

## Executive Compensation Communication Advisory Services—External Stakeholders

### The Environment

Investors, executives, proxy advisors, and the media today expect an ongoing, in-depth dialogue with companies about executive pay. They want to understand not just how performance-based programs work, but whether they are directly linked to specific business strategies, competitive pay opportunities, talent development, and meaningful performance metrics.

That has raised the bar for determining the substance, timing, and best way to deliver key messages around compensation to companies' different constituencies. Increasingly, these audiences want to hear from not just the CEO, but from the directors who are directly accountable for pay decisions. Boards must reach out beyond the Compensation Discussion and Analysis (CD&A) and other required disclosures to share information year-round in a variety of different venues and formats.

### Our Approach

Shareholder engagement requires a special kind of focus. We work with clients and their various internal constituents involved in pay communication (e.g., the legal team, human resources, compensation committees, and corporate communications) to help define their unique and holistic executive pay program communication strategies and content. We have dedicated strategists and writers who are experts in all aspects of shareholder engagement and communication.

### Our Services

Public scrutiny about how and why your senior executives are paid demands a thoughtful strategy to ensure the right messages, reach the right audience, at the right time. Pearl Meyer can help. Our capabilities include:

#### Proxy Planning & Execution:

- Drafting and production advice
- CD&A updates and/or overhauls
- Editorial reviews and recommendations
- Original narrative writing, including executive summaries

### Tailored Solutions

We believe that there is no such thing as one-size-fits-all compensation design. We partner with you to understand what makes your organization unique and through our proven methodology, we create tailored solutions that align your executive pay programs with your business strategy and goals.

## Our Commitment

Our commitment begins with our first meeting with you. Each assignment is staffed by senior professionals who bring a wealth of knowledge and expertise. Pearl Meyer is dedicated to providing the best compensation advice in the industry.

**For more information and to find out how Pearl Meyer can help you align business and leadership strategy to your pay programs and create communication strategies that ensure success, contact the Pearl Meyer office nearest you or visit us at [pearlmeyer.com](http://pearlmeyer.com).**

## About Pearl Meyer

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. Pearl Meyer's global clients stand at the forefront of their industries and range from emerging high-growth, not-for-profit, and private companies to the Fortune 500 and FTSE 350. The firm has offices in Atlanta, Boston, Charlotte, Chicago, Houston, London, Los Angeles, New York, Rochester, and San Jose.

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