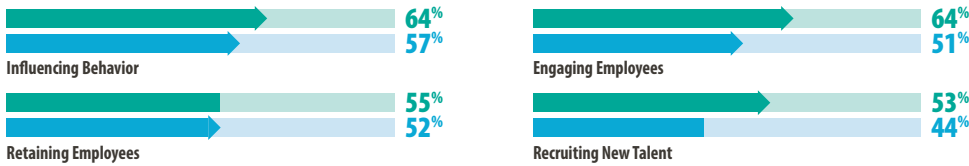


## What Top Performing Financial Services Companies Do Differently in Incentives and Rewards

### FINANCIAL SERVICES TOP PERFORMERS RATE THEIR PROGRAMS AS MORE EFFECTIVE

Program managers "strongly agreed" that their programs are effective at:

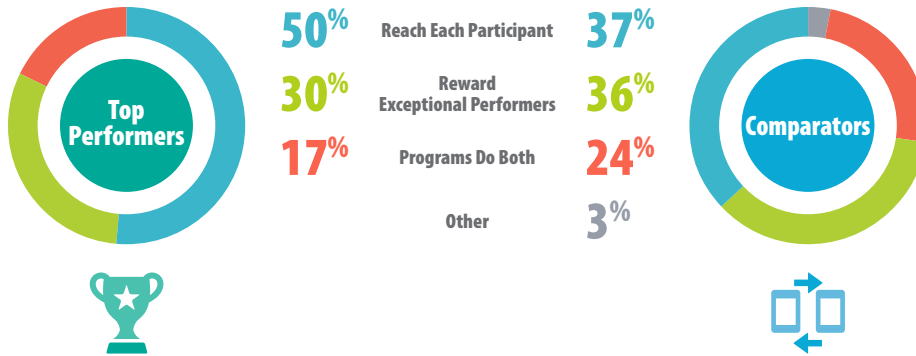


Arrows indicate increase in response over previous study.

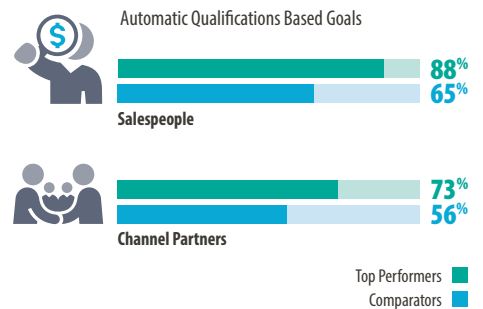
Top Performers  
Comparators



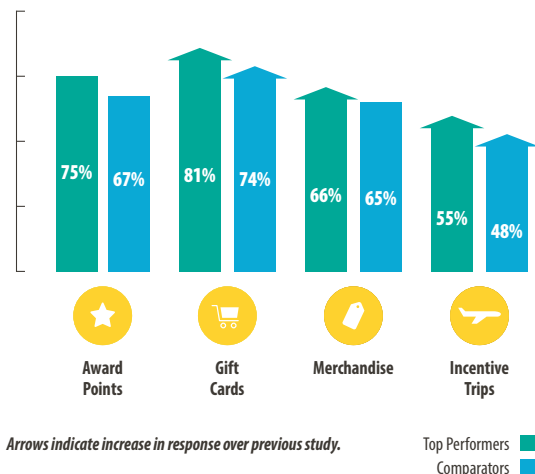
### TOP PERFORMERS FOCUS ON PROGRAM REACH



### TOP PERFORMERS MORE LIKELY TO AWARD INCENTIVE TRIPS BASED ON AUTOMATIC SELECTION



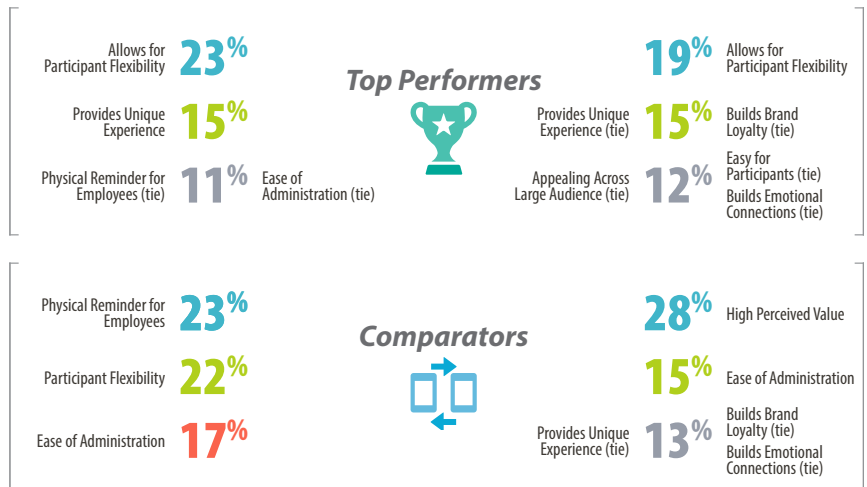
### SOLID MIX OF REWARD TYPES OFFERED



Arrows indicate increase in response over previous study.

Top Performers  
Comparators

### TOP PRIORITIES FOR TANGIBLE REWARDS



### TOP PRIORITIES FOR INCENTIVE TRIPS