



GLOBAL EQUITY ORGANIZATION
the future of global employee compensation

JOINING GEO

A BUSINESS CASE FOR ISSUING COMPANIES

EMPOWERING BUSINESSES
THROUGH GEO'S GLOBAL
RESOURCES AND NETWORK

READY TO JOIN?

Contact **Zoe Denny-Thomas**
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CONNECT WITH A GLOBAL NETWORK

71%

WOULD RECOMMEND GEO TO A FRIEND

Become a part of the GEO community and unlock the resources you need for unparalleled success.



GLOBAL EQUITY ORGANIZATION
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UNLOCK YOUR POTENTIAL WITH THE GLOBAL EQUITY ORGANIZATION (GEO)

When you join GEO as an individual or group member, you gain access to an exclusive array of resources tailored to accelerate your career growth and drive business success.

Our members regularly engage with us through:

- **Networking opportunities** with peers and industry experts
- **Virtual and in-person meetings and conferences** that foster meaningful connections
- **Cutting-edge learning resources** to stay ahead in equity compensation trends and skills
- **Opportunities for professional development and recognition** including the GEO Awards, GEO Board and Committees and Fellowship.

As a GEO member, you'll be part of a vibrant global community of like-minded professionals who share your passion for equity. This collaborative environment offers countless opportunities to learn, share, and grow.

Our flexible membership categories for issuers ensure you can access these benefits in a way that best suits your team's needs. Your investment in GEO membership provides low-cost, accessible, and highly relevant training, connections, and recognition programs



NETWORK.



SHARE.



GROW.

EXPERIENCE SOMETHING AMAZING WITH GEO

THE WORLD'S LEADING SHARE OWNERSHIP COMMUNITY

ABOUT US

GEO is a global not-for-profit, providing invaluable insights, unparalleled networking opportunities, and must-attend events for equity compensation professionals.

Founded in 1999, GEO has been dedicated to supporting professionals navigating the complexities of employee share plans, from small businesses to global enterprises. Today, GEO serves a robust network of over 500 corporate members spanning more than 60 countries.

ABOUT MEMBERSHIP

GEO is an essential partner for companies seeking to manage and elevate their employee and executive share plans.

Our membership empowers professionals—regardless of location, role, or industry affiliation—to share knowledge and gain expertise on critical aspects of equity-based compensation. From strategy and governance to legal, tax, communication, and administration, GEO covers it all, offering insights from foundational principles to cutting-edge market intelligence.

We are committed to:

- Promoting best practices
- Keeping members ahead of industry trends
- Connecting our global community with leading experts

YOUR JOINING OPTIONS

GEO offers two flexible membership categories designed to suit the needs and budgets of share plan issuers of all sizes.

Individual membership - \$375/year: Perfect for equity professionals looking to gain access to GEO's comprehensive benefits for around \$30 per month.

Group membership - \$895/year: Allows entire equity teams to enjoy the full range of GEO resources, no matter where they're located, with no limit on the number of participants.

Joining GEO provides exceptional value, giving members access to tools, resources, and connections that enhance their ability to succeed in the evolving equity compensation landscape.

Elevate your share plans and join GEO today—your gateway to global expertise and innovation.

MEMBERSHIP FROM JUST \$375/YEAR



WHAT'S IN IT FOR YOU?

- Professional credibility and recognition for your expertise
- Access to the shared knowledge of a community of 5,000+ professionals across 60+ countries
- Enhanced career prospects and earning potential
- Exclusive member benefits to amplify your impact every day
- Discounts on tickets to GEO's conferences and events
- Join the GEOelevate or Future Leaders programs to accelerate your professional and personal development
- Opportunity to become a GEO Fellow, GEO Awards Judge, Chapter Leader, or to apply for the GEO Board and Issuer Advisory Council.

FIND OUT MORE!
VISIT GLOBALEQUITY.ORG

YOUR MEMBERSHIP BENEFITS

YOUR GATEWAY TO PROFESSIONAL GROWTH, GLOBAL EXPERTISE, AND INDUSTRY RECOGNITION

GEO offers unmatched benefits for equity professionals, providing the tools, connections, and expertise needed to thrive in a complex and dynamic industry. Whether you're looking to enhance your skills, expand your network, or gain recognition in the equity compensation field, GEO is your trusted partner for success.

LEARNING AND PERSONAL DEVELOPMENT

GEOlearn (Free access)

A cornerstone of GEO membership, GEOlearn provides 24/7 access to over 120 webcasts, webinars, and courses tailored to equity and executive compensation professionals. Covering topics like ESPPs, IPOs, payroll reconciliations, and equity communications, GEOlearn ensures members stay informed on industry trends. Many live webcasts also offer CEP credits, providing additional value for professional certification.

Bootcamp (Fees apply)

An intensive training program for professionals at any stage of their career, Bootcamp delivers live sessions with subject matter experts. Learn foundational topics like global share plan compliance, tax basics, executive compensation, accounting, and more. The program also includes real-life case studies and interactive Q&A sessions, offering practical insights alongside theoretical knowledge.

GEOelevate (Free access)

A flexible, member-driven mentoring program that connects experienced professionals with those seeking guidance and support in the global equity community. Apply anytime to share your expertise or gain insights to navigate your career path.

GLOBAL NETWORKING AND CONNECTION BUILDING

GEOconnect (Free access)

GEOconnect is your gateway to a vibrant global community. Connect with peers and experts through the member directory, share insights in discussion groups, and stay informed with the latest industry news. Advance your career with access to job listings and mentorship opportunities.

Global webcasts (Free access)

Participate in live and recorded webcasts, featuring discussions led by top equity experts in your time zone. Access resources like case studies, presentation PDFs, and speaker profiles for in-depth learning direct in the online platform. All webcasts are available as recordings on GEOlearn following the event.

In-person events (Free and discounted)

Build personal connections at GEO's flagship events, regional meetups, and award ceremonies. Gain direct access to thought leaders and practitioners.

Issuer Advisory Council – IAC (Free access on request)

GEO's IAC connects you with GEO's strategic direction, addressing member needs and market trends. Members gain exclusive networking opportunities, strategic influence, and a chance to shape the global equity community.

INDUSTRY RESOURCES AND INSIGHTS

Global Share Plan Rankings Study (GSPRS) (Free access)

Launched in 2024, this in-depth study ranks the ease of operating employee share plans in over 40 countries. Understand key factors like tax implications, corporate law, cultural attitudes, and political considerations.

Global Equity Insights Survey (GEIS) (Free for survey participants)

Since 2013, the GEIS has delivered invaluable data on compensation practices, including ESG targets, AI in equity, and global mobility. Participants receive free access to the full survey, helping them stay ahead in a rapidly evolving field.

GEOinsights newsletter and online portal (Free access)

Stay informed with the latest trends, news, and research through GEO's newsletter and online resources.

RECOGNITION AND REWARD

GEO Awards (By application)

Since 2001, the GEO Awards have celebrated excellence in global share plan design and execution. Winners gain recognition and inspire others with their innovative practices.

Fellows of Global Equity (FGE) (By application)

Launched in 2017, the FGE designation is bestowed upon exceptional industry professionals and offers lifetime membership (post-retirement), exclusive networking events, and the ability to share expertise with peers.

Future Leaders of Global Equity (By application)

This 18-month program supports rising stars in the equity field. Participants receive mentorship, exclusive training, and access to GEO's vast resources to help them excel and shape the future of the industry.

CHAPTERS AND LOCAL COMMUNITIES

Chapter events (Free to join and attend)

With 24+ chapters worldwide, GEO offers members the opportunity to connect locally while staying informed globally. Chapters provide region-specific education on laws, trends, and practices, foster community building through networking and mentorship, and offer leadership opportunities to boost visibility by volunteering or presenting at events.

YOUR BENEFITS AT A GLANCE

TOP 10 REASONS TO JOIN GEO TODAY

- 1. EXPERT-LED LEARNING:** Access over 120 free on-demand webcasts and webinars through GEOlearn.
- 2. BOOST YOUR SKILLS:** Register for Bootcamp, our comprehensive foundational training, visit GEOlearn for industry training resources or join GEOelevate, our mentoring program.
- 3. EXPAND YOUR NETWORK:** Connect with 5,000+ professionals worldwide via GEOconnect, our global webcasts and by attending events at discounted rates.
- 4. STAY CURRENT:** Gain insights from live global webcasts tailored to your time zone, in-person events and GEOinsights online and by email.
- 5. EXCLUSIVE EVENTS:** Attend flagship conferences, awards, and chapter meetings at discounted rates.
- 6. LOCAL CONNECTIONS:** Benefit from free access to 26+ GEO chapters for regional education content and networking.
- 7. INDUSTRY INSIGHTS:** Access the GSPRS and GEIS for cutting-edge global equity data and trends.
- 8. PROFESSIONAL RECOGNITION:** Elevate your career through the GEO Awards, Fellows and Future Leaders programs, and applying for the GEO Board or Issuer Advisory Council.
- 9. INFLUENCE THE INDUSTRY:** Join a community driving innovation in global equity and executive compensation.
- 10. UNMATCHED VALUE:** Enjoy free resources, discounted events, and career-defining opportunities for **around \$30/month**.

Visit globalequity.org/join to become part of a global community shaping the future of equity compensation.



MEET YOUR LEARNING GOALS

78%

SAY GEO HELPS THEIR
PERSONAL GROWTH


120+
ON-DEMAND WEBCASTS IN
GEOLEARN


360+
ANNUAL CONFERENCE
ATTENDEES


10
GEO AWARDS CATEGORIES


65+
GEO FELLOWS FROM 10
COUNTRIES


59%
MEMBERS INTERACT WITH US
ONCE A MONTH


200+
GEIS PARTICIPATING
COMPANIES


26+
LOCAL CHAPTERS


5,200+
INDIVIDUAL MEMBERS


45+
COUNTRIES


113
BOOTCAMP ALUMNI

JOIN THE INDUSTRY'S BEST

OUR GLOBAL MEMBERS ARE IN GOOD COMPANY

GEO has around 5,000 individual members representing more than 520 companies and professional firms in more than 60 countries around the world.

NETFLIX

Pfizer

amazon



shopify

Boston
Scientific
Advancing science for life™

lululemon

SIEMENS

airbnb

AngloAmerican

GENERALI

Walmart

Unilever

THE HOME DEPOT

RioTinto

Microsoft

Coca-Cola

BAE SYSTEMS

accenture

lyft

ATLASSIAN

Johnson & Johnson

...AND MANY MORE!

VISIT GLOBALEQUITY.ORG/JOIN TO CONNECT WITH OUR MEMBERS

I feel lucky to be part of a community where **sharing experience, insights and ideas** is ingrained in its DNA.

Every GEO event I attend, I learn something, and I share something, it's this **open exchange** that makes GEO so powerful. It's the **heartbeat of share plans** industry globally.

For anyone working in the business, **GEO is the place to connect and grow.**

The door is always open, and everyone is welcome, I cannot recommend getting involved highly enough!

GERI WALL COCA-COLA

Being a member of GEO has been an **invaluable experience** for RewardPro.

The GEO community is **uniquely welcoming and collaborative**, always open to **exchanging ideas and experiences.**

For anyone in the share plans world, GEO offers **unparalleled opportunities to learn, share, and grow.**

We're proud to be part of such an incredible community.

BEN BRETTELL REWARDPRO

To be part of an external community is such a great opportunity to **learn from others' strategies, innovations and industry updates.**

It gives us the opportunity to share what we do in Diageo and **raise our own personal profiles.**

I would urge colleagues to **attend GEO events**, the opportunity to learn from other peers and companies is invaluable.

SHELLEY BOYD DIAGEO



READY TO TAKE THE NEXT STEP?

Contact Zoe Denny-Thomas

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All statistics featured in this brochure are sourced from the GEO Edinburgh 2023 and Nashville 2024 survey findings.

Terms and conditions apply to the offers in this document – contact GEO for details

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