

StockOpter.com Plan Sponsor Services

Participant Communication and Decision Support

- ✓ Your Plan Participants
- ✓ Your Senior Executives
- ✓ Your Compensation Committee

Will Applaud!



Six reasons you will also applaud StockOpter.com:

1. **Realize the full retention power of your plan.** When plan participants embrace the full Forfeit Value[®] of their stock and option holdings (usually twice what they originally think) they will be much less vulnerable to outside recruitment.
2. **Supercharge your plan's motivational potency.** Your participants will be inspired to give their all when they recognize the upside potential of their holdings and see how they contribute to reaching their financial goals.
3. **Underwater options have value.** Plan participants are delighted to learn that their underwater options have value, often considerable value. But, they need to understand why and how much. StockOpter.com delivers the understanding and the current value.
4. **Prevent unpleasant surprises.** StockOpter.com automatically alerts your participants to upcoming events such as option expiration, taxable events (i.e., vesting of restricted shares) and declining risk/reward ratios.
5. **Decision support without financial advice.** Your participants need information to make informed and timely decisions about their equity plan holdings. Even those with highly paid advisors usually don't get it, and most human resource people can't give it. StockOpter.com provides metrics such as the Insight Ratio[®] and tools such as the interactive dashboards that empower your participants to make quality decisions on their own.
6. **StockOpter.com is budget and resource friendly.** This service is available for pennies per participant per day with little or no effort on the part of your staff. Custom equity benefit statements can be automatically produced as frequently as desired.

Independent research explains why StockOpter delivers increased value perception

Research conducted by three business school professors found that on average the perceived value of plan participant's stock option holdings more than doubled following a seminar that included the participants Personal Equity Profile Report. This research report is available at:

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=906020

StockOpter.com: How it works

As illustrated below, StockOpter.com provides multiple avenues to enhance participant understanding and to provide them with comprehensive decision support. With a few mouse clicks, Equity Compensation Benefit Statements can be created for printing or emailing. These reports can be reviewed in optional company workshops and plan participants can also be provided a StockOpter.com sign-on that will allow them to update their report with personal information, perform "what-ifs" with the interactive dashboards, and set email alerts using decision triggers and reminders.

