

# Radford Equity Valuation Services

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Our team of valuation and actuarial experts, operating from Chicago, London, Philadelphia and San Francisco, work with clients to demystify the valuation and accounting of complex equity awards and other highly-technical compensation instruments.

Radford's valuation team supports more than 500 clients each year, leveraging our extensive technical resources to provide audit-ready guidance on a wide range of valuation and accounting issues. Today, we advise firms in the key practices areas below:

## Equity Valuation Services

Our team of actuaries and valuation specialists take the guesswork out of valuing equity awards— from stock options to complex performance-based vehicles. We produce audit-ready results that are both mathematically sound and designed to maximize your investment in equity compensation.

## Equity Accounting Services

We understand the many complex and diverse accounting challenges associated with ASC Topic 718 and IFRS 2 compliance, and work closely with our clients to develop equity accounting and reporting solutions that are custom-fit to align with their existing tools and capabilities.

## Relative TSR Solutions

As shareholders continue to push for tighter links between pay and performance, Relative TSR plans have surged in popularity. We work with hundreds of clients annually to help design, implement, manage and value Relative TSR awards that drive peak performance and achieve cost savings.

## Holding Period Discounts

The number of companies adopting mandatory post-vest holdings periods for equity awards is on the rise. While most holding periods are put in place with corporate governance aims in mind, holding periods can provide accounting cost savings that most companies never fully realize.

## Proxy Advisor Modeling

In many respects, Say-on-Pay votes are just the tip of the iceberg. Public companies now operate under an intense matrix of regulatory requirements, proxy advisor policies and shareholder politicking. Our team can help carry the load by unpacking the complexity of today's environment.

## We're here to empower results

Contact our team today to learn more about Radford's valuation capabilities.

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For more information on Radford, visit [radford.com](http://radford.com) or write to our team at [consulting@radford.com](mailto:consulting@radford.com).

**Aon**

Talent, Rewards & Performance

### **280G Parachute Calculations**

Our valuation specialists understand the difficulties involved in calculating accurate change-in-control payouts, especially when IRC Section 280G is involved. We help clients assess their executive agreements, equity plan documents and current equity awards to ensure compliant calculations.

### **About Radford**

Radford delivers talent and rewards expertise to technology and life sciences companies. We empower the world's most innovative organizations—at every stage of development—to hire, retain and engage the amazing people they need to create amazing things. Today, our surveys provide in-depth rewards insights in 80-plus countries to more than 3,000 client organizations, and our consultants work with hundreds of firms annually to design talent and rewards programs for boards of directors, executives, employees and sales professionals. Radford is part of the Talent, Rewards & Performance practice at Aon plc (NYSE: AON). For more information, please visit [radford.aon.com](http://radford.aon.com).