

2010 Top 25 Survey Frequently Asked Questions

General

1. Why is the Equilar Top 25 Survey better than what is currently on the market?

- A. We created the Top 25 Survey largely because of feedback from our valued clients. Our clients, who rely on Equilar's proxy data, wanted us to extend the same quality and ease of use to a product that offers compensation data on the entire senior management team, not just the Top 5. Our survey will:
- Offer easy-to-use, web-based entry and analytic tools
 - Allow seamless integration of public and proxy data
 - Provide flexible reporting options that include fully customizable equity valuation settings

2. How will you handle job matching and ensure apples-to-apples comparisons across companies and titles? Will you have industry-specific roles?

- A. All survey participants will receive a job descriptions document free of charge. The survey entry tool utilizes a flexible role matching system to allow the proper classification of uniquely positioned executives. Additionally, we've added many retail, insurance, energy, technology, and other industry-specific roles to help identify positions unique to a given industry. Please refer to the industry pages on our survey website for sample roles.

3. Why should I fill out this survey now?

- A. Participation in the survey costs nothing, and there are many great reasons to participate in the survey now, including:
- Easy to fill out: any public data is pre-populated by Equilar
 - For returning participants, year-over-year comparisons and trends
 - Over 400 past participants at Fortune 1000 size levels
 - Two complimentary survey result reports, valued at \$995 each

4. My peers are not in your survey. Why should I participate?

- A. Equilar is working hard to expand the list of participants. If you tell us your peers, we'll gladly target them for participation. It would be much easier to convince your peers to participate if they know you've already committed to participating.

5. How is the survey different from Equilar's other offerings?

- A. Equilar traditionally tracks the compensation, equity, and award data for the Top 5 executives in each organization, based upon information submitted in SEC proxy filings. The survey enables us to take a deeper look at the compensation of the entire senior leadership team (top 25 to 30 officers) in each organization. This will give you the ability to benchmark pay across your entire senior leadership team, not just the top five.

6. What is the cost of the survey subscription, and what exactly am I getting for my money?

- A. You may purchase a subscription to our proxy and survey database through Equilar's ExecutiveInsight product, starting at \$5,995 a year. Your subscription will entitle you to:
- Access to an unlimited number of customizable reports in our online tool
 - 17 complimentary survey summary reports, valued at \$995 each
 - Complimentary access to Equilar's Knowledge Center, with several new reports each month
 - Client discount on passes to Equilar's Executive Compensation Summit, June 15-16 in Washington, D.C.



Scope and Methodology

1. Which companies are going to be targeted for this survey?

- A. Any company is welcome to participate in our survey, though our focus is the Fortune 1000 and their peer companies.

2. I am a foreign-based company. Can I participate in your survey?

- A. Yes. We have had several foreign-based participants in the survey, including Royal Dutch Shell, Diageo plc, Manulife Financial, Nokia, and AngloGold Ashanti.

3. I am a privately-owned company. Can I participate in your survey?

- A. Yes. We have had several privately-owned companies in the survey, including State Farm, Schreiber Foods, Sports Authority and Correctional Medical Services.

4. Who are the target executives for this survey? What is the scope of your study?

- A. We are asking for compensation data on key functional and business unit heads in each organization. Naturally, the number of top executives will vary depending upon your organization's size and structure, but the number of executives is normally between 25 and 30. At minimum, the submission should include your Section 16a officers.

5. How is total compensation calculated?

- A. The reporting of survey results conform to standard Equilar TCR methodologies, in which:

Total Compensation = Salary + Bonus + Stock + Option + Performance-Based Awards

Salary – Annualized base salary

Bonus – Target annual cash bonus

Stock – Grant-date fair value of time-based stock awards, as reported

Option – Grant-date fair value of time-based option awards, as reported

Performance-Based Awards – Grant-date fair value of performance-based options and stock awards as reported + target long term cash awards

While this is our default calculation of total compensation, ExecutiveInsight, the Equilar online report tool, allows setting changes for customized reports.



Data Collection

1. How is data collected?

- A. Our online tool facilitates the data collection process by pre-loading publically available pay data or your Equilar survey submission from the previous year. You may choose to complete the survey through either the online entry tool or an offline Excel template.

2. How long does it take to complete the survey?

- A. Anywhere between 2 to 4 hours, depending on your familiarity with Equilar and the online entry tool. Need help getting started? Sign up for one of our survey-entry training webinars.

3. How can I be sure that my information is kept confidential and secure?

- A. The entire data-entry process can be completed within a secure, password-protected, online environment. You can also choose to upload an Excel template. Individual names, titles, and all other private data will be barred from display in any published survey results—only summary statistics will be shown. When running reports, a minimum of five underlying data points will be required to display a statistic, ensuring privacy and compliance with safe harbor regulations. While the online reporting system is designed to be flexible, it runs on algorithms that prevent users from “backing in” to find private data.

4. Our company policy requires that we cross sign a Non-Disclosure Agreement before participating in any surveys. What can you do for us?

- A. A standard Equilar NDA is available upon request. If you prefer to use your own NDA, please contact us for additional information.

5. How do I get additional help during the survey entry process?

- A. Equilar will be hosting free survey-entry training webinars between April and July. In addition, feel free to give us a call or send us an e-mail, and one of our representatives will address your questions.



Summary Results Report

1. Is it true that I get two free reports just by participating in the survey?

A. Yes. All survey participants will receive two reports of their choice, once the results are published.

2. Show me the list of complimentary reports I can choose from.

A.

- Summary Report Fortune 1000
- Bonus Summary Report
- LTI Summary Report
- Perquisites Report
- Profit Center Heads Summary Report
- Report by Size – Greater than \$15 Billion
- Report by Size – Between \$5 Billion and \$ 15 Billion
- Report by Size – Less than \$5 Billion
- Report by Region – Northeast
- Report by Region – Midwest
- Report by Region – South
- Report by Region – West
- Report by Industry – Retail & Consumer
- Report by Industry – Technology, Media & Telecommunications
- Report by Industry – Financial & Insurance
- Report by Industry – Healthcare & Life Science
- Report by Industry – Energy, Utilities & Materials
- Report by Industry – Industrial Manufacturing

3. What if I need additional reports/data?

A. All survey reports are available for purchase at \$995 per report. Alternatively, you can subscribe to our ExecutiveInsight survey database, giving you unlimited access to customized reports.

4. When will the reports become available?

A. Survey results will be published in ExecutiveInsight in early August. Survey summary reports will be available in mid-August.

