



GLOBAL 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

CO₂ reduction

S

Diversity

G

Corporate governance

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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

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

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

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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Survey authors

**Danyle Anderson**

Director, Equity Industry and Consultant Relations
Bank of America
danyle.anderson@bofa.com

**Markus Stebe**

Head of Executive Compensation and Equity
Siemens AG
markus.stebe@siemens.com

**AmyLynn Flood**

Partner
Vialto Partners
amy.lynn.flood@vialto.com

**Sandra Sussman**

Director Global Equity Design and Strategy
SAP SE
sandra.sussman@sap.com

**Sheila Frierson**

President North America Employee Share Plans
Computershare
sheila.frierson@computershare.com

**David Voggeser**

Partner
hkp///group
david.voggeser@hkp.com

**Michael H. Kramarsch**

Managing Partner
hkp///group
michael.kramarsch@hkp.com

**Sebastian Wetzel**

Head of Compensation and Benefits
Siemens Energy
sebastian.wetzel@siemens-energy.com

**Mitan Patel**

European Regional Lead
Fidelity International
mitan.patel@fil.com

**Prof. Dr. Michael Wolff**

Chair of Management and Control
University of Goettingen
michael.wolff@wiwi.uni-goettingen.de

**Kate Scorer**

Managing Director
Global Equity Organization
kate.scorer@globalequity.com

Your contact

If you have any questions about the Global Equity Insights Survey – research methods, questionnaires, deadlines, reports etc. – please contact:

**Andrew Thain**

Head of Survey, Director hkp///group
+49 176 15 363 357
andrew.thain@hkp.com