

**PROXY FORM**  
**The Chartered Institute of Marketing**

I,.....

Membership No .....

of [Address] .....

being a member of the Chartered Institute of Marketing, hereby appoint the Chair of the meeting or

..... (1.)

as my proxy to vote in my name and on my behalf at the Annual General Meeting of the Institute to be held on Monday 9 December 2019, and at any adjournment thereof. (2.)

If you wish to instruct your proxy how to vote please indicate with an "X" in the spaces below how you wish your vote to be cast. Otherwise your proxy may exercise his/her discretion as to how to vote, or whether to abstain.

| RESOLUTION  | FOR | AGAINST |
|---|-----|---------|
| <b>Resolution 1</b> - To receive and consider the Annual Report of the Board of Trustees on the business and activities of the Institute and the audited Annual Report and Accounts for the financial year ended 30 June 2019 and the Auditors' Report.   |     |         |
| <b>Resolution 2</b> - To re-appoint BDO LLP as Auditors of the Institute until the accounts are next laid before the members in general meeting and to authorise the Board of Trustees to approve their remuneration.   |     |         |
| <b>Special Resolution 1</b> - In accordance with Article 13 of the Charter of the Institute, it is hereby resolved by the Voting Members that, subject to such modifications as the Privy Council may require, the Charter of the Institute shall be altered as detailed in Appendix 1.   |     |         |
| <b>Special Resolution 2</b> - In accordance with Article 10 of the Charter of the Institute, it is hereby resolved by the Voting Members that, subject to such modifications as the Privy Council may require, the Bye-laws of the Institute shall be revised as detailed in Appendix 2.  |     |         |
| <b>Special Resolution 3</b> - In accordance with Article 12 of the Charter of the Institute, it is hereby resolved by the Voting Members that the General Regulations of the Institute shall be revised as detailed in Appendix 3.  |     |         |
| <b>Special Resolution 4</b> - In accordance with Article 10 of the Charter of the Institute, it is hereby resolved by the Voting Members that, subject to such modifications as the Privy Council may require, the Bye-laws of the Institute shall be altered as detailed in Appendix 4.  |     |         |
| <b>Special Resolution 5 (subject to Special Resolution 2 being passed)</b> - In accordance with Article 10 of the Charter of the Institute, it is hereby resolved by the Voting Members that, subject to such modifications as the Privy Council may require, the Bye-laws of the Institute shall be altered as detailed in Appendix 5. |     |         |
| <b>Special Resolution 6 (subject to Special Resolution 5 being passed)</b> - In accordance with Article 12 of the Charter of the Institute, it is hereby resolved by the Voting Members that the General Regulations of the Institute shall be altered as detailed in Appendix 6.   |     |         |

.....  
Signed

.....  
Date

**Notes**

1. If you wish to appoint someone as a proxy other than the Chair of the Meeting, please delete the words "the Chair of the meeting" and insert the name of the person appointed in the space provided.
2. The completion of the Proxy Form will not preclude members from attending and voting at the Annual General Meeting, although attendance will nullify the proxy.

**This form must be returned to the Institute Secretary, Chartered Institute of Marketing, Moor Hall, Cookham, Berkshire, SL6 9QH no later than 48 hours prior to the commencement of the meeting. Please note that scans, faxes and emails cannot be accepted.**