



The GEO Awards were developed to recognize and celebrate outstanding achievements by companies operating international employee stock plans. Our awards distinguish honorees based on their employment size and on the type and category of award for which they are applying.

The awards are only granted to companies that submit applications to GEO for consideration. An international panel of impartial equity compensation professionals has been selected to judge the GEO Awards and are chosen based on their demonstrated experience in global equity compensation. The judges review all submissions and meet for an assessment of the candidates. Candidates are evaluated solely on submitted materials.

GEO Awards recipients will be announced on Thursday 11 June at GEO's 10 Anniversary Conference.

Please visit [www.geoawards.org](http://www.geoawards.org) for the latest information about the GEO Awards and to download an application.

# What Are the GEO Awards

## BEST PLAN COMMUNICATION

Communication is key to the successful operation of any employee stock plan and operating plans internationally presents special geographic, linguistic, and cultural challenges. Judges look for the most effective and appropriate communication methods and materials used in a plan. In addition, judges consider a company's size and the number of employees to whom the company must communicate the plan. Awards are not based on the amount of money spent on a communications program but, rather on their content, message delivered, coherency, and style.

The judges determine the following criteria important in evaluating these awards:

- ★ Means of communication
- ★ Clear and concise language
- ★ Single/Two-way communication
- ★ Localization and personalization
- ★ Consistency
- ★ Link to corporate branding
- ★ Use of local intermediaries to deliver message

Judges may also consider use of humor, the demographics of the employee population (education, language skills, etc.), and the type, level, and detail of information in making their decision

## BEST USE OF TECHNOLOGY

The best designed and communicated global stock plans can be prohibitively expensive and time consuming if not properly managed and operated. The use of paper/print confirmation, enrollment, account management forms, and communication materials inherently slow the implementation and management of these plans. Corporate stock plan administration departments have thus found websites, intranets, and other electronic tools invaluable and cost effective in managing, communicating, and administering international equity compensation plans.

The GEO Award for Best Use of Technology is granted to companies that develop innovative, appropriate, and comprehensive technological solutions to share plan administration, communication, and internal project management.

Given the multitude of technological alternatives, judges focus on the following areas of technological function:

- ★ Participant access – use and design for decentralized employee groups to access share plan information, manage their account, enroll in a plan, and exercise/sell their shares.
- ★ Administration – internal stock plan management to record and track transactions, create and analyze reports, and provide real-time support to employees.
- ★ External linkage – integration with third-party vendors, access to communication materials for in-country project managers, and linkage with government regulatory and reporting agencies.

### MOST INNOVATIVE AND CREATIVE PLAN DESIGN

Share plans can be created to meet a multitude of corporate objectives that must be balanced with the legal, regulatory, and tax issues, both in the headquarters country as well as in other jurisdictions. An equally important challenge is to create a global plan that maintains the core corporate philosophy while adapting to local cultural concerns. This category allows applicants to demonstrate how creative they are in working around potential stumbling blocks in developing and the innovation displayed in implementing global share ownership plans.

Measurements in this category include how well the plan was creatively adapted to local tax and regulatory laws, innovative ways to increase employee participation and excitement, and how their plan differs from competitors or industry norms.

The judges determine the following criteria important in evaluating these awards:

- ★ Global reach (must be a plan operated in multiple countries)
- ★ Ground breaking solutions
- ★ Closely tailored to meet local needs while maintaining all critical corporate objectives (weighing on the largest employee base more substantially)
- ★ Promotes ownership behavior
- ★ Employee input to plan design
- ★ Multiple goals - multiple plans
- ★ Staged rollout

### BEST PLAN EFFECTIVENESS

Share plans are key elements in helping a company achieve its corporate mission and goals. This award category is to highlight companies that have spent time and energy developing an employee equity compensation plan that works well towards meeting key corporate objectives. The criteria for this category is based on the assessment of employee participation and other ways of involving employees in the successful operation of the company. An essential component of assessing effectiveness is a clear statement of the goals of the plan in addition to demonstrated measurement technique to measure progress in achieving those goals

Successful companies will be judged on the following important criteria:

- ★ Take-up rate
- ★ Voluntary plan
- ★ Employee turnover rate
- ★ Employee attraction rate
- ★ Company performance issue
- ★ High employee stock retention rate
- ★ Achievement of company goals
- ★ Clear statement of plan objectives
- ★ Economic 'effect' on employee finances
- ★ Support of the corporate culture

An effective share scheme sustainability integrates and links plan communications, launch, plan design, and plan revision on a regular basis.

### BEST IN FINANCIAL EDUCATION

There is an increasing awareness among companies that their responsibility to employees extends beyond the implementation of a share plan. Providing adequate financial education to employees is being seen as one of the key features of successful global stock plans.

The GEO Awards for Best in Financial Education are granted to companies who have implemented a Financial Education program which best meets the challenge of providing independent and objective advice to employees.

The successful companies will be judged on the following criteria:

- ★ Communicating the risks and rewards of the share plan in the overall context of financial planning
- ★ Communicating clearly
- ★ Company endorsement of the responsibility to take appropriate financial advice
- ★ The innovative use of methods of communication to ensure maximum take-up
- ★ Broad coverage of all aspects of financial education
- ★ Assisting employees in the awareness of diversifying risk
- ★ Providing employees access to independent and accredited specialists
- ★ Use of innovative channels to provide financial education to employees (i.e., video/web/CD)
- ★ Easy access to information after seminars, meetings, etc. – (e.g., use of intranet, call centers)
- ★ Employee feedback and evaluation of results



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## *Application Process*

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### 1 COMPLETE APPLICATION

Please complete the application form, attach any supporting documents, and mail two copies of your submissions to GEO. Please keep a third copy of your submitted materials in case there are any complications in the shipping of the documents to GEO. Materials will not be returned. The GEO Award submission deadline is 10 April 2009.

### 2 THE AWARD

You can apply for one, or all of the awards categories.

- ★ Best Plan Communications
- ★ Best Use of Technology
- ★ Most Innovative and Creative Plan Design
- ★ Best Plan Effectiveness
- ★ Best in Financial Education

Tell us why you feel this plan(s) qualifies for the award not more than 1,500 words for each award applied for.

### 3 ATTACH SUPPORTING DOCUMENTS

Provide a copy of your plan document(s). Include any materials received by your participants:

- ★ Sample enrollment forms and/or agreements
- ★ Communication brochures
- ★ Summary of the principal terms/features
- ★ Award/option certificates/statements or other information
- ★ We would prefer that all documents be submitted in printed form. If the documents are in electronic format, we can view them if you provide us with electronic media or the Internet/Intranet site address where the documents reside.
- ★ Your company's latest published share ownership account information and a sample of any financial statements you have distributed to participants.

Tell us in no more than 2000 words about your company:

- ★ how long has your company been trading
- ★ where is the stock traded
- ★ which countries does it have employees
- ★ what do you do/make
- ★ (briefly) what challenges do you face

Tell us in no more than 2000 words about your company's plan(s):

- ★ the names of the plan(s)
- ★ what type of plan(s), and please give us a brief summary of the key features
- ★ how many employees are eligible to participate, how many do participate, how many employee shareholders
- ★ in which countries do you operate the plan(s)
- ★ what are your objectives for the plans, how well did they meet your objectives

### 4 SUBMISSION DATE

The GEO Award submission deadline is 10 April 2009.

Materials should be sent to:

Michael Bendorf, Executive Director  
Global Equity Organization  
22 Downy Street  
San Francisco, CA 94117 USA  
mbendorf@geoemail.org www.globalequity.org  
+1 415 504-6540, fax +1 253 423-8390

### 5 LOGO

Please upload a high resolution electronic version of your corporate logo in a .jpg, .tif, or .eps (Adobe Illustrator/Photoshop) format at [www.geoawards.org/Pages/LogoUpload.html](http://www.geoawards.org/Pages/LogoUpload.html). If you are a finalist for the categories mentioned above, your corporate logo will be used in the awards material.

### 6 ATTEND GEO AWARDS

The 2009 GEO Awards Celebration will take place during GEO's 10th Anniversary Conference in Paris, France on 11 June 2009. Plan to join us at our international conference, 10 - 12 June 2009, in Paris as we continue to recognize innovative leaders in the equity compensation profession.



.....  
 COMPANY NAME  
 .....

.....  
 COMPANY'S HEADQUARTER LOCATION  
 .....

.....  
 CONTACT PERSON  
 .....

.....  
 CONTACT ADDRESS  
 .....

.....  
 CONTACT PHONE NUMBER  
 .....

.....  
 CONTACT E-MAIL  
 .....

.....  
 NAME OF SHARE PLAN  
 .....

.....  
 SIZE OF COMPANY (NUMBER OF EMPLOYEES) AS OF 30 NOVEMBER 2008  
 .....

.....  
 NUMBER OF EMPLOYEES THAT PARTICIPATE IN PLAN  
 .....

.....  
 NAME OF STOCK EXCHANGE(S) LISTING YOUR COMPANY  
 .....

AWARD CATEGORY (PLEASE CIRCLE ALL THAT APPLY)

☆ BEST PLAN COMMUNICATIONS    ☆ BEST USE OF TECHNOLOGY

☆ BEST PLAN EFFECTIVENESS      ☆ BEST IN FINANCIAL EDUCATION

☆ MOST INNOVATIVE AND CREATIVE PLAN DESIGN

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AWARD DIVISION

Various facets of stock plan design, operation, and communication are determined by the number of plan participants and corporate resources; therefore, the GEO Award judges assess and grant Awards to companies of different size (determined by number of employees). Annually our judges determine the relative peer-to-peer comparisons from the submissions. Companies of all size are encouraged to apply for GEO Awards.

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Which outside providers/advisors were part of your team on designing and implementing your plans? This section will only be seen by GEO staff and mentioned for finalists and winners of the awards.

<i>Administrators</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE
<i>Brokers</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE
<i>Consultants</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE
<i>Lawyers</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE
<i>Tax/Accountants</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE
<i>Others</i>	.....	.....	.....
	COMPANY NAME	CONTACT PERSON	TELEPHONE

# GEO Award

## APPLICATION

1 Please describe the Plan & Please describe why you should win *The GEO Award.*

2 Choose an Award Category

3 Attach Supporting Documents

Provide a copy of your plan document(s). Include any materials received by your participants:

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- ★ Summary of the principal terms/features
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- ★ Your company's latest published share ownership account information and a sample of any financial statements you have distributed to participants.

4 Submission Date

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Michael Bendorf, Executive Director  
 Global Equity Organization  
 22 Downy Street  
 San Francisco, CA 94117 USA  
 mbendorf@geoemail.org

5 Logo Upload

Please upload a high resolution, vector art file of your corporate logo (.ai or .eps format) at [www.geoawards.org/upload](http://www.geoawards.org/upload).

6 Attend GEO Awards

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