



**THOUGHT  
PARTNERS  
INVESTED  
IN YOUR  
SUCCESS**

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At FW Cook, we help clients align their compensation systems with their strategy and culture, turning executive compensation into a key strategic differentiator for leading organizations.



Leadership is a competitive advantage in every organization.

Boards, C-Suites, shareholders and governance groups continuously struggle to determine how much leadership is worth to an organization.

How do they evaluate it, inspire it, and incentivize it?

**In short, what is the value of leadership, and how is it best rewarded?**

**This is FW Cook's specialty.**

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## OUR PRINCIPLES

FW Cook is built upon a foundation of steadfast principles that extend back to our founding in 1973.

- Superior client services
- Highest professional and ethical standards
- Responsibility to our profession
- Invested in our talent
- Deep respect for the confidential nature of relationships
- Natural responsibility to governing agencies and communities

*“Cook is the market leader. They have the institutional knowledge.”*

— Board Director, Fortune 500 Company



# OUR SERVICES

Our work with clients can be transformative, steady-state, or a mix, as circumstances dictate. We are agile, experienced, values-driven and deeply invested in our clients' success.

*“They really do understand what it takes quantitatively and qualitatively.”*

— Chairman of Compensation Committee,  
Large Technology Company

## Core Consulting Services

- Peer Group Construction
- Executive Compensation Benchmarking
- Incentive Plan Design
- Goal-Setting / Management
- Pay-for-Performance Alignment
- Severance & CIC
- Trends & Regulatory Developments
- Director Compensation
- Corporate Governance
- Proxy Drafting
- Proxy Advisory Issues
- New Equity Plan Shareholder Authorization
- IPO planning (incl. de-SPAC)
- M&A / Transaction Support (e.g., spin-offs)

## Data Analytics

- In-house software engineers and survey account managers
- Proprietary database of proxy information for S&P 1500
- FW Cook proprietary Executive Compensation Survey (“ECS”), which covers the Top 20 highest-paid executives at over 400 companies

## Shareholder Advisory

- End-to-end in-house shareholder advisory expertise
- Develop bespoke engagement materials including investor profiles
- Prepare management teams and directors for engagement meetings
- Analyze shareholder feedback and craft response

## Technical Expertise

- Our consultants are supported by a full technical team covering legal, tax, regulatory, disclosure, accounting, and proxy advisory

## Human Capital & International Support

- FW Cook Institute: a newly formed offering to provide support on broader Human Capital topics such as succession planning, leadership development, talent management, performance management, etc.
- Affiliations with FIT Remuneration Partners (Europe) and Pretium Partners (Asia-Pacific Region) for international data and expertise

# OUR TALENT MANAGEMENT PHILOSOPHY

Our strength is our people, and our people stay because they want to.

We have amassed the best collection of talent in the industry, with very low turnover, which ensures engaged and stable client teams for long-term partnerships with our clients.



MANAGING DIRECTORS  
*(Average tenure 18+ years)*



## UNRIVALED CLIENT NETWORK

- In our 50+ years, FW Cook has served nearly 5,000 companies across every industry giving us unprecedented access to Boardroom and C-Suite issues and trends.
- Because of our unrivaled client network, we provide a highly credible viewpoint in the boardroom and see trends as they emerge, rather than waiting for them to be captured by lagging market studies.
- Our advice incorporates real-time market intelligence. We have our finger on the pulse of executive compensation 24/7 and anticipate issues even before they become apparent.

## EXPERIENCED CONSULTANTS SUPPORTED BY TECHNICAL EXPERTISE & DATA ANALYTICS TEAM

- Our consultants are experienced across a broad range of industries and regularly consult amongst themselves to share learnings from complex or novel client situations.
- The breadth and depth of our consultants' insights are enhanced by robust technical experts across all agencies (legal, tax, accounting, regulatory, shareholder engagement) to make sure our advice is actionable and holistic from all perspectives.
- Our comprehensive data analytics team provides data-driven insights and sees trends as they are forming, enabling us to bring our clients foresight and an astute point of view.

*“ They have a well-respected name for those in what I think is a limited circle of knowledge.”*

— CFO, Silicon Valley Private Equity Firm

## MARKET STANDING

FW Cook leads the market for publicly traded companies.



Our position is similarly strong among private companies of all types (PE/VC portfolio companies, perpetually private business, family-owned companies) and nonprofits.

## BUSINESS MODEL & CULTURE

Our business model and culture focus on achieving extraordinary results for our clients.



# REPRESENTATIVE CLIENTS

We design custom programs with the ingenuity to drive value and foresight. Each client receives uniquely crafted recommendations that reflects their strategy, challenges and goals.



“ They bring insight, precision, and judgment. A true partner at the table.”

— Compensation Committee Chair, Fortune 200 Company

# LARGE, COMPLEX CLIENTS



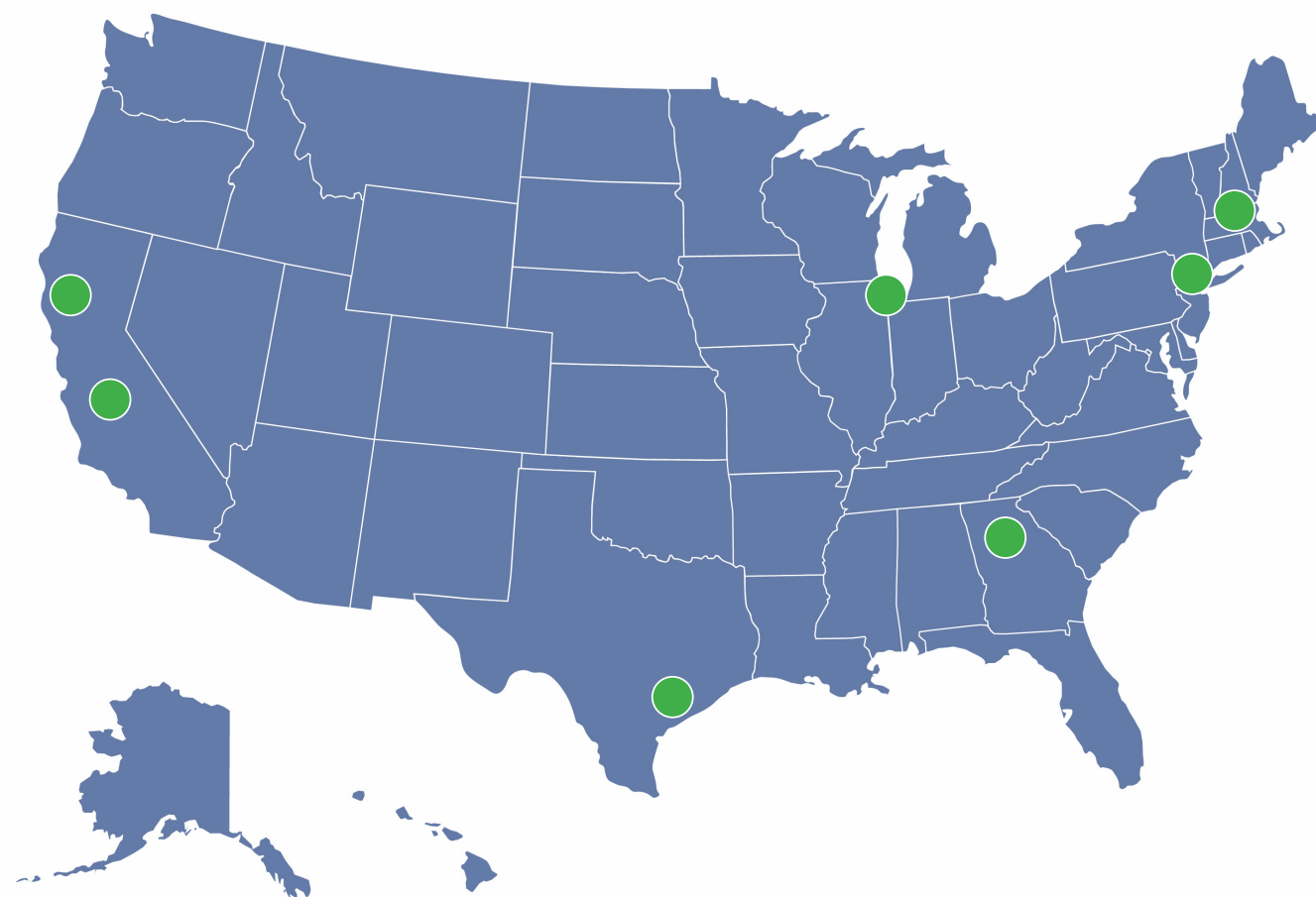
## NON-PROFIT CLIENTS



## INNOVATIVE & HIGH-GROWTH CLIENTS



# ONE FIRM IN SEVEN MAJOR METROPOLITAN AREAS



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