

You grant equity compensation to your key employees because you know that "Ownership Matters".

A sense of ownership by employees results in: Increased motivation, morale, and company performance
Lower employee turnover

StockOpter Personalized Education is a unique program that helps maximize the effectiveness of your equity compensation program by providing key employees with valuable information about their company stock and option holdings including:

- ▶ **Their Forfeit Value:** The value they would forfeit if they were considering terminating their employment
- ▶ **Their Upside Leverage:** The percentage change in total value resulting from 20% changes in stock price
- ▶ **Their Insight Ratios:** Metrics that facilitate timely decisions by quantifying the remaining potential of each stock option

StockOpter Personalized Education is a turn-key offering that minimizes the impact on your company resources. As illustrated below, your company's grant data is merged with a few financial assumptions provided online by each participant to create their "Personal Equity Compensation Profile". Employees then attend a workshop to review their report. An optional 1-on-1 meeting with an equity compensation specialist is available after the workshop.



1
Company Grant Data
and
Participants Assumptions

2
Merged to Create
Personal Equity
Compensation Profile

3
Report Reviewed
and Explained
at the Workshop

4
Additional Assistance Can
Be Provided at Optional
1-on-1 Consultation

StockOpter Personalized Education also provides a before and after comparison of your employee attitudes and understanding of their equity compensation. This gives feedback on how your employees view the program and allows management to make appropriate enhancements going forward. A "personalized" approach to equity compensation education will:

- ▶ Enable your company to continue to attract, retain and motivate top talent despite reductions in equity compensation grants
- ▶ Fortify your "ownership culture" by insuring that employees are not underestimating the value and potential of their grants
- ▶ Provide your employees with the information and resources they need to make confident decisions