



The GEO Awards have been developed to acknowledge outstanding achievements by companies operating international employee stock plans. Our awards distinguish applicants based on their employment size and on the type and category of plan 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 are selected to judge the GEO Awards and are chosen based on their demonstrated experience in the equity compensation profession. The judges review all submissions and meet for a two-day assessment of the candidates. Candidates are evaluated solely on submitted materials.

The GEO Awards recipients are announced at the Annual GEO Conference during an elegant dinner event. We invite you to visit [www.geoawards.org](http://www.geoawards.org) for the latest information about the GEO Awards and for 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. For instance, awards are not based on the amount of money spent on a communications program but based on the content, message delivered, coherency, and style.

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

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

Further considerations of the judges in evaluating the quality of a Communication submission are the use of humor, the demographics of the employee population (education, language skills, etc.), and the type, level, and detail of information. A critical element of designing a winning Communication submission is having meetings to evaluate local viewpoint, opinion, and consideration.

---

## 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.



## 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 headquarter country as well as in jurisdictions across the globe. An equally challenging obstacle is to create a single global plan that maintains the core corporate philosophy and addresses local cultural concerns. This category allows applicants to demonstrate how inventive and creative they are in working around potential stumbling blocks in developing and 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 whilst 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

Given the multitude of technological alternatives, the 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.

## 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 toward those various corporate objectives. The criteria for this category is based on the assessment of employee participation, significant 'take-up' levels among employees (taking into account the type of plan), and other ways of involving employees in the operation of the company. An essential component of assessing effectiveness is a clear statement of the goals of the plan in addition to a demonstrated measurement technique. Successful companies will be judged on the following important criteria:

- ★ Take-up rate
- ★ Employee turnover 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
- ★ Voluntary plan
- ★ Employee attraction rate

Fundamentally, a company needs to operate a plan that was more than a 'paragraph in a brochure.' An effective share scheme sustainably 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. The provision of adequate Financial Education to employees is being seen as one of the key features of Global Stock & Share plans. The GEO Awards for Best in Financial Education, are granted to companies who have implemented a Financial Education program which recognises the importance of the provision of 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
- ★ Innovative methods of communicating Financial Education to employee understanding i.e. video/web/CD
- ★ Ease of access to information post seminar - use of intranet/call centres
- ★ Employee feedback and evaluation of results



t h e  
**GEO**  
a w a r d s  
2 0 0 6

---

## *Application Process*

---

### 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. **Closing date is 10 March 2006.**

### ② THE AWARD

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

- ★ Best Communications
- ★ Best Use of Technology
- ★ Most Innovative and Creative 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 a CD-ROM 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

All applications and supporting material must be received by 10 March 2006.

Materials should be sent to:

Pam Stetson, Executive Director  
Global Equity Organization  
10436 Lightner Bridge Drive  
Tampa, FL 33626 USA

pstetson@globalequity.org www.geoawards.org  
+1 949-292-4592, 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/logo](http://www.geoawards.org/logo). If you are a finalist for the categories mentioned above, your corporate logo will be used in the awards material.

### ⑥ ATTEND GEO AWARDS DINNER

The 2006 GEO Awards will be presented at Cipriani's Wall Street in New York, a distinguished dinner event to take place during the 2006 GEO Annual Conference on Thursday, 27 April 2006, in New York.

Plan to join us at our international conference, 26-27-28 April 2006, as we continue to recognize innovative leaders in the equity compensation profession.

[www.globalequity.org/events/conference](http://www.globalequity.org/events/conference)

# 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:

- ★ 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 a CD-ROM 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.

**4 Submission Date**

All applications and supporting materials must be received by 10 March 2006. Materials should be sent to:  
Pam Stetson, Executive Director  
Global Equity Organization  
10436 Lightner Bridge Drive  
Tampa, FL 33626 USA  
pstetson@globalequity.org

**5 Logo Upload**

Please upload a high resolution electronic version of your corporate logo in a .jpg, .tif, or .eps format at [www.geoawards.org/logo](http://www.geoawards.org/logo).

**6 Attend GEO Awards Dinner**

The 2006 GEO Awards will be presented at Cipriani's Wall Street in New York, a distinguished dinner event to take place during the 2006 GEO Annual Conference on Thursday, 27 April 2006, in New York. Plan to join us at our international conference, 26-27- 28 April, as we continue to recognize innovative leaders in the equity compensation profession.

[www.globalequity.org/events/conference](http://www.globalequity.org/events/conference)

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 2005

NAME OF STOCK EXCHANGE(S) LISTING YOUR COMPANY

AWARD CATEGORY (PLEASE CIRCLE ALL THAT APPLY)

- BEST COMMUNICATIONS     BEST USE OF TECHNOLOGY  
 BEST PLAN EFFECTIVENESS     BEST IN FINANCIAL EDUCATION  
 MOST INNOVATIVE AND CREATIVE DESIGN

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.

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.

*Administrators*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE

*Brokers*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE

*Consultants*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE

*Lawyers*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE

*Tax/Accountants*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE

*Others*

COMPANY NAME                      CONTACT PERSON                      TELEPHONE