



Global Shares



## Rewarding Employees during a Crisis

June 2020

# Global Shares

***Employee Ownership, Simplified***

- ✓ Award-winning FinTech company founded in 2005
- ✓ The world's only independent global equity incentive service provider
- ✓ One-stop equity shop
- ✓ Our passion and 100% focus
- ✓ Multi-lingual, multi-currency, multi-security solutions
- ✓ Regulated, with share-dealing capability on all major exchanges
- ✓ Private and public company solutions
- ✓ 330+ equity incentive professionals
- ✓ 16 offices globally – US, Europe, Asia



# We are employee owned



**People**  
We care about our people



**Bravery**  
We dare to do things differently



**Global**  
We are one global network



**Service**  
We are client focused



**Integrity**  
We are committed to professional integrity

*Taking care of our most valuable resource during this crisis : Our People*

# Elon Musk and the potential of equity compensation

**Something interesting recently happened at Tesla, the electric car company...**

- ✓ Board approval – Vest the first tranche of CEO Elon Musk's pay package
- ✓ Big believer in the company and in equity compensation
- ✓ Never took a salary from Tesla
- ✓ Payout of \$775 million of shares...



[Read the full blog post at our Academy](#)





# *'The most expensive wall ever painted'*

## Story of David Choe – from \$60k to \$200 million

- ✓ In 2005 Choe agreed to paint murals on the walls of Facebook HQ
- ✓ \$60,000 fee agreed with Sean Parker, President
- ✓ On completion, Parker offered an 'option':
  - \$60,000 (cash)
  - Shares in Facebook (worthless)
- ✓ 2012 Facebook IPO: €38 per share, or €200 million



# The World needs more Employee Owned Companies

## For the Employee

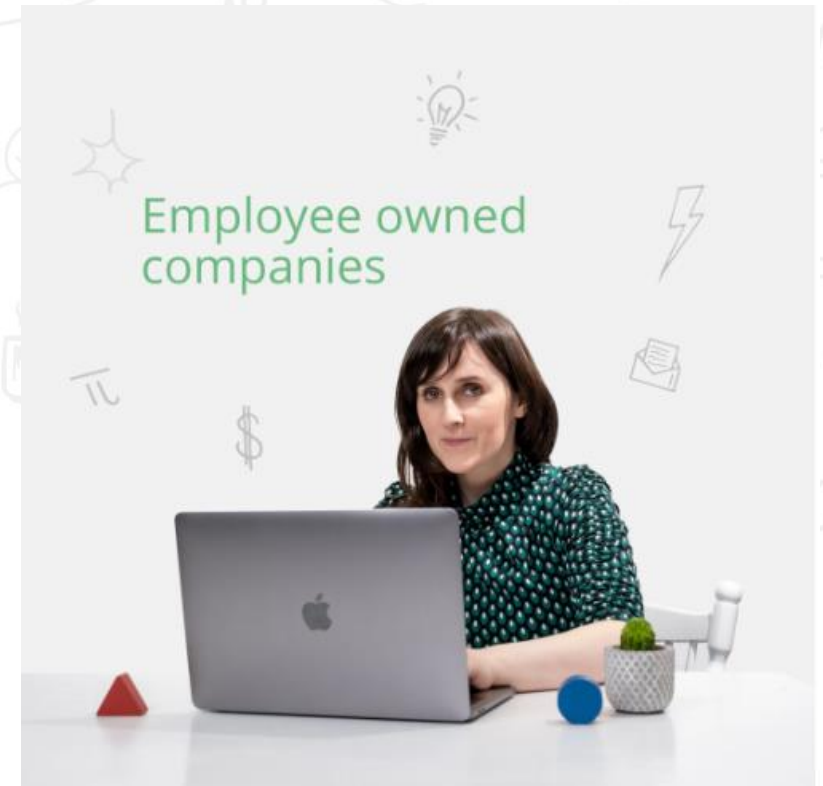
- ✓ An opportunity for employees to own shares in their company through an equity compensation incentive plan
- ✓ + gain shareholders rights
- ✓ + earn more money on top of their basic salaries

## For the Company

A proven way to improve

- ✓ Productivity
- ✓ Performance
- ✓ Profitability

[Read the full blogpost at our Academy](#)



# Rewarding employees during a crisis

## Recognise and reward individuals or teams who:

- ✓ Make significant contributions
- ✓ Show extra effort
- ✓ Deliver beyond expectations
- ✓ Key employees or all employees?

## Results:

- ✓ Boost employee morale
- ✓ Ensure efforts are valued
- ✓ Strengthen loyalty



***Why choose ownership? 'No one ever washes a rented car'***

- Lawrence Summers, Economist and former President of Harvard



# Response to Covid-19

A recent study completed by Willis Towers Watson found 42% of firms have made, or are planning to make, significant changes to their benefit programmes as a result of Covid-19:

- ✓ Woolworths Australia – AUD 50 million in shares and gift cards
- ✓ Sodexo UK & Ireland – Redirect to special fund for frontline staff
- ✓ Tesco, Aldi & Dunnes Stores – Ireland – 10% Cash Bonus

**"If you don't create a great, rewarding place for people to work, they won't do great work."**

– Ari Weinzwieg, co-founder of Zingermans Deli



Willis Towers Watson





# How do share options work?

## Scenario 1

### Share Option Award

Award Amount	€20,000
Share Price at Award	€20
No. of Options	1,000

### Share Option Exercise

No. of Options	1,000
Share Price at Vest	€30
Value of Options	€30,000
Gross Gain	€10,000
Tax (50%)	<u>(€5,000)</u>
<b>Net Gain</b>	<b>€5,000</b>

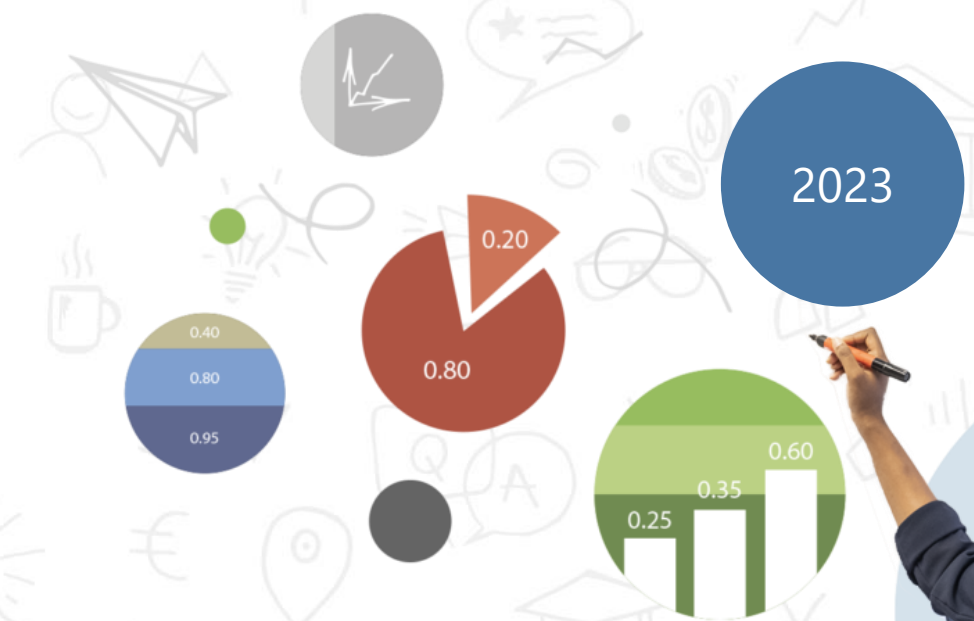


# How does restricted stock work?

## Scenario 2

Restricted Stock Award	
Award Amount	€20,000
Share Price at Award	€20
No. of Units	1,000

Restricted Stock Maturity	
No. of Units	1,000
Share Price at Release	€30
Value	€30,000
Tax (50%)	<u>(€15,000)</u>
<b>Net Gain</b>	<b>€15,000</b>



## Our Vision

**A world where  
employees can grow,  
develop and share in the  
wealth created by the  
success of the companies  
for which they work**







Thank  
you!





# Any questions?



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