

# SHARING THE SUCCESS

THE CREATION AND MANAGEMENT OF COMPUTERSHARE'S OWN GLOBAL EMPLOYEE SHARE PLAN

## CASE STUDY

### FACTS

In 2001, Chris Morris, founder of Computershare, announced his intention to implement a share plan that would offer all employees the chance to benefit from the dynamic growth of, and future opportunities in the company.

### CRITICAL ACTION

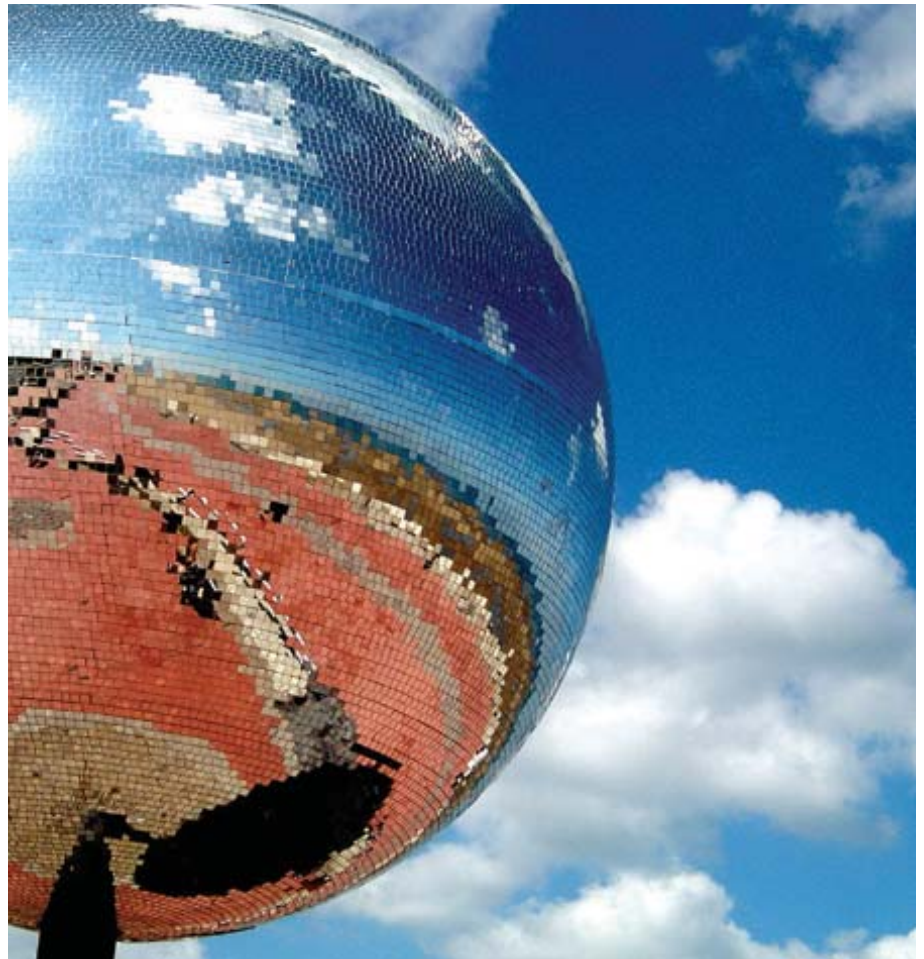
High participation in the global plan was dependent on making the offer as simple and attractive as possible to employees.

In most countries, the plan has utilised local tax concessions, increasing the net benefits to employees.

Clear and tailored communication campaigns were developed to promote the benefits of the plan in each region. Campaigns were supported with tailored email blasts, state-of-the-art Interactive Voice Response telephony and an educational website incorporating a 'one-click' enrolment service.

### RESULTS

Since 2001, Computershare has expanded to over 10,000 employees, operating in 20 countries around the globe and participation in the plan is now at over 50% of the entire Computershare workforce.



**"Sound plan design and management, such as acquiring shares on a regular monthly basis to reduce the impact of a fluctuating share price, combined with Computershare's expansion and improved performance, has resulted in many employees enjoying returns in excess of 150%."**

Chris Morris, CEO, Computershare

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