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EQUITY  
INSIGHTS**  
SURVEY 2024

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# Global Equity Insights 2024

## Expanded insights into equity-based compensation

Equity-based compensation continues to grow in importance as a component of compensation packages for employees and managers worldwide. Now in 2024, persistent inflation and geopolitical tensions across the globe remain the contextual backdrop for this year's survey.

Nonetheless, one trend has remained consistent over the past consecutive twelve years: successful companies tend to apply more equity-based compensation and to a wider extent.

As an effective instrument for attracting, motivating and retaining the right talent, it also fosters the alignment of stakeholder interests by enabling both executives and employees to act like owners to skillfully and intelligently react to new situations.

For these ongoing trends, the findings of the Global Equity Insights Survey remain as timely as ever by presenting market practice in terms of long term incentives (LTI) and share purchase plans (SPP). The scope has also been expanded to encompass ESG topics, alongside a deeper exploration of equity and investor relations and global mobility.

Moreover, the Global Equity Insights Survey 2024 has captured new developments, particularly in light of the rise of artificial intelligence (AI) and its implications for equity programs. A section of the survey is devoted to exploring this topic.

Ultimately, this study offers invaluable insights for companies seeking to leverage the full potential of their global equity programs, as well as for those considering the implementation of new initiatives.

## Key highlights

Sample and company information



208 companies



21 country headquarters



11 industries

### Long Term Incentives (LTI)



LTI portions still increasing globally again in 2024



Overall LTI award value increasing



Significant broad-based eligibility in North America



External admin costlier for European companies

### Equity and Investor Relations



Consistently strong influence of institutional investors



Annual reports most common communications



Equal pay on investors' radars



Investor roadshows preferred for C&B activities

### Share Purchase Plans (SPP)



SPPs as popular as ever globally



Holding periods highly dependent on region



Actual participation still consistently lags target



Employees of North American companies invest more

### ESG



ESG strongly anchored in majority of European LTIs



ESG not yet a North American priority



"Medium" ESG impact on target achievement



Top 3 ESG targets

E

CO<sub>2</sub> reduction

S


Diversity


G


Corporate governance


# Global Equity Insights 2024

## Talent


 Talent identification well established in companies


 Equity as primary special retention instrument


 Special equity plan types for critical talent not common


 One-off retention grants popular market practice

## Artificial Intelligence


 Currently no extensive use of AI yet


 Chatbots and employee information on the horizon


 Real time monitoring and reporting desired features


 Reliability and accuracy are main AI concerns

## Global Mobility and Equity


 High global variation in definition of mobility


 Tax reimbursements on equity compensation common


 Tax advisory for relocations also common


 Global compliance handled by external consultants

## Private Companies

 Ownership of the company well distributed

 Special equity rewards not common

 Combination of vesting types mostly used

 LTI administration mostly performed inhouse

## Why participate?

GEO and the survey sponsors have been trusted by private sector companies and public organizations for their research efforts to understand compensation practice and trends as well as to get industry and country specific insights in equity-based compensation.

Responses are confidential and will be combined with other responses to be reported as an aggregate group. Privacy and data security are treated in accordance with the highest standards reflecting GDPR (General Data Protection Regulation).

✔ Free survey    ✔ Invitation to global webinars    ✔ Complete access to detailed report



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*GEO's Global Equity Insights Study, now in its twelfth year, delivers a one-of-a-kind look at global share plan trends, including important results on how the use of equity differs between high performing and low performing companies. For organizations offering equity as a long term incentive to employees around the world, these insights have proven to be invaluable year after year.*

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