

DELUXE CORP  
Form DEFA14A  
March 20, 2018

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A  
Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )  
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 under §240.14a-12

Deluxe Corporation  
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

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):

4) Proposed maximum aggregate value of transaction:

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:

2) Form, Schedule or Registration Statement No.:

3) Filing Party:

4) Date Filed:

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\*\*\* Exercise Your *Right* to Vote \*\*\*

Important Notice Regarding the Availability of Proxy Materials for the  
Shareholder Meeting to Be Held on May 02, 2018

DELUXE CORPORATION

*DELUXE CORPORATION  
3680 VICTORIA STREET NORTH  
SHOREVIEW, MINNESOTA 55126*

**Meeting Information**

**Meeting Type:** Annual Meeting  
**For holders as of:** March 08, 2018  
**Date:** May 02, 2018      **Time:** 2:00  
PM CDT  
**Location:** 3680 Victoria Street North  
Shoreview, Minnesota 55126

You are receiving this communication  
because you hold shares in the above  
named company.

This is not a ballot. You cannot use this  
notice to vote these shares. This  
communication presents only an  
overview of the more complete proxy  
materials that are available to you on the  
Internet. You may view the proxy  
materials online at [www.proxyvote.com](http://www.proxyvote.com)  
or easily request a paper copy (see  
reverse side).

We encourage you to access and review  
all of the important information

contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

— **Before You Vote** —

How to Access the Proxy Materials

**Proxy Materials Available to VIEW  
or RECEIVE:**

1. Annual Report
2. Notice & Proxy Statement

**How to View Online:**

Have the information that is printed in the box marked by the arrow (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

**How to Request and Receive a PAPER or  
E-MAIL Copy:**

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) *BY INTERNET*: [www.proxyvote.com](http://www.proxyvote.com)
- 2) *BY TELEPHONE*: 1-800-579-1639
- 3) *BY E-MAIL\**: [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 18, 2018 to facilitate timely delivery.

— **How To Vote** —

Please Choose One of the Following Voting Methods

**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these

shares.

**Vote By Internet:** To vote now by Internet, go to *www.proxyvote.com*. Have the information that is printed in the box marked by the arrow available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

**Voting  
items**

**The Board of  
Directors  
recommends  
you vote  
FOR the  
following:**

**1. Election of Directors**

**Nominees**

01 Ronald C. Baldwin 02 C.E. Mayberry McKissack 03 Don J. McGrath 04 Neil J. Metviner 05 Stephen P. Nachtsheim  
06 Thomas J. Reddin 07 Martyn R. Redgrave 08 Lee J. Schram 09 John L. Stauch 10 Victoria A. Treyger

**The Board of Directors recommends you vote FOR proposals 2. and 3.:**

- 2.** Approve, on an advisory (non-binding) basis, the compensation of our Named Executive Officers
- 3.** Ratify the appointment of PricewaterhouseCoopers LLP as our independent registered public accounting firm for the fiscal year ending December 31, 2018

**NOTE:** To take action on any other business that may properly come before the meeting and any adjournment thereof

