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## News Release

**Date:** 16 March 2020

**Subject:** Companies have just one day to convince most employees to join share plan, Computershare reveals

**Melbourne, 16 March 2020** - Research by Computershare and academics from the Universities of Melbourne and New South Wales has revealed that companies looking to grow their share plans have just one day to convince most employees to join up.

In a survey of over 1,000 employees at clients of Computershare's share plan administration business, seven out of 10 (over 68%) said they had decided immediately or within a day of receiving the invitation.

Computershare says the results show the importance of strong, clear, persuasive communication to increase share plan participation.

Francis Catterall, Global Head of Plans at Computershare, said: "People need to be able to make important decisions about their finances, meaning easy access to the right information at the right time is crucial.

"Computershare works hard to ensure that client and employee communications are clear and concise, and tailored to the needs of employees.

"Our goal is to work with clients to provide timely information to empower employees to make informed decisions, enable clients to grow share plan participation, as well as support clients to derive the full benefit of such plans."

Andrew Pendleton, Professor and Head of School of Management at the University of New South Wales said: "We were surprised how quickly many employees make important financial decisions and enter into financial commitments.

"These survey results reinforce the need for good financial literacy."

Michelle Brown, Professor in the School of Management and Marketing, University of Melbourne commented: "The research shows that timely communication is vital if companies are to achieve high participation rates in their share plans.

"Reminders and follow-ups sometime after the invitation may be too late."

Other survey results further reinforced the need for good share plan communication:

- Employees who are aware of the key features of a share plan are also more likely to accept the invitation to join, while non-participants are the least informed
- Most respondents (60%) said that they had not consulted anybody when deciding whether to join their company's share plan

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- The perception that top managers and colleagues support the company plan influences the decision to join, and is also most closely associated with recurring participants

Survey responses came from both members and non-members of their company's employee share schemes.

A full report from the survey is available from <https://bit.ly/3cUQusH>

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### **Notes to editors**

Research was conducted in companies across the ASX50 and ASX200, with 1158 responses received.

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### **About Computershare Limited (CPU)**

Computershare (ASX: CPU) is a global market leader in transfer agency and share registration, employee equity plans, mortgage servicing, proxy solicitation and stakeholder communications. We also specialise in corporate trust, bankruptcy, class action and a range of other diversified financial and governance services.

Founded in 1978, Computershare is renowned for its expertise in high integrity data management, high volume transaction processing and reconciliations, payments and stakeholder engagement. Many of the world's leading organisations use us to streamline and maximise the value of relationships with their investors, employees, creditors and customers.

Computershare is represented in all major financial markets and has over 12,000 employees worldwide.

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