

Shareholder Relations Strategy

December 2012

Boundless Energy



Background

- Nalcor Energy would like to proactively engage its shareholder to ensure ongoing alignment, facilitate achievement of long-term strategic plans and ensure we are demonstrating value to our Shareholder.
- Strategy is based on principles of an integrated investor relations strategy.

Principles

- Open and timely communication
- Timely provision of information requests
- Regular updates and timely communication of issues
- Financial communications integrated with corporate communication
- Streamlined processes, clear accountabilities and assistance where required
- Commitment and understanding to shareholder environment

Shareholder Relations Goals

1. To build an accountable and open relationship with the shareholder
2. To assure shareholder understands the value of their investment and will continue to invest and support the company's strategic plan
3. To align corporate goals with government direction
4. To clearly communicate corporate plans and direction to our shareholder and provide regular reporting
5. To inform the shareholder of any significant developments and decisions likely to have a major impact on the corporation or on public perceptions and attitudes towards it. ("No surprises")

Next steps – Strategy Alignment

1. Align final strategy with Board and CEO
2. ID key shareholder contacts/departments and determine communication protocol/responsibilities: Premier's Office; Natural Resources; Executive Council; Finance/Treasury, Relevant MHAs, Committees of Cabinet, etc.
3. Arrange meetings with PO, Minister, DM, appropriate contacts to gather input for strategy and perceptions/expectations
4. Finalize annual engagement activities; short and long term & ensure alignment with strategic plan

Proposed Activities 2013

1. Arrange for Government orientation for key Nalcor Energy team members
 2. Arrange for orientation briefings for key shareholder contacts
 3. Process developed for issues registry and issues mgmt
 4. Quarterly meetings with key shareholder contacts
 5. Broader annual update to DM and ADM forums
 6. Annual Report(s): Business & Trans/Acct Reports
 7. Annual Shareholder Meeting
 8. Annual Public Meeting
 9. Annual Budget/Financing Presentation
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Measurement & Outcomes

Measurement

- Annual Perception Survey/Feedback from Key Contacts

Outcomes

- Positive shareholder perception of company
- Advance notice of issues
- Enhanced working relationship at all levels