

### Who We Are

Pearl Meyer is the leading advisor to boards and senior management on the alignment of executive compensation with business and leadership strategy, making pay programs a powerful catalyst for value creation and competitive advantage. We provide tailored recommendations that empower our clients to meet their long-term strategic goals.

Based on 30 years' industry experience, Pearl Meyer guides the philosophy, implementation and communication of executive, director, and employee pay programs for more than a thousand global clients each year. Through our annual compensation surveys we also provide a complete picture of pay and pay practices at all levels within an organization. Our experience in the US, UK, and EMEA spans work with publicly traded enterprises in the Fortune 500 and FTSE 300, as well as private companies and not-for-profit institutions at every stage in their business life-cycle and operating in a broad number of diverse industries.

### Compensation as a Catalyst

The senior consultants at Pearl Meyer go beyond compliance-driven and peer group-based design of executive pay programs. Pearl Meyer clients receive business-based, strategic thinking that transforms compensation from a cost of doing business into a competitive advantage and a catalyst for value creation.

Our approach to executive compensation relies on careful and consistent integration of strategy and analytics – combined with the appropriate focus on compliance – to deliver unique, client-customized solutions.

### How We Work with You

Our compensation philosophy is based on the belief that conforming to external norms or “best practices” too often leads to middle-of-the-road results. We strive to develop partnerships with clients that:

- Align with your priorities and timing;
- Maintain a focus on what is best for your organization;
- Adopt a long-term mindset; and
- Identify the unique metrics that drive value for your company.

STRATEGIC ALIGNMENT	We work with you to learn about your organization and to identify the competitive issues unique to your industry. We know compensation can be a dynamic, highly effective tool for achieving your objectives when aligned closely to business and leadership strategies and when communicated in a way that unites executives, senior leaders and employees through a shared understanding of your business goals.
SOPHISTICATED ANALYSIS	Our next-generation analytics and annual compensation surveys move well beyond marketplace benchmark and prevalence data. Performance goals are critical components in creating a well-designed and highly effective incentive platform. We work with you to determine the right objectives and associated metrics to support your business strategy.
COMPLIANCE CONFIDENCE	Our commitment to compliance ensures that regulations are fully addressed and that these considerations inform – but do not dictate – how your plans are designed. Our expert compensation communication guidance helps your company effectively tell your strategic story – delivering a sophisticated narrative about your business goals and long-term value creation, balanced with compliance disclosure requirements.
TAILORED SOLUTIONS	There is no such thing as a one-size-fits-all executive compensation program. Your organization has a distinct set of challenges and opportunities. We partner with you to develop the right metrics tied to incentives that are appropriate for your business situation. Our goal is to transform compensation into a catalyst of value creation and competitive advantage helping to position you as a leader in your industry.

### Interested in Knowing More?

For more information on how we can help your organization create value through strategic compensation program design, please visit [www.pearlmeyer.com](http://www.pearlmeyer.com) or contact the office nearest you.



# Pearl Meyer

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