



GLOBAL EQUITY INSIGHTS

SURVEY 2025

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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 2025, persistent inflation, geopolitical tensions, and evolving regulatory frameworks shape the contextual backdrop for this year's survey.

As an effective instrument for attracting, motivating, and retaining the right talent, equity compensation fosters the alignment of stakeholder interests. By enabling both executives and employees to act like owners, it strengthens their ability to adapt strategically and respond intelligently to new challenges.

In light of these ongoing trends, the Global Equity Insights Survey 2025 offers up-to-date insights into market practices for long term incentives (LTI) and share purchase plans (SPP).

The scope has also been expanded to encompass administration topics, alongside a deeper exploration of global mobility and private companies.

The special topics explored in this year's study include the growing influence of artificial intelligence (AI) on equity programs, the increasing importance of human capital management (HCM) reporting, and equal pay in promoting transparency and fairness in compensation, as well as the impact of corporate restructuring on the design and effectiveness of LTIs.

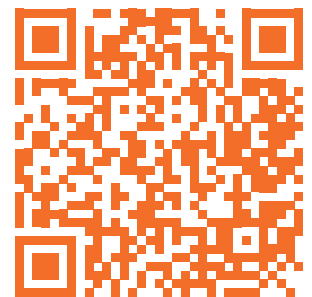
Ultimately, this study offers invaluable insights for companies seeking to maximize the strategic impact of their global equity programs as well as for those considering the implementation of new initiatives in an evolving business landscape.

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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Now in its thirteenth year, GEO's Global Equity Insights Study provides a unique perspective on global share plan trends. For organizations leveraging equity as a long-term incentive for employees worldwide, these findings continue to be invaluable year after year.

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Global Equity Insights 2025

Key highlights

Sample and company information



177 companies



20 country headquarters



11 industries

Long Term Incentives (LTI)



LTI administration remains resource-intensive



Half of companies factor LTIs into severance pay



Application of good / bad leaver regulations common



1 in 4 companies outsource LTI plan communications

Share Purchase Plans (SPP)



Companies utilize all share purchase options



Share price impacting companies' SPP commitment



Relative investment in SPPs similar across regions



SPP administration costlier for European companies

HCM Reporting and Equal Pay



Majority conduct assessments while focus varies



Assessments focus on base salary investigations



Evaluation of the adjusted pay gap predominates



Most companies identify root causes of pay gaps

Artificial Intelligence (AI)



AI as tool to reduce bias in compensation decisions



Integration of chatbots is perceived as useful by most



AI seen as potential lever to boost executive retention



Predictive analytics are rarely considered

Global Mobility and Equity



Few companies allow unrestricted remote work



Tax advisory for relocations is widely practiced



The definition of mobility varies significantly worldwide



Global compliance is largely managed by external consultants

Private Companies



Broad equity distribution is seen across companies



More companies are granting special equity rewards



Real equity is preferred over virtual participation



Most LTI plans are uncapped

Global Equity Insights 2025

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Your contact

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