



Thank you for your interest in the services and expertise of FRS Equity Strategies. This document provides you with an overview of our organization, our expertise and the services we provide. We present the information as follows:

I. List of Services

II. Mission Statement and History

We look forward to working with you and providing you with the knowledge, expertise, and dedication to customer service we offer to all of our clients.

I. List of Services

We provide the following services to both private and publicly-owned companies. We work with a wide range of organizations from start-up to Fortune 1000 companies. Our professional staff is comprised of individuals with advanced degrees and certifications in accounting, tax, law and business. We are SAS70 certified, ensuring that our processes meet the highest standards of security and confidentiality. For further details on all our services, please visit our website: www.frsequitystrategies.com

Out-Sourcing

- We provide a full-service management and administration service customized to the needs of your organization and your current processes.
- Our services cover all aspects of employee equity plan management, addressing up to 50% more corporate responsibilities than those handled by brokers, law firms, or other third-party vendors.
- Our team is highly experienced with a variety of equity plan management software suites including those from EASi, EMS, eProsper, E*Trade, Equity Edge, Transcentive and more.

Consulting

- We offer services on a project-basis to provide you with a variety of assistance with the management of your employee equity plans.
- FAS 123(R) valuation and expense allocation reporting.
- Database integration related to mergers and acquisitions.
- Software implementation for new applications and transitions between applications.
- Audits of historical data and ongoing processes for compliance.
- Other special projects as needed.

Training

- Remote or onsite training services to maintain the technical expertise of your staff.
- Seminars and “boot-camps” on regulations, accounting, tax and compliance issues.
- Courses in the use of equity plan management software applications.
- CEP exam preparation sessions for levels 1, 2 & 3 of certification.

II. Mission Statement & History

Founded in 2000 by Marianne Brannock-Hill, CEP, CTP, FRS Equity Strategies is the full-service provider of choice for the full array of equity compensation services, from consulting and outsourcing to training. We take a team approach, applying just the right skills and expertise to deliver a solution tailored to meet your needs. This approach also adds an important level of internal accountability and auditing. Our goal is to provide services as seamlessly as though we were members of your internally staffed equity compensation team.

Through our relationships with more than 125 satisfied clients, we have developed tools, templates and processes that allow us to work efficiently, effectively and reliably on a range of issues: stock plan administration, taxation, FAS123R, SEC disclosures, data conversions. Weekly internal training sessions keep our staff up-to-date on current rules and regulations.

Managing even the simplest stock option and equity compensation plan is a complex undertaking, and the stakes are increasingly high when plan management goes wrong. You can rely on FRS Equity Strategies for a complete array of consulting services, tailored to your needs, delivered by skilled consultants. We help you maintain and administer plans efficiently, cost-effectively and accurately, following all SEC, IRS, and FASB regulations. FRS Equity Strategies can help you maximize the benefit and minimize the compliance risk. Our website provides further information on our people and our services as well as free resources and tools for equity compensation plans: www.equity-strategies.com

Our Mission

Our mission is to bring a high level of equity compensation knowledge, assistance and service to a corporation at a reasonable cost and with personal attention. Our motto is Compliance, Accuracy, and Customer Service! We anticipate the client's needs, ensure regulatory compliance, and bring best practices to the table. We perform our services through highly-qualified personnel, strict work and audit processes, and work under a high-level security and risk management protocol.

Our People

Marianne Brannock-Hill, our CEO, brings more than 26 years of equity compensation experience to the table. The Sr. Consultants of FRS Equity Strategies each offer over 15 years of experience, with our Managers applying over 10 years of work in equity compensation management to the services we provide. Our employees bring corporate experience to the table, with extensive backgrounds in the hands-on management of equity compensation programs from start-ups to Fortune 500 companies.

In addition to our team of equity compensation plan management professionals, our staff also includes certified public accountants, an IRS enrolled agent, two MBA's, five certified equity professionals (CEPs), a Juris Doctor and a senior paralegal. Our close-knit team of professionals offers a wealth of expertise in every aspect of equity compensation and delivers unsurpassed customer service every step of the way.

Our Locations

FRS Equity Strategies, Inc. is a US-based company. Our headquarters are located in San Jose, California, in the midst of ground-breaking technology and life-sciences companies with a history of innovation and excellence. In addition to our San Jose location, FRS employees work from satellite offices throughout the United States including San Francisco, Phoenix and Indianapolis.