

BROADRIDGE FINANCIAL SOLUTIONS, INC.  
Form DEFA14A  
October 14, 2009

**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:

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

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(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):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

Fee paid previously with preliminary materials.

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:

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

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(3) Filing party:

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(4) Date filed:

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At Broadridge, we strive to develop and foster greater levels of communication in everything we do. As a company focused on innovation, we believe that by applying technology and partnering with our stockholders, we can develop and maintain long term value. For this reason, we deeply appreciate the time and energy you have put into helping us shape this forum. As always, we are committed to you, our stockholders, and look forward to your comments and establishing a meaningful dialogue.

**Richard J. Daly, Chief Executive Officer**

Broadridge Financial Solutions, Inc.

**Virtual Stockholder Meeting**

Broadridge will be hosting its 2009 Annual Meeting of Stockholders live via the Internet. You will be able to vote and submit questions while attending the meeting on the Internet.

**Click here to [Save the Date](#) to your calendar.**

[Attend Meeting](#)

**Location:** <http://www.broadridge-ir.com>

**Date:** November 18, 2009

**Time:** 10:00 a.m. EST

**Submit a Pre-Meeting Question**

If you would like to ask a question in advance of the meeting, please submit it here. All submissions to this site are completely anonymous. We appreciate your input and look forward to hearing from you, our stockholders.

**Survey**

**We d like to learn more about our stockholders. Please complete the survey below and upon completion, view the results real-time.**

Q1. How long have you been a Broadridge Stockholder?

.. 0-6 Months

.. 6 Months - 1 Years

.. 1-2 Years

.. More than 2 Years

Q2. As a stockholder of Broadridge, what excites you most about the company?

- .. Market leader with high client retention rates
- .. High percentage of recurring annual revenues
- .. Management team
- .. Dependable mid-single-digit revenue growth business
- .. Scalable business model with core business generating margin expansion
- .. Corporate social responsibility and environmental/clean air initiatives
- .. Other, please specify

Q3. What was your most important consideration in making an investment in Broadridge?

- .. Dividends
- .. Stock price
- .. Stock repurchases
- .. Long-term business prospects of the company
- .. Other, please specify

Q4. What is the most important reason why you remain a stockholder in Broadridge?

- .. Opportunities for growth
- .. The Capital Allocation Policy
- .. Management

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“ Commitment to corporate responsibility and environmental/clean air initiatives

“ Other, please specify

Q5. Other than your ownership of Broadridge, what is your primary area of investment?

“ Blue chip stocks

“ Bonds

“ Dividend stocks

“ Growth stocks

“ Other, please specify

Q6. How long do you typically hold a stock?

.. Day trade

.. 0-6 Months

.. 6 Months - 1 Years

.. 1-2 Years

.. More than 2 Years

.. Other, please specify