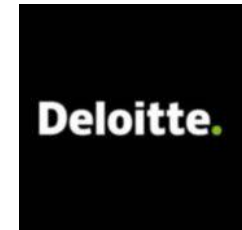




TRACK
RECORD OF
OUR
STREAMING
PLATFORM.



SLAUGHTER AND MAY



ABOUT HONG BAO MEDIA.

IN FRONT OF THE CAMERA

MODERATOR



TRAINING



EDITORIAL



BEHIND THE CAMERA

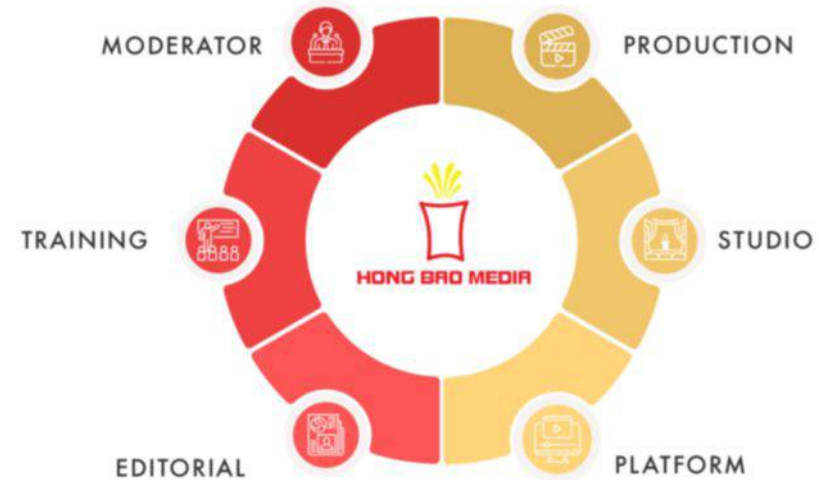
PRODUCTION



STUDIO



PLATFORM



Hong Bao Media (HBM) is a well-established media company, founded by former CNBC anchor Mark Laudi.

In front of the camera, we train and coach senior business and government leaders in media skills, executive presence, data communications, institutional investor pitches, crisis communications and receivables communications.

Behind the camera, we produce live webcasts and Virtual AGMs.

HBM is an S6 approved supplier under Singapore government supply heads EPU/SER/32, EPU/SER/34 and EPU/SER/35.

Please visit www.hongbaomedia.com for further information.



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