

The Strategic Advantage of RSUs with Global Expansion

THOUGHT LEADERSHIP



**GLOBAL
EXPANSION**

01

THE CHALLENGE: RETAINING TOP TALENT IN A GLOBALIZED WORLD

Attracting and retaining exceptional talent is crucial in today's competitive market. But high salaries alone aren't enough.

Companies must use creative compensation strategies that build loyalty, motivate employees, and give them a sense of ownership.

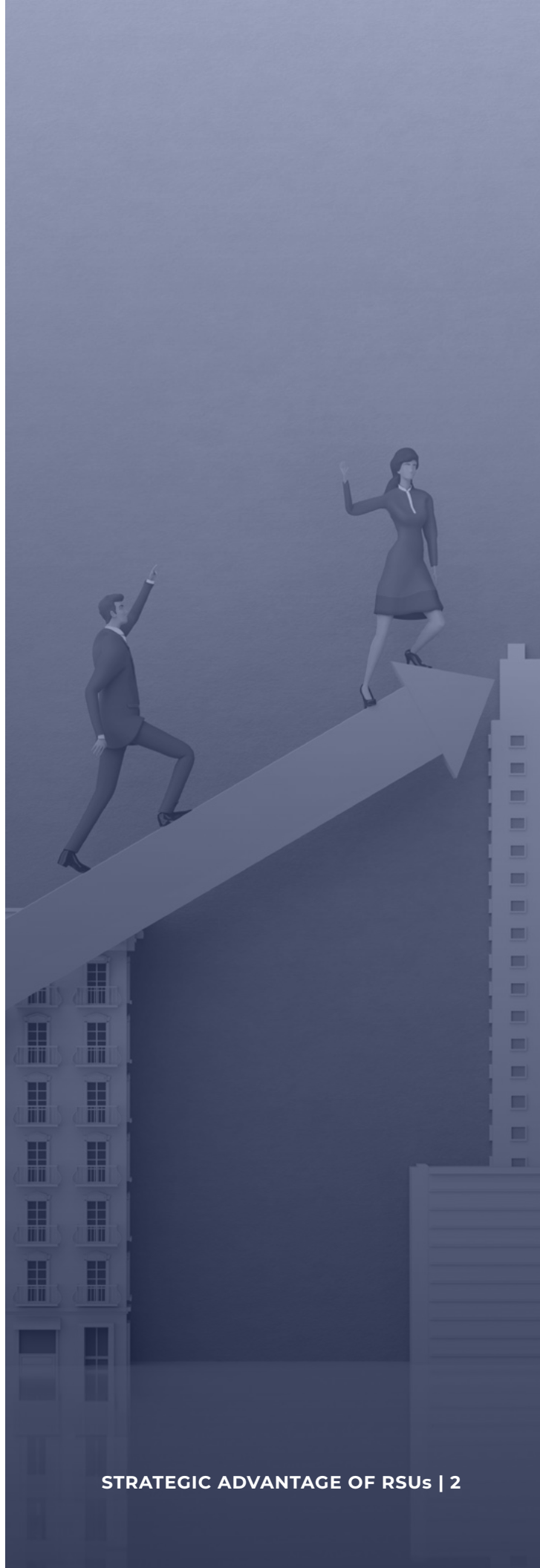


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THE SOLUTION: RSUs - A WIN-WIN FOR COMPANIES & EMPLOYEES

Restricted Stock Units (RSUs) are emerging as game-changers. They grant employees shares in the company's stock after a vesting period, typically tied to tenure or performance.

This doesn't just incentivize future success; it directly aligns employee aspirations with the company's growth. Employees benefit from potential wealth creation without upfront investment, while companies gain a more dedicated and motivated workforce.



GX: SIMPLIFYING GLOBAL RSU DISBURSEMENT

However, managing RSUs across international borders can take time and effort. Legal, tax, and regulatory frameworks vary significantly. This is where Global Expansion (GX) steps in.

GX removes the friction from RSU implementation, offering a comprehensive solution:

✓ **Tax Navigation:**

GX ensures compliance and optimizes tax implications for the company and employees in each location.

✓ **Legal Expertise:**

GX understands and adheres to local mandates surrounding stock awards, including securities laws and employment regulations.

✓ **Vesting Management:**

GX streamlines vesting schedules to align with company goals and employee incentives, regardless of location.

✓ **Seamless Distribution:**

GX enables the conversion of RSUs into shares and their distribution to employees, considering local market nuances.



This reduces administrative pressure for companies and enhances the overall RSU experience for employees, making your company a more attractive employer globally.



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THE POWER OF OWNERSHIP: ATTRACTING AND RETAINING TOP TALENT

RSUs create a powerful magnet for global talent. By offering employees a stake in the company's future, they become invested in its success.

GX helps companies to use this effectively, making them an employer of choice in the global market.



05

BUILDING A CULTURE OF EQUITY AND BELONGING

By supporting equitable access to RSUs for all employees, GX helps companies build a culture of inclusion. Regardless of location, employees feel valued and integral to the company's success, leading to a stronger sense of belonging and loyalty.

Glossary of Key Terms

Restricted Stock Unit (RSU):

A form of equity compensation where employees earn ownership of company shares after a vesting period.

Vesting Schedule:

The timeframe over which an employee earns the right to RSUs, often linked to performance or tenure.

Equity Compensation:

Non-cash pay representing ownership in the company, including RSUs, stock options, and other equity-based incentives.

06

TRANSFORMING EMPLOYEE REWARDS: A STRATEGIC ADVANTAGE

Integrating RSUs into global compensation strategies, powered by GX's streamlined process, is a game-changer. Companies gain a strategic edge in the global talent market, creating a more engaged, motivated, and loyal workforce aligned with business objectives.



07

BEYOND COMPENSATION: RSUs AS A STRATEGIC ASSET

When managed well with GX, RSUs become more than just a compensation tool; they become a strategic asset that fuels employee engagement, loyalty, and, overall company success.





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