

5 Ways to Add Spice and Streamline Participant Communications

Steve Gaylord
Stock & Option Solutions, Inc.
Jennifer Namazi, CEP,
Stock & Option Solutions, Inc.



Materials

A link to the materials was sent to all registered attendees.

If you did not receive the email, materials are also available here:

www.sos-team.com/pdfs/SOS Stock Plan Communications.pdf

Please note that the URL is case-sensitive!

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Agenda

- 5 Ways to Spice up Participant Communications
 - COMMUNICATE: early and often
 - MESSAGING: match the message and delivery method to the audience
 - TECHNOLOGY: leverage technology: tools to get the message out quickly
 - INFRASTRUCTURE: put together the infrastructure BEFORE the need arises
 - ANTICIPATE: Go the extra mile without breaking the budget, give them a pleasant surprise!

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Spice 1 – Communicate Early and Often

 You've invested in creating the plan; don't shortchange with communications that fall short

Trend alert: many companies wait until close proximity to an event to communicate

- Think of communication as a process, not an event
- Make it an ongoing campaign



Spice 1 – Communicate Early and Often

Trend alert: many companies wait until close proximity to an event to communicate

- Use events as another opportunity to communicate
- Pre-IPO?
 - What is equity? Holdings, Statements, FMV
- New Grants
 - How grants work
- Vesting Events
 - How awards work, release process

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Spice 1 – Communicate Early and Often

How SOS can help

- Draft communication plan/calendar
- Best practices what's the ideal for your situation?
- Determine one-time and ongoing communications to create



Spice 2: Messaging

What you say, how you say it, did they hear it?

- The right information, to the right person, at the right time
- Prepare supplemental material whenever you can
- Incorporate examples
- Email templates
- FAQs: one time or ongoing
- Use of static documents
 - Adapt for future use
- Surveys
- Remember there are different types of learning styles:
 - Visual
 - Kinesthetic
 - Auditory
- Track effectiveness of communications
 - Monitor the measurables

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Spice 2: Messaging

How SOS can help

- Evaluate participant demographics and match to ideal message/tools
 - What you say to a population of engineers may be quite different than what you say to a population of manufacturing employees
- Prepare examples
- Craft FAQs
- Facilitate translations
- Guidance on delivery strategy
 - What medium will you use?
 - Often there are multiple mediums that blend to create an optimum delivery strategy
 - Do you really need to mail a hard copy to everyone?
 - · Will email work for everyone?
- Surveys



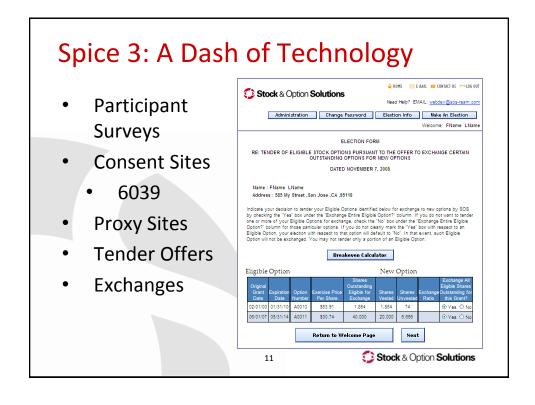
Spice 3: A Dash of Technology

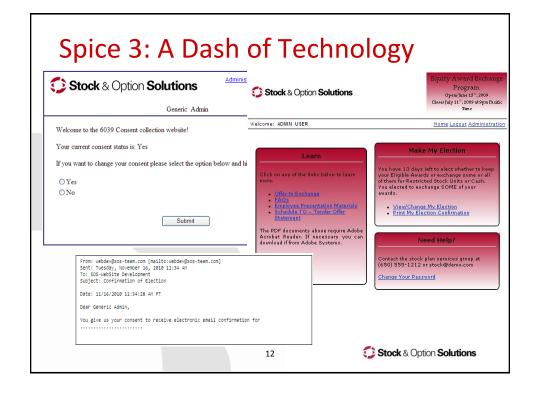
New tools can get the message out quickly

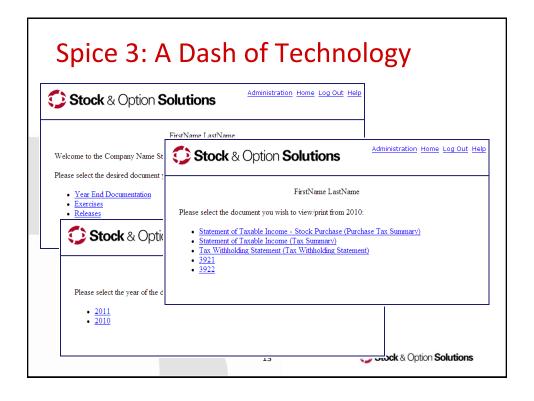
- Great for planned, and unplanned communication needs
- Remove the complexities of how and concentrate on the why / when
- Websites Intranet or Internet
- Automated Custom Emails

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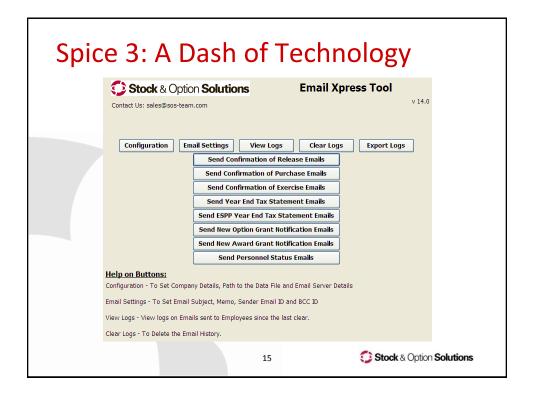
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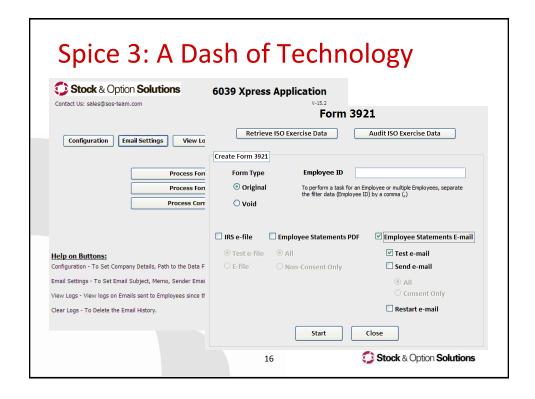
Email Notifications:

- Transaction Confirmation
- Year-end information
 - Tax info
 - 6039
- New Equity Notification
- Participant Statement Monthly/Quarterly/Yearly
- Future Vesting information
- Acquisition Statements

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Spice 4 – Nuts and Bolts (the Infrastructure)

Implement a variety of resources and tools before you think you need them

• If you have a solid plan, you'll need the tools eventually; implement so you're ready for the unforeseen



Spice 4 – Nuts and Bolts (the Infrastructure)

How SOS can help

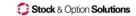
- Environmental assessment and recommendations
- Implementation assistance, particularly with technology

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Spice 5: A pinch of surprise (Anticipate)

You've got the tools, now what?

- Go nuts!
- Think about areas where participants WILL have questions or communication needs in the future
- This lends opportunity to get creative and proactive
 - "I planned on using this tool for one communication, but now there are a dozen other communications I could do using the same tool"
 - Economy of scale once you've got the infrastructure, branching it out is usually at minimal additional cost
- Set the communication standard



Spice 5: A pinch of surprise (Anticipate)

How SOS can help

- Brainstorm proactive needs
- Program tools for other uses
- Call Centers

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Helpful Links

- SOS Email Xpress
 - Data Sheet
 - Demo Video
- SOS Consent Website for 6039 and Proxy
 - Product Spotlight from SOS Xtra
- SOS Tender Offer Website
 - Data Sheet
 - Demo Video
- Customized Year-end Tax Statements
 - Product Spotlight from SOS Xtra



Helpful Links

- Other SOS white papers , SOS Xtra Articles, and webcasts
 - Get Ready: 10 Things You Can Do NOW To Take the Bite out of <u>Employee Year-End Communications</u>
 - Section 6039 Electronic Participant Statements
 - SOS Customized Stock Plan Software Reports
 - Preparing Stock Plans for an IPO
 - Communicating about Exchanges
 - Webcast The Taxman Cometh: Commonly Asked Participant Tax
 Questions & How to Answer Them
 - Webcast Employee Education on a Shoestring Budget: How to Get
 it Done within Your Limited Means
 - Webcast Hey Wait, Wasn't I Supposed to be Rich by Now?:
 Communicating Value to Private Company Stock Plan Participants

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SOS Suite of Solutions

Projects/Consulting

- Best Practice Assessment / Implementation
- Equity Accounting Assistance
- **Custom Reporting**
- Software Upgrades
- Stock Plan Training
- Participant Education & Communication

Transactions

- Mergers & Acquisitions
- Option Exchanges / Repricings
- Vendor Analysis & RFP
- Vendor or System Conversions
- IPO (pre and post)

Applications

- SOS Email Xpress
- SOS Xchange -data exchange
- SOS 6039 Xpress
- Tender Offer Website
- Online Grant Agreements
- Plan Participant Websites/Intranets

SOS People/Staffing

Tactical to senior experienced consultants

- Day-to-day assistance
- Coverage for vacancies
- Vacation, medical, maternity leaves
- Project assistance
- Backing during high-volume
- **Throughout United States**

Flexible lengths of assignments

- Full or part-time assistance
- On-site or remote
- Temp to perm Services

Dedicated call centers

- Tender offers
- New plan implementations
- High-activity periods

SOS Outsourcing

- A new kind of outsourcing
- Manage some or all aspects of your stock plans
- Financial, Accounting & Tax
- Special Projects and Onsite Needs



Contact Information



Stock & Option Solutions

Steve Gaylord

Chief Technology Officer

6399 San Ignacio Avenue, Suite 100

San Jose, CA 95119 USA Bus: (408) 979-8717

E-mail: sgaylord@sos-team.com

Stock & Option Solutions

Jennifer Namazi, CEP

Director, Strategic Solutions

6399 San Ignacio Avenue, Suite 100

San Jose, CA 95119 USA Bus: (408) 705-2101

E-mail: jnamazi@sos-team.com

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