CONTINENTAL
STOCK TRANSFER & TRUST

Customer Care Solutions

A differentiated shareholder experience built on human expertise, practical technology, continuous improvement, and security.

A BETTER SHAREHOLDER EXPERIENCE STARTS WITH REAL PEOPLE

At Continental, our Customer Care Center plays a crucial role in our customer-centric operations, ensuring shareholders receive personalized, attentive service. Unlike automated systems that can create unnecessary barriers, we prioritize live interaction and direct access to knowledgeable Continental employee representatives.

Our team is dedicated to addressing inquiries promptly and effectively, with a communication process designed to make it easy for shareholders to get the help they need. Through our **"no barriers to service"** approach, shareholders can connect with a live representative within just one prompt – without navigating a maze of automated options or unnecessary transfers.

OUR SERVICE PHILOSOPHY

CARE	Genuine ownership of every interaction
COMMUNICATE	Clear answers and active listening
CONVENIENCE	Simple access with fewer unnecessary steps
COST	Technology and disciplined processes that improve efficiency without compromising quality

Our Customer Care Center is based in Lower Manhattan, supported by dedicated customer care professionals throughout the greater New York area.

HUMAN EXPERIENCE WITHOUT THE BARRIERS

- Representatives are trained to address the specific needs of shareholders rather than simply route calls.
- Phone, email, and voicemail inquiries are treated as important customer touchpoints.
- The service model preserves the human connection when a shareholder needs clarity, reassurance, or judgment.



Modern Communications Infrastructure

Continental has evolved its communications environment through Unified Communication Platforms. Representatives can connect through desktop or mobile applications, creating a seamless operating model, anywhere and anytime.

- Flexible representative connectivity that supports continuity and responsiveness.
- A technology foundation capable of supporting a distributed workforce.
- Technology used to strengthen the representative rather than replace the representative.

TECHNOLOGY THAT WORKS BEHIND THE SCENES

Continental's approach to AI is intentionally practical. Rather than putting AI between the shareholder and the person who can help them, AI can operate as a highly capable assistant behind the scenes:

- Support representatives with information and intelligent assistance.
- Reduce repetitive work so representatives can spend more time on complex customer needs.
- Improve speed, consistency, and access to relevant information.
- Assist with summarization, classification, routing, and other appropriate high-volume activities.

Technology should enhance service, not replace it.



RELIABLE, RESPONSIVE SUPPORT

Continental's Customer Care Center was built to provide timely, knowledgeable assistance at scale. The team can expand and adapt as business conditions and inquiry volumes change, including periods of significant growth and heightened shareholder activity.

The goal is not simply to answer the phone. The goal is to resolve the shareholder's need clearly, efficiently, and confidently.

SECURITY, TRUST & RESPONSIBLE SERVICE

Security is fundamental to every shareholder interaction. Continental combines accessible service with safeguards designed to protect personal information and account security, including Multi-Factor Authentication (MFA), account verification, and processes to identify and escalate potential risks – without creating unnecessary barriers for shareholders.

- **PROTECT INFORMATION:** Safeguards for personally identifiable information and account security.
- **VERIFY ACTIVITY:** Appropriate verification before sharing account-specific information or processing transactions.
- **IDENTIFY AND ESCALATE RISK:** Monitoring and escalation processes help address potential security concerns.

CONTINUOUS IMPROVEMENT

Continental's AIM Methodology is a practical discipline for improving the shareholder journey.

ANALYZE
Evaluate performance, identify friction, and uncover opportunities to improve.

IMPLEMENT
Put prioritized improvements into practice.

MONITOR
Measure results and assess whether changes are working.

REPEAT
Use what is learned to guide the next round of improvements.