



**Direct Share Purchase and Sale Program  
For the Common stock of  
Avery Dennison Corporation**



Broadridge Corporate Issuer Solutions, Inc. ("**Broadridge**") is pleased to administer and provide access to a Direct Share Purchase and Sale Program (the "**Program**"), which offers a means by which first time investors and existing registered shareholders who hold qualified, freely tradable shares of a company participating in our Program can submit requests to buy new shares or sell their shares through a registered broker-dealer, without opening a brokerage account. As administrator of the Program, Broadridge is acting on behalf of the participating company, is not acting as a broker-dealer and will not execute any purchase or sale on behalf of such persons. Rather, Broadridge will forward requests to purchase or sell such shares to a broker-dealer appointed by Broadridge, including possibly a broker-dealer affiliated with Broadridge, who will execute the transaction.

Please visit our website at <https://investor.broadridge.com> for a listing of participating companies and to view a full version of the Program Terms and Conditions. If you choose to purchase or sell registered shares through the Program, unlike a stock brokerage account, the timing, pricing and manner of transactions through the Program will be subject to the provisions of the Program and will be outside your control.

There are fees associated with effectuating transactions under the Program, which are set forth in the Program Terms and Conditions. Please review such fees carefully.

The Program is sponsored and administered by Broadridge and not the participating company.

If you have general questions about the Program, you may contact Broadridge at the toll-free number listed in the Program Terms and Conditions.

Best Regards,

Broadridge

# Broadridge Direct Share Purchase and Sale Program

The Broadridge DSP (Direct Share Program) is a direct share purchase, sale and dividend reinvestment program that provides an alternative to traditional methods of buying, holding, and selling shares in companies participating in the Broadridge DSP.

## **Broadridge's Direct Share Purchase and Sale Program allows you to:**

- Purchase in dollar amounts, rather than a certain number of shares, so you can own fractional shares.
- Save money. Broadridge DSP fees are generally lower than commissions and fees charged by a stockbroker.
- Automatically build your investment over time. Your dividends can be reinvested and, if you wish, you can buy additional stock with automatic monthly deductions from your bank account or by check.

## **How the Broadridge Administered Program works:**

Through the Broadridge DSP, you can purchase and sell shares of eligible companies directly, rather than dealing with a broker.

## **You can set up your Broadridge DSP account so that you:**

- Buy the same dollar amount of stock every month through automatic monthly deductions from your bank account.
- Purchase stock by authorizing a one-time online bank debit via the DSP online process, or by sending in a physical check and completed Transaction Form. You can also combine these choices. For example, you may choose to purchase every month through automatic monthly deductions and supplement with occasional purchases by check. The Broadridge DSP is designed for long-term investors who wish to invest and build their share ownership over time.

First time investors and registered shareholders in participating companies can purchase or sell shares through the Program by completing the step by step process described on our website, <https://investor.broadridge.com>, or by signing and returning a hard copy of the Transaction Form. If you need a Transaction Form, you can obtain one by contacting Broadridge, at the following toll-free number (1-888-682-5999), International Investors can call (1-720-864-4993) or by downloading one directly from our website.

## **Eligibility:**

The Broadridge DSP is available to the general public, including first time investors. Regulations in certain countries may, however, limit or prohibit participation in this type of program. Persons residing outside the United States who wish to participate in the Broadridge DSP should first contact their financial or legal advisors to determine whether they are subject to any governmental regulations prohibiting their participation. This document provides a general overview and summary of the DSP. Please be sure you read and understand the full Program Terms and Conditions before enrolling in the Broadridge DSP.

---

## Questions and Answers

### How do I enroll in the Broadridge DSP?

To enroll you must complete and submit an Enrollment Form. You have a choice of submitting a physical Enrollment Form which may be obtained from our website at <https://investor.broadridge.com> (click on the Forms tab) or by calling Customer Service at (1-888-682-5999), International (1-720-864-4993). You can also utilize our easy to use Broadridge wizard located on our website by clicking on the "Direct Stock Purchase" tab on the left hand side and following the easy step by step process. The "DSP Wizard" will allow you to provide the required banking information to allow Broadridge to deduct the appropriate funds for your initial share purchase. Broadridge will hold any personal information you provide, as administrator of the Program and on behalf of the participating issuing company, pursuant to our Privacy Statement, which can be found at <https://investor.broadridge.com>.

Minimum and maximum investment amounts, as well as any applicable fees, can be found on Page 5 of the Program Terms and Conditions. Broadridge will purchase whole shares and allocate fractional shares of a participating company's stock to equal the dollar amount of your investment, less any applicable fees.

### How do I purchase additional stock?

You may purchase additional stock for your DSP account in three ways: by regular monthly electronic deductions, by one-time online bank debit and by check.

- You may authorize automatic monthly deductions from your bank account by completing and returning an authorization form or you may submit a request online at <https://investor.broadridge.com>.

- You may authorize a one-time online bank debit from your U.S. bank account by going to <https://investor.broadridge.com>.

- You may make optional cash investments by sending a check (in U.S. dollars) made payable to "Broadridge" along with a completed transaction form which is attached to each statement you receive.

Broadridge will submit your request to the registered broker-dealer utilized by the Program to purchase whole shares and allocate any fractional shares of a participating company to equal each amount you invest, less any applicable fees. Any fees, as well as minimum and maximum purchase amounts, can be found on Page 4 of the Program Terms and Conditions. Keep in mind that the value of the stock can go down as well as up. The past performance of any participating company's stock is not necessarily an indicator of future performance. There can be no guarantee that the stock you purchase through the Broadridge DSP will gain in value or retain its current value.

## **When are shares purchased?**

Regarding purchases of shares, Broadridge aggregates all requests to purchase shares received from Program participants. A registered broker-dealer engaged by Broadridge (which may be an affiliate of Broadridge) then purchases the total shares on the open market. This broker-dealer will receive brokerage fees and commissions in connection with effecting such transactions. The applicable price per share cannot be determined prior to the purchase. The price per share purchased will reflect transaction fees and brokerage commissions and shall always be the average weighted price for all shares purchased for the Program participant on the applicable trade date(s).

Broadridge will credit your account for all full and fractional shares (to four decimal places) purchased by the broker on your behalf. Depending on the number of shares being purchased and current trading volume in the shares, purchases may be executed in multiple transactions and may take more than one day to complete. Broadridge will record a Program participant's shares in book-entry form and will not issue physical certificates. Broadridge will normally mail a transaction confirmation by first class mail within two (2) business days following the final trade settlement date showing, among other things, the purchase price, transaction fees, brokerage commissions and the number of shares credited to your Program account. Once a purchase of shares is completed, a participant will have all the rights of a shareholder in that company.

You can also grow your investment by purchasing additional shares of a participating company's common stock by using the Program's optional investment feature. For additional information regarding the Optional Investment feature please refer to page 1 of the Program Terms and Conditions.

## **May I contribute shares I already own into my DSP account?**

Yes. If you hold paper stock certificates you may send them unsigned to the address at the end of this brochure via overnight delivery or some other form of traceable mail, with return receipt requested, and properly insured. You may also contribute any book-entry shares. Please call Broadridge at (1-888-682-5999), International (1-720-864-4993) for more information. Broadridge will credit your book-entry registered shares to your account free of charge.

## **Can shares bought through the Broadridge DSP be issued in certificate form?**

No, shares will be issued and held in book-entry form.

## **Can my dividends from my DSP shares be reinvested?**

Yes, you can choose to reinvest dividends on shares. Please see the Enrollment Form for participation options available. Broadridge will instruct the broker-dealer utilized by the Program to purchase whole shares and allocate any fractional shares of stock to equal the dollar amount of the reinvested dividends, less any applicable fees and tax withholdings. See Page 2 of the Program Terms and Conditions for specific details on dividend reinvestment.

You may change your reinvestment instruction through the Internet, by telephone or in writing at any time. If Broadridge receives the notice of change after a dividend record date, Broadridge may defer changing your reinvestment option until the next dividend payment date.

## **How do I transfer shares or give them as gifts?**

You may transfer or gift shares from your DSP account by completing a Transfer of Ownership Form. A Transfer of Ownership Form is available to download and print at <https://investor.broadridge.com>. Transfers may be made in book-entry form or in certificate form. To obtain instructions for transferring your shares, please download transfer instructions from the Broadridge website. Alternatively, you may call the Broadridge Customer Service line at (1-888-682-5999), International (1-720-864-4993), and request Broadridge to send you transfer instructions and the Transfer of Ownership Form.

## **How do I sell shares?**

A registered shareholder who holds qualified, freely tradable shares of a participating company in Direct Registration Form (i.e., shares held electronically or by book entry) can submit requests to sell its shares through a registered broker-dealer through our website, our toll-free telephone number or through the mail at any time. Broadridge will forward promptly such requests to the registered broker-dealer utilized by the Program. This broker-dealer will sell the shares on the open market in round lot transactions. The price per share for the shares sold will reflect administrative fees and brokerage commission and will always be the average weighted price for all shares sold through the Program on the trade date or dates. In general, sales are made daily, but not less than once a week. Depending on the number of shares being sold and current trading volume in the shares, sales may be executed in multiple transactions and may be traded on more than one day. The selling price will not be known until the sale is complete. A check for the proceeds of the sale of shares less applicable taxes, transactions fees and brokerage commissions, together with a summary transaction statement, will normally be mailed to the participating shareholder by first class mail within two (2) business days after the final trade settlement date.

The ability to purchase or sell shares through the Program is intended to be a convenience. However, you may find it more convenient or economical to effect such transactions through a broker of your choice. Participation in the Program is strictly voluntary.

*Participants should be aware that the share price may fluctuate between the time your transaction request is received and the time the transaction is effected on the open market. This price risk will be borne solely by you. Broadridge may, but is not obligated to, accept written requests to revoke transaction requests.*

## **How do I keep track of my investments?**

Broadridge offers online access to your account holdings at <https://investor.broadridge.com> and an opportunity to participate in e-delivery of account activity statements, where offered. Access to account information is always available via our Customer Service team which can be reached at (1-888-682-5999), International (1-720-864-4993).

## **What about taxes?**

Broadridge will send a Form 1099-DIV to you and the U.S. Internal Revenue Service after each year-end, reporting any dividend income you received during the year (which may consist of dividends and any applicable fees paid on your behalf by a participating company). If you sell shares through the Broadridge DSP, Broadridge will send a Form 1099-B to you and the U.S. Internal Revenue Service showing the total proceeds of the transactions. For non-U.S. persons, Broadridge will send a Form 1042-S to you and the U.S. Internal Revenue Service after each year-end, reporting any dividend income you have received during the year. We recommend that you keep your Broadridge statements, which are helpful for record keeping and tax purposes.

## **How do I end my participation in the Broadridge DSP?**

To terminate your DSP account, you can access your account online at <https://investor.broadridge.com>. Termination requests can also be communicated via telephone or mailed to the address referenced below together with the transaction form included with your statement. For specific information about the process and timing of termination of your participation, see the Program Terms and Conditions.

## **What if I have questions and want to contact Broadridge regarding the DSP or other Broadridge services?**

Website: <https://investor.broadridge.com>  
Phone number: (1-888-682-5999), International (1-720-864-4993)  
Email address: [shareholder@broadridge.com](mailto:shareholder@broadridge.com)

Address -

### **For All Correspondence:**

Broadridge DSP  
c/o Broadridge Shareholder Services  
P.O. Box 1342  
Brentwood, NY 11717

### **For Purchase or Sales Requests:**

Broadridge Corporate Issuer Solutions  
Attn: IWS  
1155 Long Island Avenue  
Edgewood, NY 11717

# Program Terms and Conditions

First time investors and registered shareholders in participating companies can purchase or sell qualified shares through the Program by completing the step by step process described on our website, <https://investor.broadridge.com>, or by signing and returning a hard copy of the Transaction Form. If you need a Transaction Form, you can obtain one by contacting Broadridge at the following toll-free number (1-888-682-5999), International (1-720-864-4993) or by downloading one directly from our website.

## Purchases:

Regarding purchases of shares, Broadridge aggregates all requests to purchase shares received from Program participants. A registered broker-dealer engaged by Broadridge (which may be an affiliate of Broadridge) then purchases the total shares on the open market. This broker-dealer will receive brokerage fees and commissions in connection with effecting such transactions. The applicable price per share cannot be determined prior to the purchase. The price per share purchased will reflect transaction fees and brokerage commissions and shall always be the average weighted price for all shares purchased for the Program participant on the applicable trade date(s).

Broadridge will credit your account for all full and fractional shares (to four decimal places) purchased by the broker on your behalf. Depending on the number of shares being purchased and current trading volume in the shares, purchases may be executed in multiple transactions and may take more than one day to complete. Broadridge will record a Program participant's shares in book-entry form and will not issue physical certificates. Broadridge will normally mail a transaction confirmation by first class mail within two (2) business days following the final trade settlement date showing, among other things, the purchase price, transaction fees, brokerage commissions and the number of shares credited to your Program account. Once a purchase of shares is completed, a participant will have all the rights of a shareholder in that company.

## Optional Investments

You can also purchase shares of a participating company's common stock by using the Program's optional investment feature. To purchase shares by making optional investments, you must invest at least \$50 at any time (at least \$500 for an initial investment if you are not already a shareholder), but cannot invest more than \$150,000 per year. Any optional investment of less than \$50 (\$500 for an initial investment by an investor who is not a shareholder) and the portion of any optional investment or investments totaling more than \$150,000 per year will be returned without interest. You have no obligation to make any optional investments under the Program.

**Timing of Investments:** An "Investment Date" for optional investments will occur each Thursday, or, if that day is not a business day, the business day immediately following that Thursday. Broadridge must receive instructions for optional investments no later than two (2) business days before an Investment Date. Otherwise, Broadridge may hold those funds and invest them beginning on the next Investment Date. No interest will be paid on funds held by Broadridge pending investment. Accordingly, you may wish to transmit any such investments so as to reach Broadridge quickly, but not less than two (2) business days before an Investment Date in order to minimize any time period during which your funds are not invested. Dividend payments that you have designated for reinvestment will be invested after the dividend payment date on the Investment Date immediately following the dividend payment date.

## **Method of Payment:**

**Check** – You may make optional investments during any month by delivering to Broadridge a completed optional investment stub (the tear-off portion located on the bottom of your statement or transaction advice) or an Enrollment Form, and a personal check made payable in U.S. dollars from a U.S. bank to Broadridge. Cash payments will not be accepted.

**Automatic Bank Draft** – You may pre-authorize Broadridge to deduct a set amount (\$50 minimum) from a U.S. checking, savings or credit union account. To initiate the bank draft, you must complete and sign the Authorization for Monthly Investments – Optional section of the Enrollment Form, and return it to Broadridge with a voided check for the bank account from which funds are to be drafted. Automatic bank drafts will be initiated as promptly as practicable. After the automatic bank draft is established, funds will be drawn on 1<sup>st</sup> of each month or-if that date falls on a non-business day, the next business day. If the draft occurs on any day other than a Friday, funds drafted will be invested in the participating company's common stock on the next weekly Investment Date following receipt of the funds. Bank drafts occurring on a Friday will be invested on the Investment Date occurring in the following week. You should allow up to 4 weeks for the first automatic bank draft to be initiated. In order to terminate a bank draft, you must notify Broadridge in writing at least ten (10) business days prior to the next automatic bank draft date in order for the termination to be effective by that date.

You should direct any inquiries regarding other forms of payment to Broadridge as indicated below under the caption "How to contact Broadridge." Broadridge may impose fees for checks or drafts returned for insufficient funds, in amounts stated indicated below under the "Additional Fees" caption.

**Dividends on Shares Purchased:** If shares that you have purchased by optional investment are added to your account on or before a dividend record date, you will receive the upcoming dividend on those newly added shares as well as any other shares already credited to your account.

## **Dividend Reinvestment:**

You can choose to reinvest all or a portion of your dividends on shares. Following your instructions, Broadridge will apply all or a part of the cash dividend to the purchase of additional shares in the dividend issuing company. Broadridge will cause the broker-dealer utilized by the Program to purchase whole shares and allocate any fractional shares of stock to equal the dollar amount of the reinvested dividends, less any applicable fees and tax withholdings. Such purchases will be completed pursuant to the usual share purchase process described under the Purchases caption, above.

You may change your reinvestment instruction through the Internet, by telephone or in writing at any time. If Broadridge receives the notice of change after a dividend record date, Broadridge may defer changing your reinvestment option until the next dividend payment date.

## **Sales:**

A registered shareholder who holds qualified shares of a U.S. publicly traded corporation in Direct Registration Form (i.e., shares held electronically or by book entry) can submit requests to sell their shares through a registered broker-dealer through our website, our toll-free telephone number or the mail at any time. Broadridge will promptly forward such requests to the registered broker-dealer utilized by the Program. This broker-dealer will sell the shares on the open market in round lot transactions. The price per share for the shares sold will reflect administrative fees and brokerage commission and will always be the average weighted price for all shares sold through the Program on the trade date or dates. In general, sales are made at least once a week.

Depending on the number of shares being sold and current trading volume in the shares, sales may be executed in multiple transactions and may be traded on more than one day. The selling price will not be known until the sale is complete. A check for the proceeds of the sale of shares less applicable taxes, transactions fees and brokerage commissions, together with a summary transaction statement, will normally be mailed to the participating shareholder by first class mail within two (2) business days after the final trade settlement date.

The ability to purchase or sell shares through the Program is intended to be a convenience. However, you may find it more convenient or economical to effect such transactions through a broker of your choice. Participation in the Program is strictly voluntary.

*Participants should be aware that the share price may fluctuate between the time your transaction request is received and the time the transaction is effected on the open market. This price risk will be borne solely by you. Broadridge may, but is not obligated to, accept written requests to revoke transaction requests.*

### **Fees:**

In connection with the Program, Avery Dennison will pay the transaction fee and per share fees for reinvestment of dividends. Participants will pay to Broadridge a \$2.00 per transaction for debit ACH or \$5.00 per transaction for check processing and a brokerage commission fee of \$0.10 per share purchased for optional cash investment or \$15 per transaction request and a brokerage commission fee of \$0.10 per share sold. (No portion of the per share fees for purchases or sales will be retained by or forwarded to Broadridge). With respect to purchases, the Program participant can enclose a check drawn on a U.S. bank with the Transaction Form or authorize a one-time online bank debit via the DSP online process. To effectuate sales, the executing broker-dealer will deduct these fees from the sale proceeds, and then cause the remaining sale proceeds to be delivered to you at your mailing address on file with Broadridge. These fees are subject to change at any time.

### **Additional Terms and Conditions:**

Officers and directors of any participating company whose shares are being purchased or sold through the Program or affiliates of such participating company may not participate in the Program. The Program is not intended for use by institutional investors or financial intermediaries.

Broadridge will not be liable for, and will be held harmless against, any losses or liability incurred by Participants arising from, related to or in connection with the administration of the Program or Broadridge's actions or non-actions with respect to the Program, and Participant shall indemnify and hold harmless Broadridge from all losses and liabilities incurred by Broadridge in connection therewith.

Broadridge is administering this Program on behalf of participating companies. Broadridge is not a registered broker-dealer and does not endorse or recommend the services of any brokerage company. Any shareholder utilizing the Program will not be a brokerage customer of Broadridge. Broadridge's role in administering the Program is purely ministerial and clerical. Additionally, Broadridge does not warranty or guarantee execution quality or fulfillment of transaction requests.

Shares are not insured by the FDIC or any other governmental agency, are not deposits or other obligations of and are not guaranteed by Broadridge, and are subject to investment risks, including possible loss of principal amount invested. Securities held in Program accounts for participants in the Program are not subject to protection under the Securities Investor Protection Act of 1970.

These Terms and Conditions and the administration of the Program and Broadridge's activities under the Program shall be governed by the substantive laws (and not the choice of law rules) of

the State of New York; all proceedings relating to the Program shall be brought by Participant only in courts located in the City of New York; and Participants waive their right to trial by jury.

Broadridge reserves the right to modify the Program, including the right to terminate the Program upon notice to Program Participants. In addition, Broadridge reserves the right to interpret and regulate the Program as it deems necessary or desirable in connection with its administration. Broadridge does not provide advice and make no recommendations with respect to purchasing or selling shares. Any decision to purchase or sell must be made by each individual Participant based on his or her own research and judgment. Nothing herein shall be deemed to constitute an offer to sell or a solicitation to buy share(s).

## The Broadridge DSP Schedule of Fees

### Purchases:

#### Initial Investment:

Minimum Initial Investment	\$500.00
Maximum Initial Investment	\$150,000
Initial Setup Fee	\$15.00

#### Optional Investment:

Minimum Monthly Investment - Electronic	\$50.00
Minimum Monthly Investment - Check	\$50.00
Maximum Yearly Investment	\$150,000

Check Processing Fee	\$5.00/transaction plus \$0.10 per share purchased
Debit ACH Processing Fee	\$2.00/transaction plus \$0.10 per share purchased

With respect to purchases, the Program participant can enclose a check drawn on a U.S. bank with the Enrollment Form or the Transaction Form or authorize a one-time online bank debit via the DSP online process.

Fees will be deducted from the purchased amount.

### Reinvestment of Dividends:

Avery Dennison pays the transaction fee and per share\* fee on your behalf.

\*All per share fees include any brokerage commissions Broadridge is required to pay.

### Sales:

Batch order	\$15.00/transaction plus \$0.10 per share sold
-------------	--

In all instances, Broadridge will forward the brokerage commission fee of \$0.10 per share sold/purchased to the registered broker-dealer utilized by the Program. Broadridge will retain no portion of any brokerage commission fee. To effectuate sales, the executing broker-dealer will deduct these fees from the sale proceeds, and then cause the remaining sale proceeds to be delivered to you at your mailing address on file with Broadridge.

### Additional Fees:

Returned Checks	\$30.00 per check
-----------------	-------------------

Returned ACH           \$25.00/return  
Overnight Mailings   \$25.00/mailing  
Duplicate Confirmation Statements  
    Electronic – No Charge  
    Paper – \$10.00  
Duplicate Account Statements  
    Electronic – No Charge  
    Paper - \$10.00

**How to contact Broadridge:**

**By Internet:**

<https://investor.broadridge.com>

**Please note that all transactions online shall be subject to the additional Terms of Use and Linking Policy and Privacy Statement available on the website.**

**Call us at:**

1-888-682-5999  
International (1-720-864-4993)  
M-F, 9 a.m. to 6 p. m. Eastern Time

**Write us at:**

Broadridge DSP  
c/o Broadridge Shareholder Services  
P.O. Box 1342  
Brentwood, NY 11717

**Be sure to include your name, address, and account number, company name (both as shown on your statement) and daytime phone number on all correspondence.**

**For overnight delivery services:**

Broadridge Corporate Issuer Solutions  
1717 Arch Street  
Suite 1300  
Philadelphia, PA 19103

