



CITIZEN SHAREHOLDERS[®]

A global solution for a globalized world

SEC Explainer Deck

evolutionary change – revolutionary effect[®]

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Our 'Why'

To change the behavior
of the corporations that
dominate our planet

*"Capitalism is the most
successful economic model
this planet has ever known.
It's also the one that's
destroying it.*

We're going to change that."

Paul Cannon
Founder
Citizen Shareholders





Our 'How'

Impartially:

The only cause we support is
Universal Suffrage

**Votes for Women and
Everybody Else Too!**

You get to say what matters to you!

Our 'What'

An app for you to vote the shares you own through your pensions and investments.

Together, you and others will be able to vote on the **\$40 trillion** in shares owned in these types of investments.

Get the issues that matter to you onto the only corporate agenda that counts, the Annual General Meetings of Shareholders





A single place where you can vote all the shares you own through any pension or investment*

*that chooses to transform their indirect shareholders into Citizen Shareholders

NORGES BANK
INVESTMENT MANAGEMENT
Norwegian Sovereign Wealth Fund



6.5 million supporters

WaterAid
350,000 supporters

CAFOD
Just one world
22,000 supporters

WWF
5 million members

AMERICANS FOR PROSPERITY
1 million members

susan G. Komen.
1.9 million Supporters

WORLD LAND TRUST
48,000 supporters

MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS
1.5 million members

Citizen Shareholders can choose to follow a Default Advisor (DA)- a role we developed with the regulator. This sets all the voting positions to that of the chosen DA

中国投资有限责任公司
CHINA INVESTMENT CORPORATION
China Sovereign Wealth Fund



4.3 million supporters

AMNESTY INTERNATIONAL
8 million members

Citizen Shareholders can change their position on resolutions, or their Default Advisor, whenever they want



5.3 million members

GLOBAL FUND FOR WOMEN
Champions for Equality™
453,000 supporters

GREENPEACE
3.1 million supporters

INTERNATIONAL COMMITTEE OF THE RED CROSS
1.5 million supporters

International Youth Foundation

OXFAM
900,000 supporters

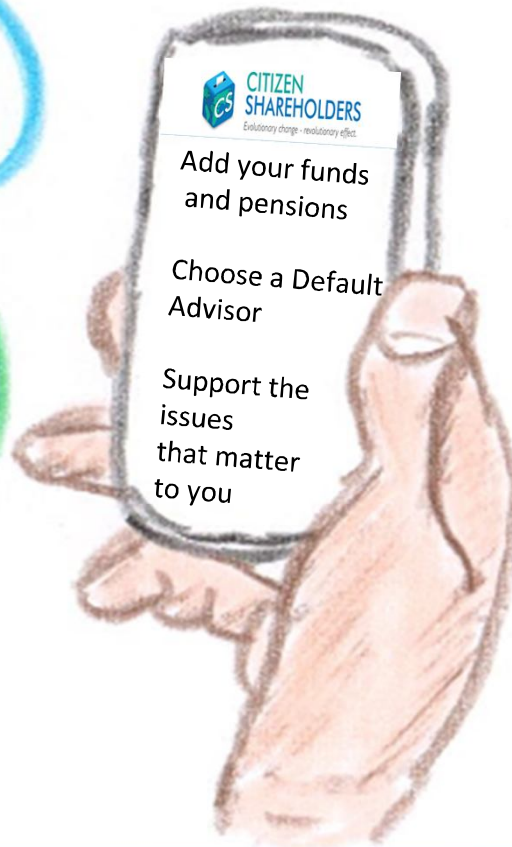
Citizen Shareholders is building a mechanism for people to influence companies by using these shares to change the world.

"The Company resolves that from 2023 it will only sell firearms and ammunition in States that administer 'red flag' laws."

National Campaign for Responsible Gun Ownership

"The Company resolves to remove bisphenol A (BPA) from products and packing that come into food and beverages by 2024."

The Breast Cancer Charity



"The Company resolves to having a gender imbalance of no greater than 30% in its board composition by 2025."

Future Gender LLP

"The Company resolves to spend more on developing non-carbon-based energy sources as it does on the discovery and development of fossil fuels."

Howlett Foundation



Get a healthier nest egg and a healthier world

Over the long-term,
companies that adopt
sustainable strategies
outperform those
that don't

**Saving for the future
shouldn't cost the earth**

Our Structure

For-profit 'Electoral Mechanism'

Provides a SaaS to Asset Managers converting any equity-containing fund into an Ethically Engaged Impact Fund

Transforms you from an indirect shareholder into a ***Citizen Shareholder***

We donate 20% of all revenue to the 'Electoral Commission'

Not-for-profit 'Electoral Commission'

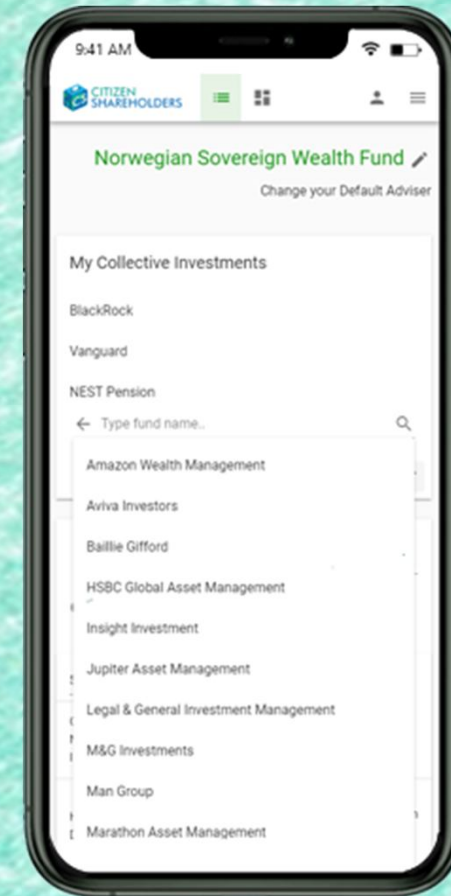
Oversees and funds the Default Advisor program

Manages the ***Citizen Shareholder Assemblies*** - the source of the externally proposed company resolutions

How does it work?

The Citizen Shareholders app allows you to vote all the shares in your pensions and investments in one place.

It aggregates support for external resolutions detecting when minority voting rights are triggered, and allows voting at General Meetings.



Indirect shareholders become Citizen Shareholders

The screenshot shows the Citizen Shareholders website interface. At the top, there is a navigation bar with 'CITIZEN SHAREHOLDERS', 'RESOLUTIONS', and 'DASHBOARD' menus, and an 'ACCOUNT' dropdown. The main header displays 'Norwegian Sovereign Wealth Fund' with a 'Change your Default Adviser' link. A search bar is present above a filter section with 'Resolutions' and 'Proposed Resolutions' options. Below this is a table of resolutions with columns for 'Company', 'Resolution', and 'Support'. The table lists five resolutions with their respective support percentages and icons indicating the status of each.

Company	Resolution	Support
Global Food AG	The Company resolves to remove bisphenol A (BPA) from products and packing that come into food and beverages by 2024	55% ✓
US Mart Inc	The Company resolves that from 2023 it will only sell firearms and ammunition in States that administer 'red flag' laws.	13% abstain
Big Oil Inc	The Company resolves to spend more on developing non-carbon based energy sources as it does on the discovery and development of fossil fuels.	25% ✓
Mega Insurance PLC	The Company resolves to having a gender imbalance of no greater than 30% in its board composition by 2025.	90% ✗
Big Pharma AG.	The company hereby resolves to pool its resources to develop and deploy a vaccine during WHO declared Global pandemics.	65% ✓


At the bottom of the page, there is a footer with contact information: 'mail@citizenshareholders.com' and 'Level 39, One Canada Square, London E14 5AB'.

It's time to make *every fund* an Ethically Engaged Impact Fund.

Join
Citizen
Shareholders
Today

and demand your
right to vote!

How do you become a Citizen Shareholder?

If you have, or ever hope to have, a pension or an investment, click here:  or visit citizenshareholders.org

For individuals (you) it's **FREE** and always will be.

If you'd like to be a Default Advisor - and help your supporters achieve change, not only is it free, we'll even **share revenue** with you!

To find out more email: advocacy@citizenshareholders.com

If you're an Asset Manager or Pension Scheme looking to **grow/keep your market share** with the 80%+ of people who'd prefer to be Citizen Shareholders: contact grow@citizenshareholders.com

The Team



Paul Cannon
Strategy &
Culture
Founder



Markus Krebsz
Operations
UBS/HSBC/World Bank



Shirani Rajapaksa
Comms
Acting CEO



Mark Jarvis
Growth
BAE/Flemings/EY



Todd Leder
Network Security
BlackRock

Advisers



Baroness Bowles
LSE Director



Sally Graham
Fern Equity



Neeta Mundra
Salesforce



CITIZEN SHAREHOLDERS

Evolutionary change - revolutionary effect.

Saving for the future shouldn't cost the earth®

Join our mission to change the behavior of companies that dominate the planet

For more information email grow@citizenshareholders.com

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