

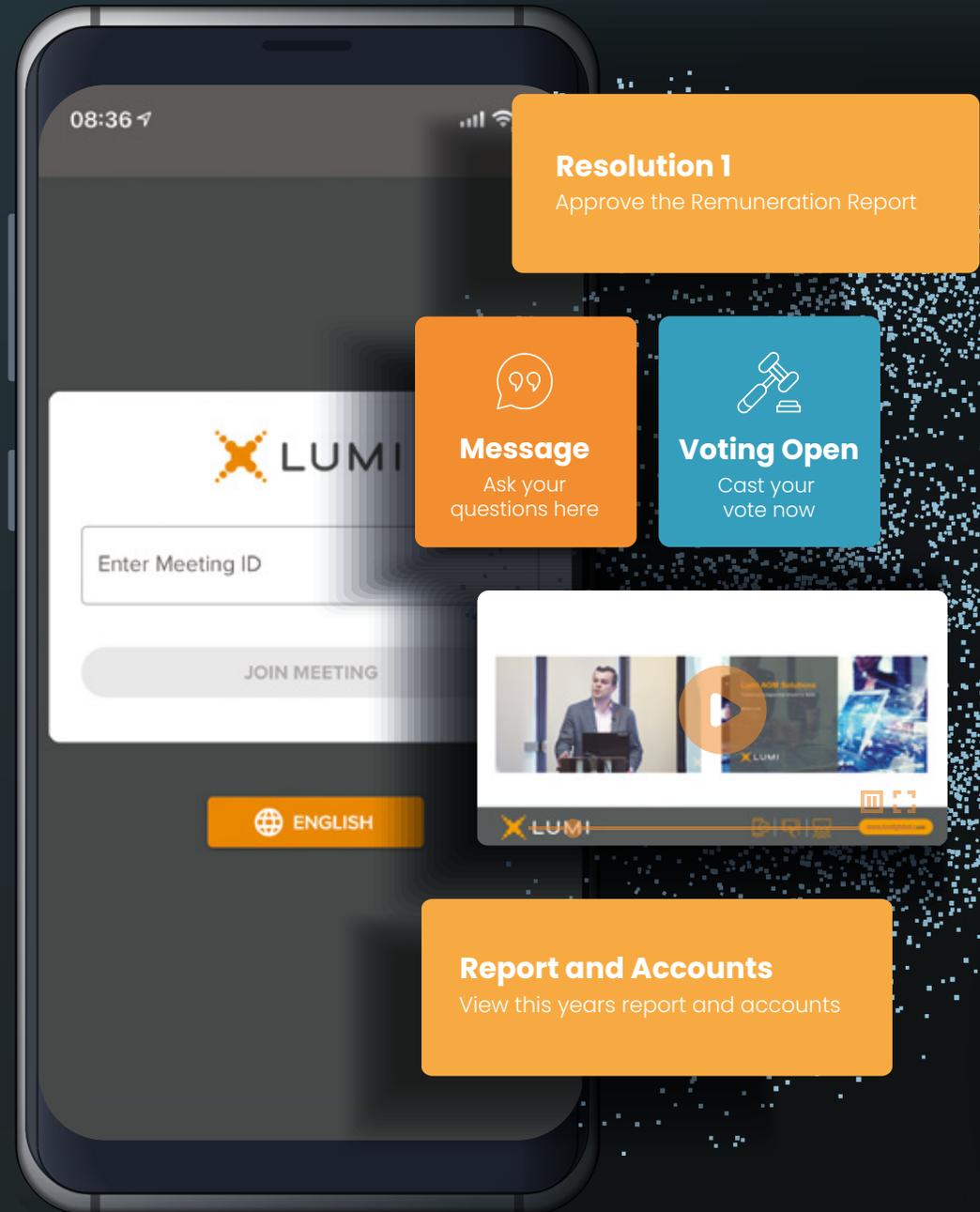


# The ultimate guide to virtual and hybrid meetings:

Frequently asked questions

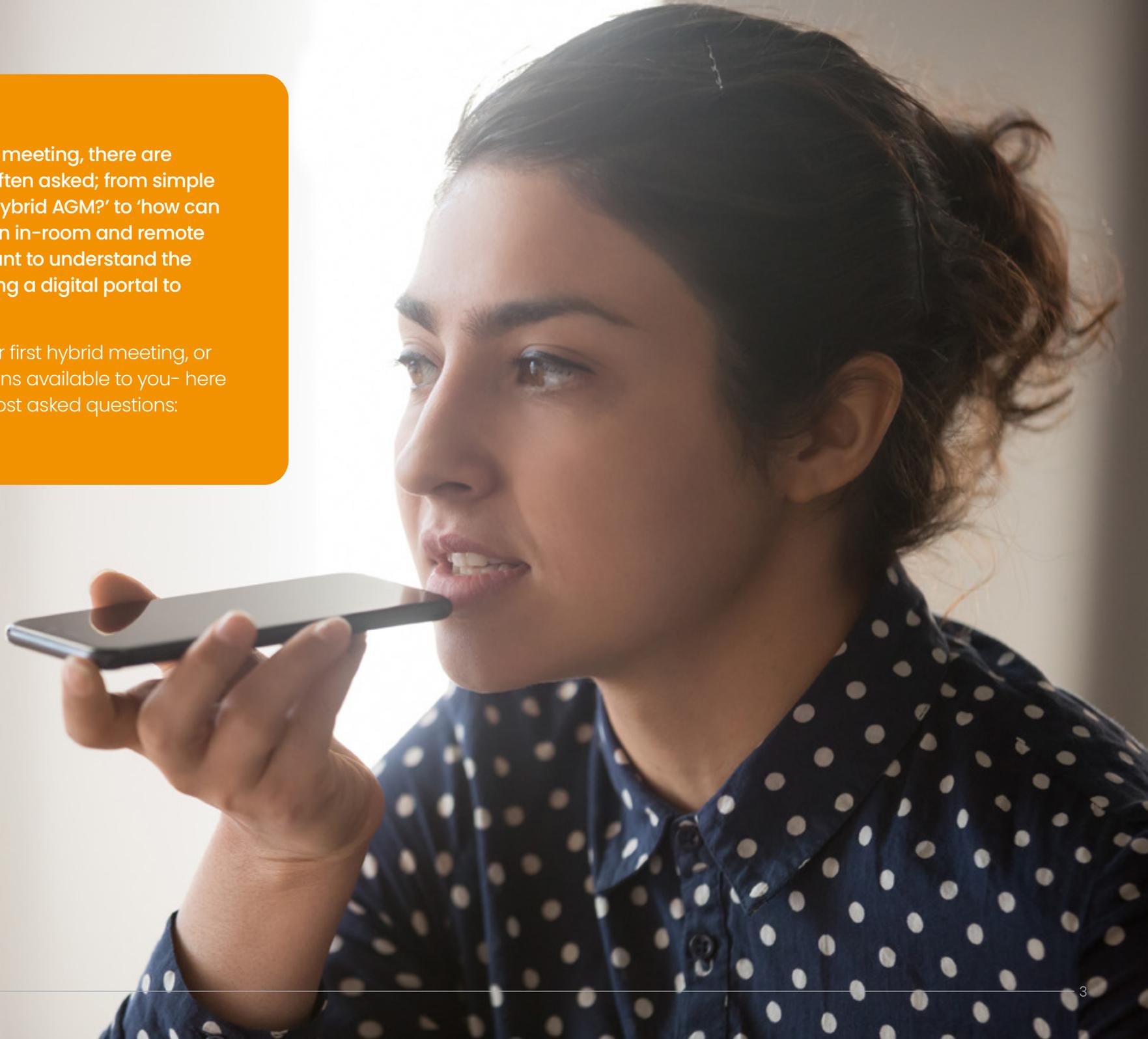
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When delivering a hybrid meeting, there are several questions we're often asked; from simple questions like 'what is a hybrid AGM?' to 'how can you create parity between in-room and remote participants?' it's important to understand the logistics behind integrating a digital portal to your next AGM.

If you're preparing for your first hybrid meeting, or simply exploring the options available to you- here are the answers to our most asked questions:



# What is a hybrid AGM?

A hybrid AGM is the combination of the best elements from a traditional face-to-face meeting and virtual AGM. Seamlessly blending digital and physical meeting rooms, a hybrid meeting offers increased flexibility for attendees who can join the meeting in-room or participate online via smartphone, laptop or tablet.

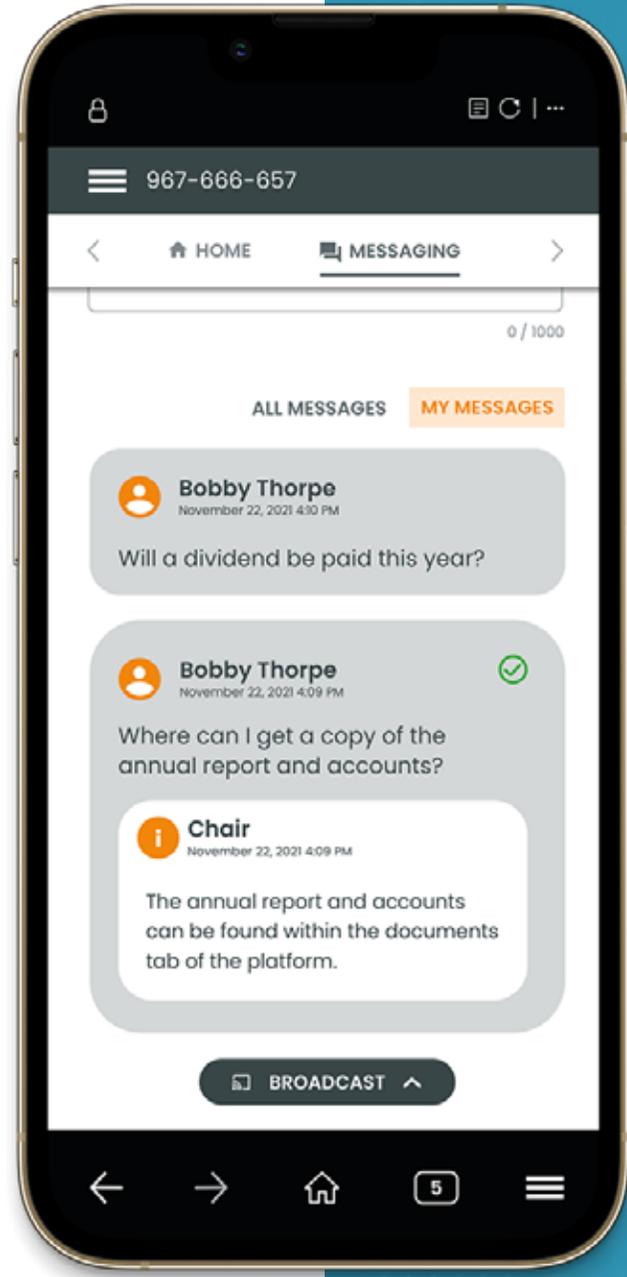
By removing the need for everyone to be in one location, a hybrid meeting opens up the possibility of higher attendance and engagement, yet still maintains the integrity of a single meeting. It also offers organizations the flexibility to dial up or dial down the attendance at a physical or remote locations without compromising the meeting's legitimacy or accessibility.



# What is a virtual AGM?

Virtual AGMs are exclusively digital where attendees ask questions, vote and participate electronically in real time. Taking AGMs completely virtual is growing in popularity, particularly in North America. The pandemic has accelerated this change; digitalization has aided business continuity and provided an outlet for organizations to keep functioning, even during turbulent circumstances when meeting in person was impossible.

In addition, recent legislative changes to definitions of 'place' are making virtual and hybrid AGMs a reality for many organizations who were previously straitjacketed by their Articles of Association and legal constraints which defined 'place' as a physical location.



# Are hybrid & virtual AGMs the future?

Since the pandemic, the increase in hybrid and virtual meetings has skyrocketed, and this meeting format isn't likely to leave any time soon. In 2021, Lumi ran more than 4,500 meetings for organizations globally, we anticipate that this number will hold steady in 2022. With more organizations embracing digitalization, there have been rapid advances in technology to ensure discussion within virtual and hybrid meeting environments is just as productive as physical meetings. Intuitive technologies, such as the Lumi platform, are making it simpler than ever for shareholders to access and engage with the meetings and for board members to share key updates, disseminate documents and answer questions from the audience.

The Lumi platform is designed to be intuitive and simple to use for all kinds of investors, not just digital natives. To ensure that access to the meeting is as simple as possible, we will never ask investors to download a single-use app that requires additional education or support. Instead, a simple web-based log-in is used, which can be accessed from multiple devices. With this simple interface, participants find it easy to vote, watch the broadcast, interact with Q&A, and download meeting documents.

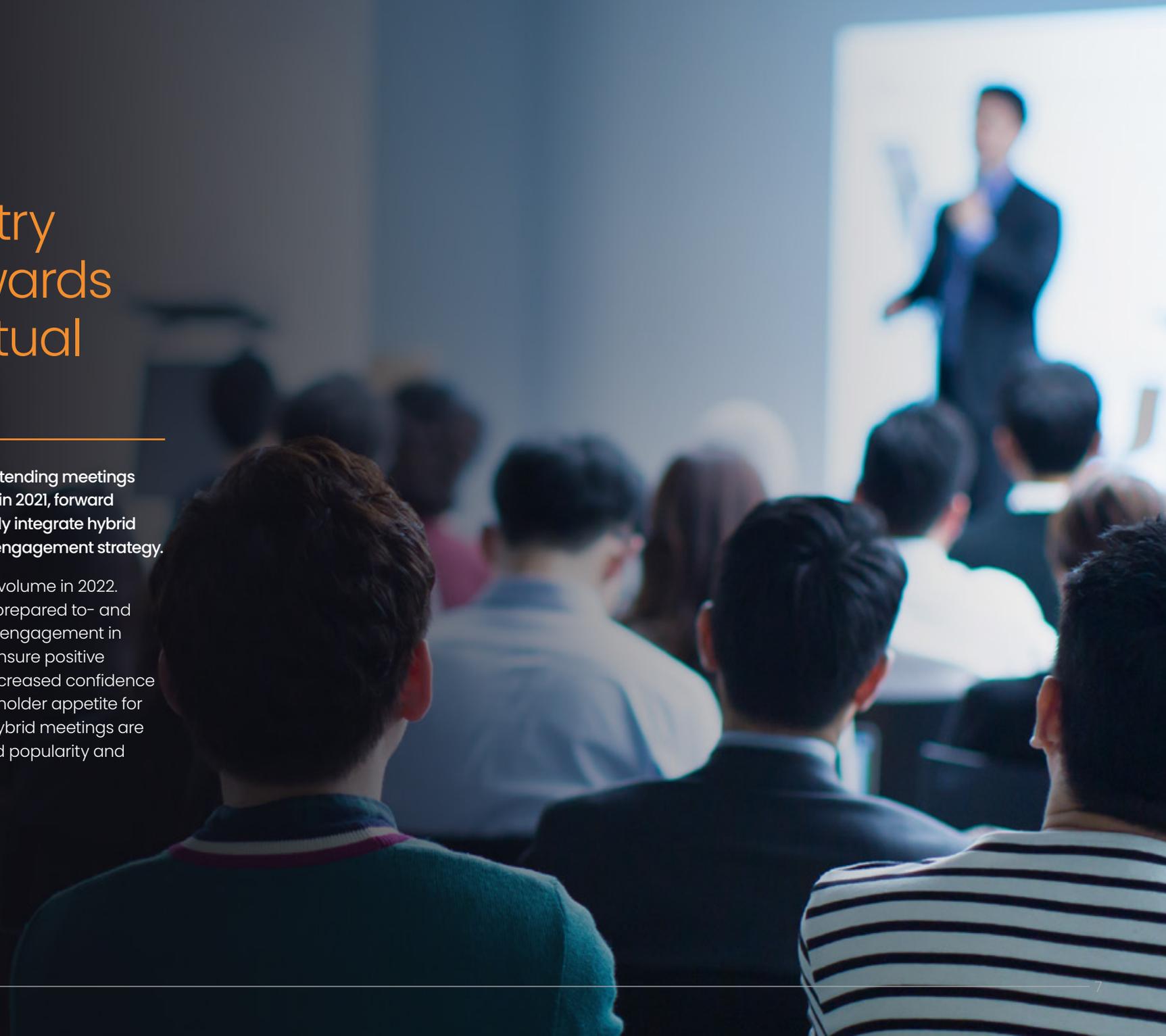


# Is the industry moving towards hybrid & virtual AGMs?

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With the number of shareholders attending meetings rising from 23,785 in 2020 to 216,928 in 2021, forward thinking companies will undoubtedly integrate hybrid into their longer-term shareholder engagement strategy.

Shareholder voice is set to grow in volume in 2022. As a result, organizations must be prepared to- and capable of- harnessing increased engagement in a positive and productive way to ensure positive outcomes at the AGM. Thanks to increased confidence in the technology, alongside shareholder appetite for engagement, we anticipate that hybrid meetings are here to stay and will gain increased popularity and ubiquity in 2022.



## Who has already hosted hybrid & virtual AGM?

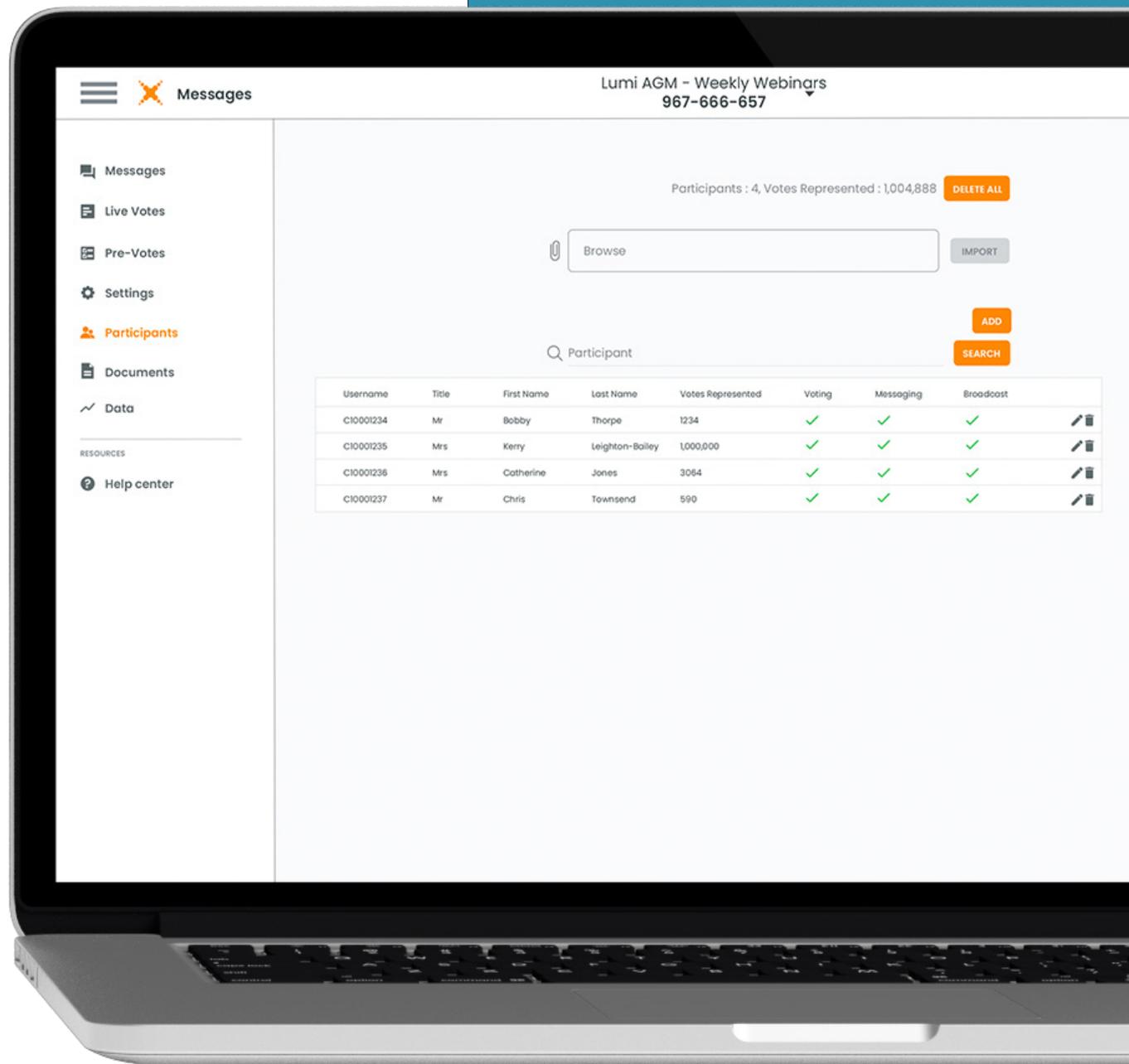
A wide range of companies across the world have hosted this type of AGM, especially since the pandemic forced most organizations to conduct their business online. FTSE100s, Blue Chip companies, Sporting Associations, Membership Organizations and SMEs have all made the move to Hybrid or Virtual in recent times. Lumi facilitated the UK's first digital AGM held by a listed company, Jimmy Choo, in June 2016.



# Is a hybrid meeting secure?

Yes, there are multiple measures put into place to keep digital AGM secure. From single sign on and shareholder verification, to tight security protocols which ensure that only those with the rights to join the meeting are given access, entry to an AGM is tightly controlled.

In addition, Lumi's patented technology is regularly tested by third parties and has been proven to be accurate and secure.



# How can you be sure that virtual attendees are who they say they are?

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Lumi uses industry standard protocols for authentication into the participant app. Therefore, to enter a meeting, a user must first enter the 'Meeting ID' – a unique meeting identifier, communicated ahead of time via notice of meeting.

Participants are also securely communicated a unique username and password for the event ahead of time, which they then must insert into the log-in portal to be accepted into the meeting. Without these credentials, access to the meeting will be denied; only valid credential entries will be authorized. If you would like to provide guest access to your meeting, you can do so. Guests will be able to access the meeting but may be restricted from certain features including, voting and Q&A. Guests will still be able to watch the meeting and look at public documents and information, depending on your organization's security preference.

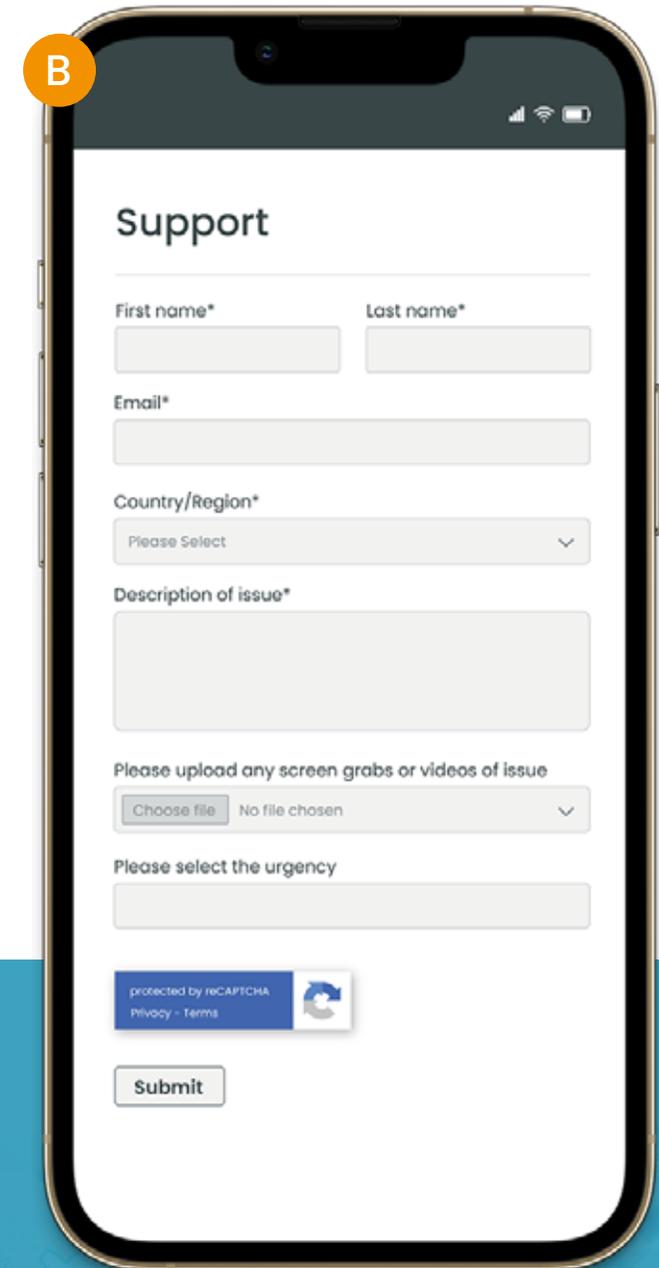
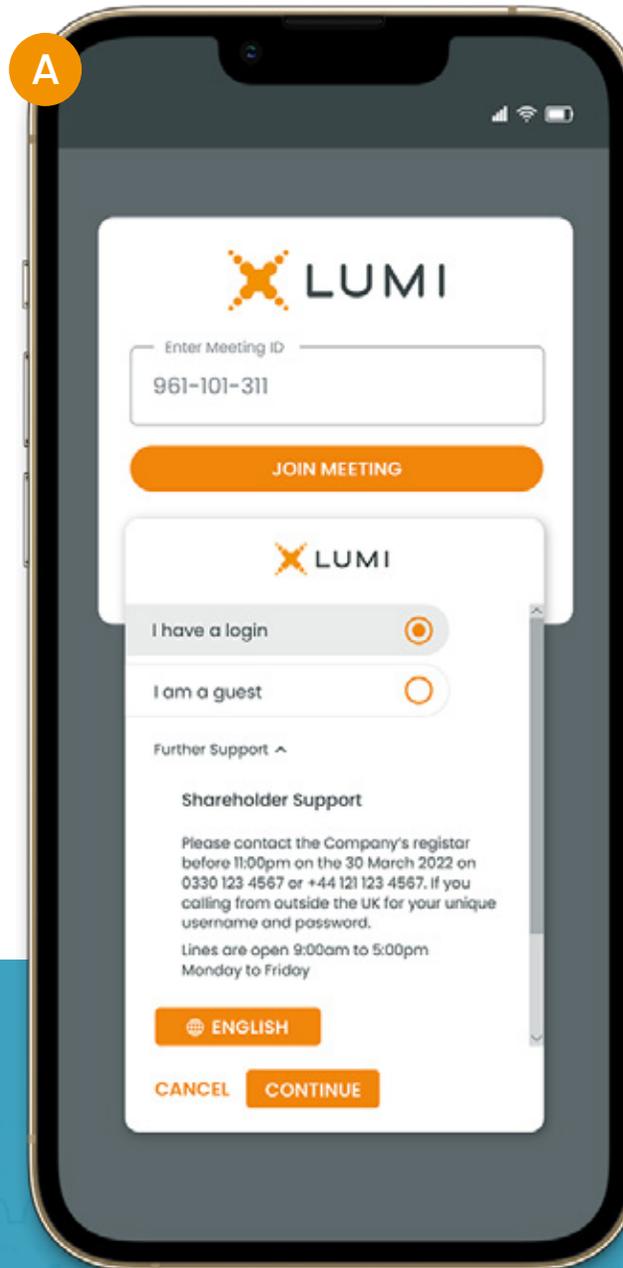


# Are there any issues that can arise?

The high levels of security within hybrid and virtual AGMs, as well as the on-hand support team, means that it's very rare to have any issues at these events. Due to rigorous testing and constant client feedback, our product teams often make improvements to the platform before any issues arise, ensuring the Lumi platform remains intuitive and simple to use. Any human error can also be quickly resolved by our experienced team.

Figure A: Platform support

Figure B: Knowledge Base support ticket



## Aren't hybrid & virtual AGMs much more costly?

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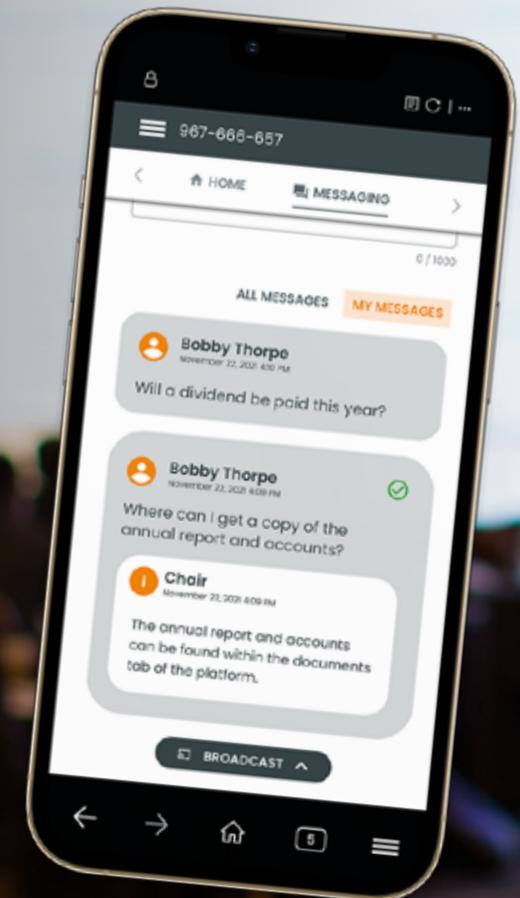
There are a range of factors that would affect the price of your AGM, but an online presence could reduce your overall costs. For example, a hybrid meeting may enable a reduction in the size of venue, refreshments and time taken to deliver the AGM.

Not only is there a potential cost saving for your organization, offering a digital portal could increase the value of your spend; hosting an AGM online reduces travel costs for your shareholders and diminishes the inconvenience of attending a meeting in person. As a result, stakeholders are more likely to attend and engage, therefore expanding the potential reach of your meeting.



# How does Lumi integrate the online and in-room meeting experience for shareholders?

The Lumi platform brings together in-room and virtual attendees in a single meeting platform. For virtual attendees, this means that all documents and broadcast stream will be available to access within the platform, while physical attendees will watch the board discussion, and read documents in the usual way.



## Here's how we ensure virtual participants can fully interact with the meeting:

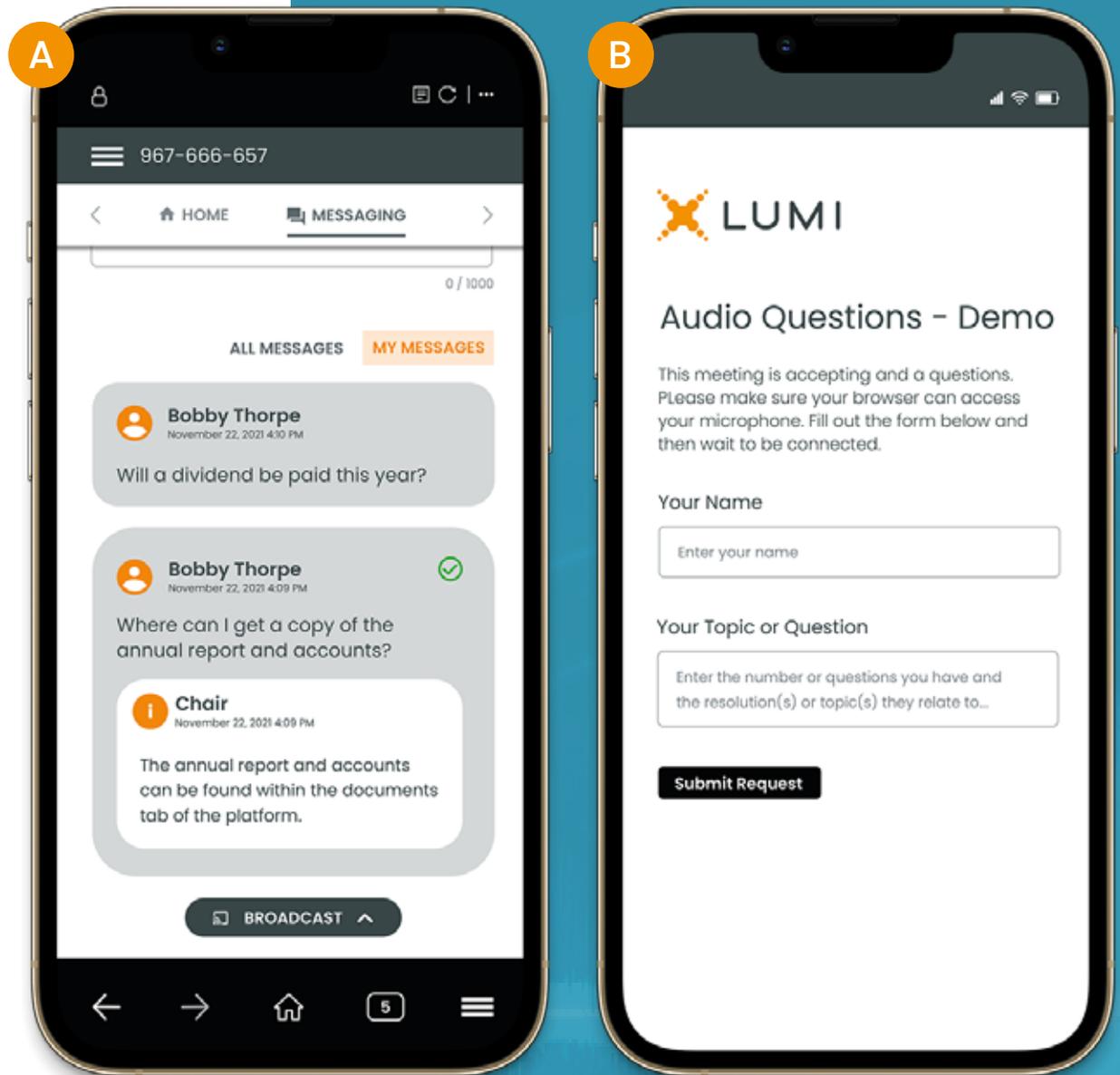
### Q&A (Figure A)

Once a question is asked remotely by a participant, it's reviewed and vetted for language and relevance, and sorted into categories. Our team can help organizers manage and alternate questions from in-room and online attendees to ensure that everyone is heard.

To ensure your organization can hear and respond to verbal questions from stakeholders, a virtual microphone can also be a useful tool in creating equality between both online and in-room participants.

### What is a virtual microphone? (Figure B)

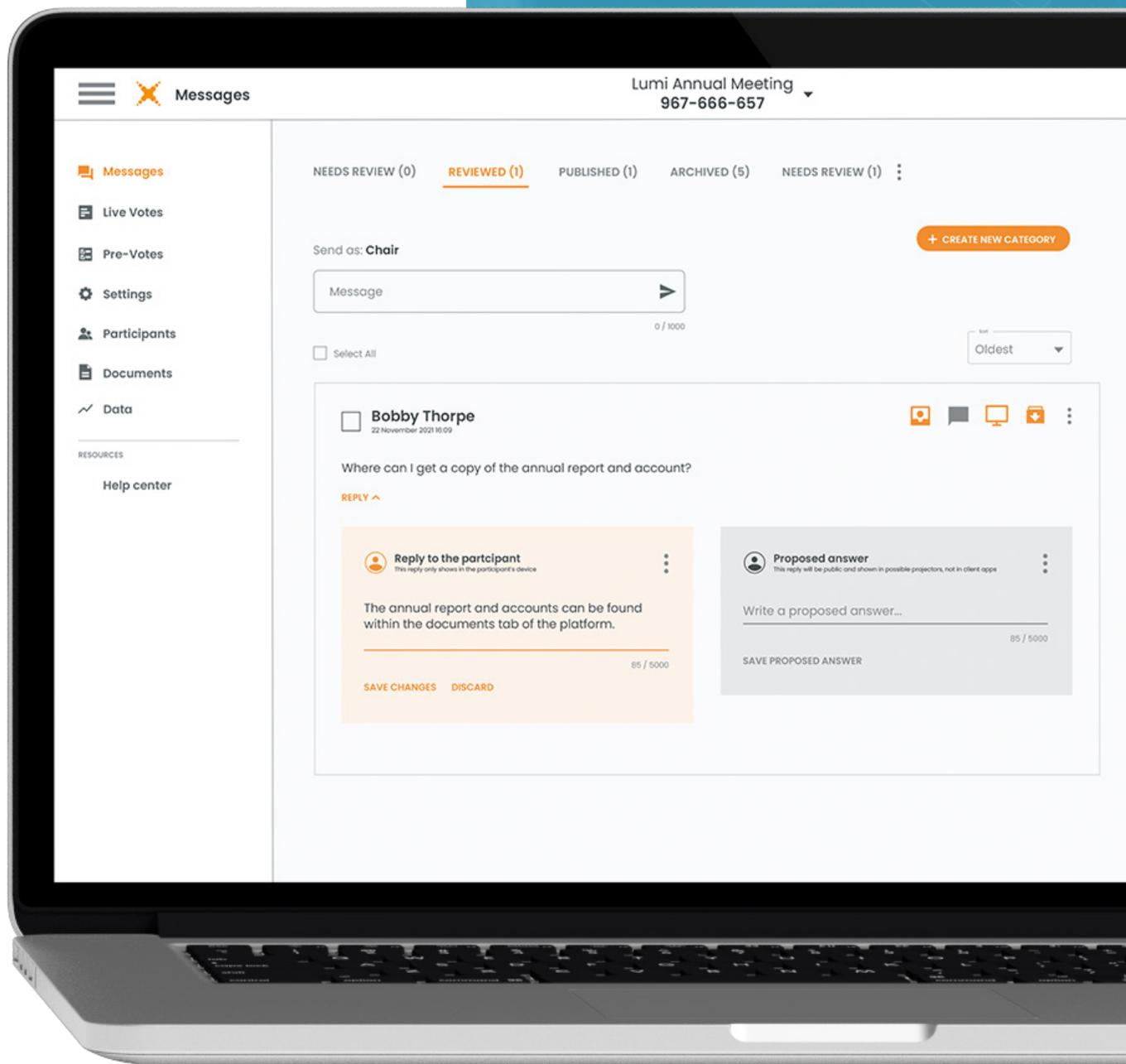
Sometimes called telephony, a virtual microphone is a tool which digital participants can use to verbally voice their questions within the business of the meeting. A virtual microphone uses a telephone connection, allowing participants to dial in and put their questions to the board, by either pre-recording them or asking live in the meeting.



# Messaging update

Our most recent messaging update allows board members and appointed moderators to send direct replies to shareholders during the meeting. This update improves your business' capacity to answer questions without disrupting the flow of the agenda; more important questions can be answered by the chair, leaving the moderator to respond to personal comments privately. This dual stream helps to create a more personable experience, significantly improving communication between the company and the shareholder.

Another new messaging feature proposes a 'Proposed answer' to the shareholders' questions, which enables your team to privately communicate with the board during the meeting. This can supply extra information, help your Chair navigate tricky answers, or provide legal insight when needed. Suggested answers are never visible to the attendees, so the board can use this prompt to quickly give the knowledgeable answers that the shareholders need. Multiple messages on the same topic can also be grouped together and condensed into one question, speeding up the answering process.



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