



Carta Total Rewards User Guide

Welcome to Total Rewards

A letter from David Lichtenstein, Group Product Manager

We designed Total Rewards to help your company share meaningful (and motivating) compensation information with your employees, and help them visualize their full compensation package so they can understand its value.

There are a few reasons we built this tool. Here's why we believe it's so important:

Today's hiring market is competitive.

In the midst of the "Great Resignation," competition for talent has reached new heights, and attrition has become an expensive challenge for every company.

For both employees and their employers, [compensation transparency is more important than ever](#).

Employees care about transparency.

In a recent Beqom study, 58% of employees said they would consider switching jobs for more pay transparency, and 63% said they'd be more willing to work at a company that's transparent about its gender pay gap.

Unfortunately, though, companies struggle to enact and communicate these changes.



Win more talent with Total Rewards.

People join startups to be a part of something big. But misguided compensation decisions—and a lack of meaningful information—often leave them feeling helpless, frustrated, and underappreciated.

So what do they do? They go work elsewhere.

We built Total Rewards to help solve this problem. With this tool, you'll not only create a better culture for your employees, but empower them to visualize their future earning potential, feel loyalty toward your mission, and grow along with your business.

We hope you find Total Rewards as transformational as we do.

Happy compensating!

David Lichtenstein

Group Product Manager, Carta Total Comp



The Total Rewards Guide

This document is designed to make it easy to set up your Total Rewards program in Carta Total Comp, and enable all of your employees to access their Total Reward Statement through their Carta accounts. As a result, your team will be enabled to:

- Visualize their future earning potential.
- Eliminate confusion around equity and benefits.
- Manage all compensation-related communication through a single platform.

Getting started

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What is Carta Total Rewards?

Carta Total Rewards is an elegant visual portal for companies to share personalized compensation insights with employees.

The **Total Reward Statement (TRS)** allows employees to view the overall value of their compensation, equity, and benefits packages.

Administrators can customize which benefit categories are displayed in the Total Rewards Statement, based on a company's benefits plan. These categories include:

- **Medical insurance**
- **Dental insurance**
- **Other healthcare benefits**
- **Paid leave**
- **Retirement or 401(k) contributions**
- **Insurance premiums**
- **Allowances**
- **Discounts**

All of these components are assigned a monetary value, in order to show your team the full value of their employment package.

What are the potential benefits of using Carta's Total Rewards Statement?

Increased retention

In the minds of many employees, compensation is just a paycheck at the end of the month. They struggle to understand the full value of their benefits—from salary to equity, retirement, and perks. The Total Rewards Statement brings all these elements together in an elegant visual hub, to help your employees see the “big picture” of their compensation package, and understand the future upside of their equity.

Employee engagement

It's one thing for your employees to understand their benefits—but are they taking full advantage of them? Through their Total Rewards Statement, employees can now see not only which benefits they have access to, but also which benefits they aren't using. Help your team get engaged by including links to important sites, and even use the Total Rewards Statement for plan acknowledgment with new employees.

Employee education

Using fully-customizable statements, you'll drive home your corporate culture, reinforce your internal branding, provide financial education, and help your team feel aligned with your company's core mission.



Rolling out Total Rewards

In order to get the most out of Carta Total Rewards, you'll need to make sure internal teams are aligned. To help ensure that your implementation process is a success, we've provided a guide (enclosed) to help you:

- Build internal alignment
- Set up the Total Rewards tool inside Carta
- Direct your employees to the right place for questions about their rewards

The following guide is divided into two modules:

Module 1: Achieving buy-in

- Building an implementation plan
- Driving alignment with leadership
- Communicating to people managers

Module 2: Setting up the product

- Building your Total Rewards Statements
- Activating Total Rewards for your employees
- Notifying and educating internal teams



Achieving buy-in

Building an implementation plan

In order to roll out Total Rewards successfully, you'll need to identify a few important players within your internal team. In addition to managing the day-to-day operations of the tool, these functional leaders will help communicate, promote, and enable your employees to take advantage of their reward statements.

- ☐ Identify a **project owner**.
- ☐ Identify **administrators** of the Total Rewards platform.
- ☐ Identify **functional leaders** in your organization, to communicate and promote Total Rewards once it's enabled.
- ☐ Determine a **timeline** for communicating the roll-out to leaders, managers, and employees.

Driving alignment with leadership

When it comes to compensation, your leadership team provides important insight into what matters most to their teams. Enlisting these leaders to be ambassadors of the platform will be an important part of instilling trust in your Total Rewards Statements with the larger organization.

- ☐ Bring leaders together to review your **compensation philosophy**.
- ☐ Determine which **compensation plans** you'll be outlining through Total Rewards Statements to your company's employees.
- ☐ Align on the **goals and success metrics** of releasing Total Rewards to your team. Examples may include:
 - Give managers and employees a single place to share compensation information.
 - Help employees understand the full value of their compensation package.
 - Enable managers to hire and retain employees by communicating total rewards to their teams.
- ☐ Run a **demo** of the Total Rewards platform with your staff.
- ☐ Align on an **implementation timeline** for the roll-out.

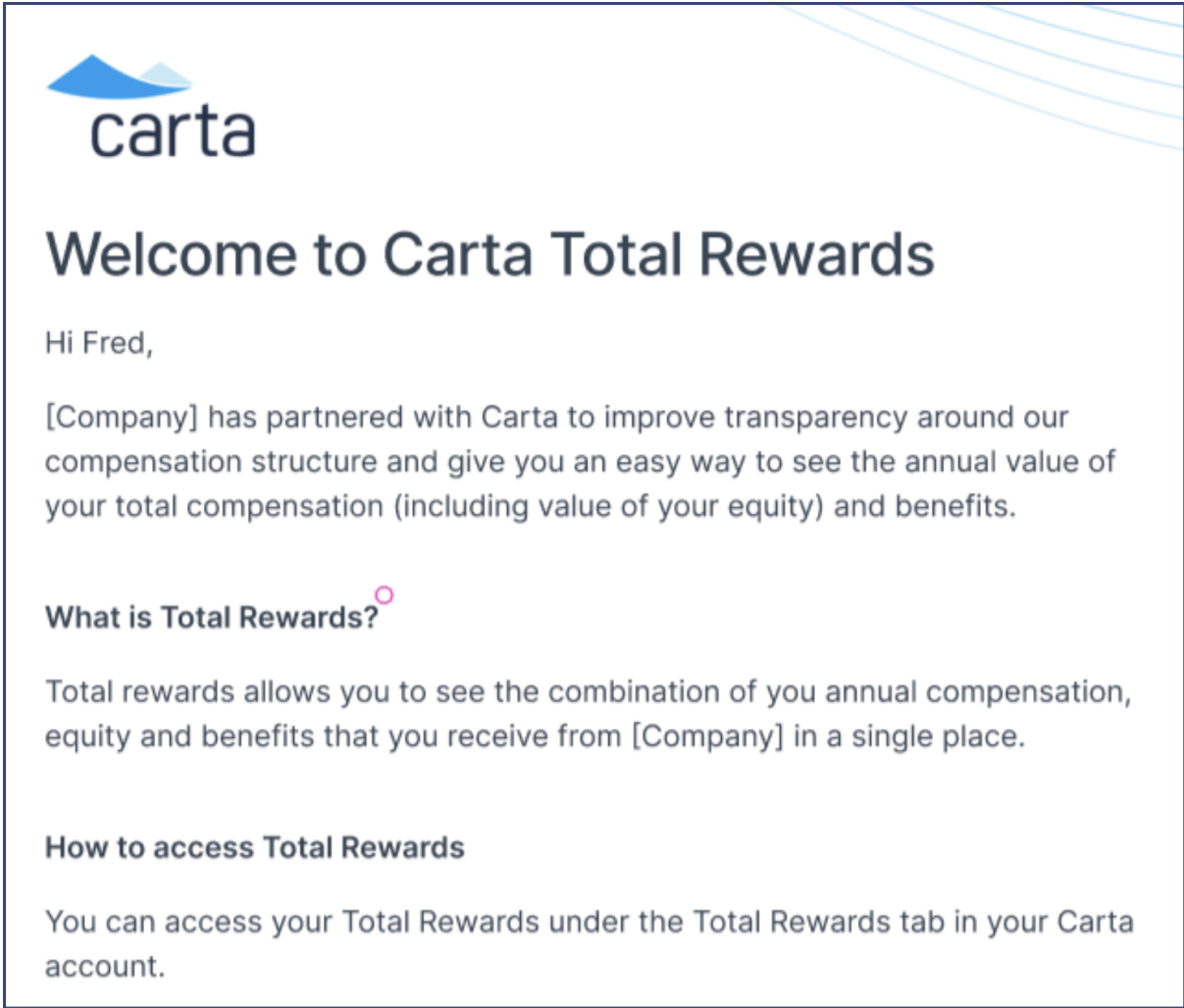


Total Rewards [User Guide](#)
Achieving buy-in

Communicating to people managers

The first step to engaging your employees with their Total Rewards statements is enabling their managers to talk about it. Empower them to roll out Total Rewards to their teams by taking the below steps:

- ☐ Educate managers on your company’s **compensation philosophy**.
- ☐ Run through each of the important **elements, benefits, and perks** that will be illustrated in Total Rewards Statements.
 - **Salary:** How does your company determine employee salaries?
 - **Variable compensation:** In Total Rewards, the value shown represents “target compensation,” which is what employees will be paid for on-target performance.
 - **Equity:** Explain what vehicles (options, RSUs, etc.) are used for equity grants. Provide educational materials about how your company’s equity program works—vesting schedules, refresh grants, etc.
 - **Benefits and other perks**
 - **Performance:** If your company has a “pay for performance” approach, walk through how employees’ performance can impact their future compensation.
- ☐ Run a **demo** of the Total Rewards platform with managers.

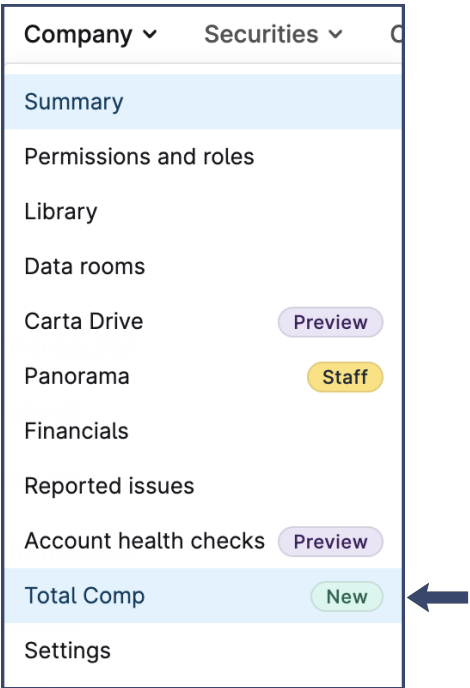


Accessing Total Rewards

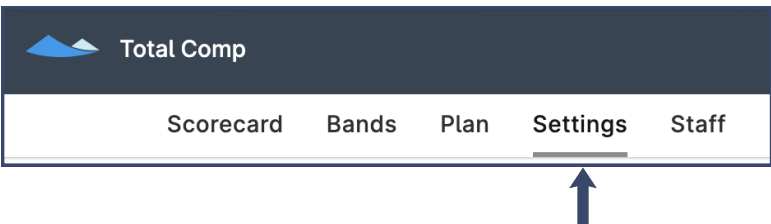
Carta Total Rewards is a feature of the **Total Compensation** tool, and can be accessed/adjusted from within the Total Comp portal.

To access Total Rewards as an administrator, open up Carta and locate the **Company tab**.

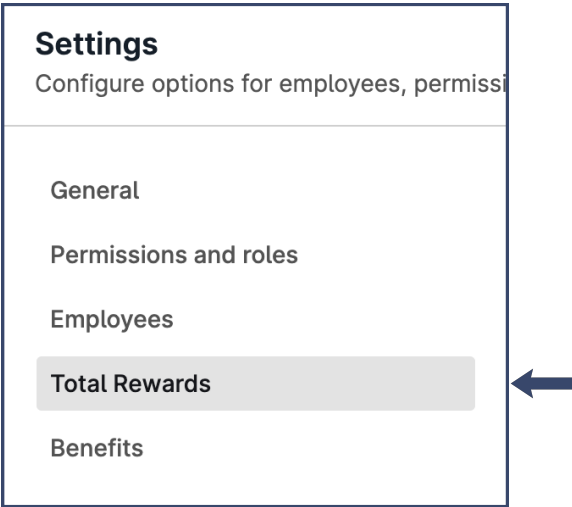
Click **Total Comp** to enter the Total Comp portal.



Now that you're in the Total Comp portal, click **Settings**.



On the side navigation bar, click **Total Rewards**.



Adjusting settings

Total Comp’s **Settings** menu is divided into five modules:

General

Permissions and roles

Employees

Total Rewards

Benefits

General

This is where you’ll control how how your company’s equity is valued across the Total Comp platform.

This value is displayed in a few different places — including the Company Scorecard, employee details, and the Total Rewards Statement that your employees have access to.

When you click **General**, you’ll see two sub-sections appear: **Equity share price**, and **equity value**.

→

Equity settings

Control how your company's equity is valued across Carta Total Comp. This value will be displayed in your scorecard, employee details and shown to your employees in their Total Rewards.

→

Equity share price *

☒ Last preferred price (\$5.36/share)

The amount investors paid per share in the company's last round of financing

☐ Custom price

Set a custom price of one share of your company's common stock

→

Equity value *

Bands will always display equity in terms of notional value as exercise costs are only taken into consideration for individual equity awards.

☒ Net equity value Recommended

The in-the-money value of all equity grants (i.e. net of any exercise costs). RSUs assume a strike price of \$0.

☐ Notional equity value

The gross value of all equity grants, before exercise costs.

Save settings

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Total Rewards [User Guide](#)

Adjusting settings

Equity share price

Equity share price *

☒

Last preferred price (\$5.36/share)

The amount investors paid per share in the company's last round of financing

☐

Custom price

Set a custom price of one share of your company's common stock

These options allow you to set your company’s share price. Once you’ve set a share price, the Total Comp tool multiplies this value by the number of fully diluted shares.

Last preferred price
This is the amount paid, per share, in your company’s last round of financing.

Custom share price
This allows you to set a custom price for one share of your company’s common stock.

Equity value

Equity value *

Bands will always display equity in terms of notional value as exercise costs are only taken into consideration for individual equity awards.

☒

Net equity value Recommended

The in-the-money value of all equity grants (i.e. net of any exercise costs). RSUs assume a strike price of \$0.

☐

Notional equity value

The gross value of all equity grants, before exercise costs.

Total Comp bands will always display equity in terms of notional value. Exercise costs are only taken into consideration for individual equity awards.

Net equity value (recommended)
This is the “in-the-money” value of all equity grants (i.e., net of any exercise costs). RSUs assume a strike price of zero.

Notional equity value
This is the gross value of all equity grants, before factoring in exercise costs. This approach is recommended when there’s less certainty around a company’s valuation.



Total Rewards [User Guide](#)

Adjusting settings

Permissions and roles

Company users

Add User

| Name | Email | Role | Learn more |
|-------------|------------------|-------------|----------------------------|
| Ivan Gilson | ivan@example.com | Full access | ⋮ |

The **Permissions and roles** tab allows you to configure the level of access/permission that each employee receives. For example, you may want to share responsibilities for Total Comp with an additional administrator.

Total Comp offers three distinct user permissions:

| | | |
|---|---|--|
| Recruiter <ul style="list-style-type: none">✓ Can view bands for jobs and levels | Area lead <ul style="list-style-type: none">✓ Can view/edit employee data✓ Can view bands for jobs and levels | Full access <ul style="list-style-type: none">✓ Can view/edit employee data✓ Can view bands for jobs and levels✓ Can view and create plans✓ Can edit employee levels✓ Can change company settings |
|---|---|--|

Employees

Within the **Employees** tab, you can view a full roster of all your company’s employees — both those who are active within Total Comp, or hidden from it.

Employee name

≡

Actions

⌵

| <input type="checkbox"/> Name | Email | Job Title | Level | Apps | Status | |
|---|-------|-------------------------------------|-------|------|----------|---|
| <input type="checkbox"/> A Robot | | Product Manager | IC 3 | TR | ● Active | ⋮ |
| <input type="checkbox"/> Adan Rich | | Software Engineer, Business Systems | IC 3 | TR | ● Active | ⋮ |
| <input type="checkbox"/> Adrienneo Williamson | | Business Intelligence Analyst | IC 3 | TR | ● Active | ⋮ |
| <input type="checkbox"/> Alexander Wagner | | Visual Designer | IC 3 | TR | ● Active | ⋮ |



Total Rewards [User Guide](#)

Adjusting settings

Total Rewards Settings

Within the **Total Rewards Settings** tab, you can configure the features that you'd like employees to see on their Total Rewards Statements.

General

Configure the features you want to enable in your employees' Total Rewards statement.

☐

Enable for new employees
Automatically activate Total Rewards for new employees added to Total Comp

Overview

☒

Show employee level
Display employee's job area, level, and track

☒

Enable bands transparency
The employee will see the compa-ratio and compensation band for their level

Benefits

☒

Enable benefits
Displays a list of benefits offered to your employees. You can configure and assign your benefits in the Benefits panel

Save settings

Overview

When the **Show employee level** box is checked, your employees will see their job, level, and track on their Total Rewards Statement.

When the **Enable bands transparency** box is checked, your employees will see their comp ratio, as well as the compensation band for their level, on their Total Rewards Statement.

Benefits

When the **Enable benefits** box is checked, your employees will be able to see a full list of the benefits your company is offering to them. To configure and assign these benefits, visit the **Benefits** panel below:

Settings

Configure options for employees, permis

General

Permissions and roles

Employees

Total Rewards

Benefits





Implementing Total Rewards

Setting up the product

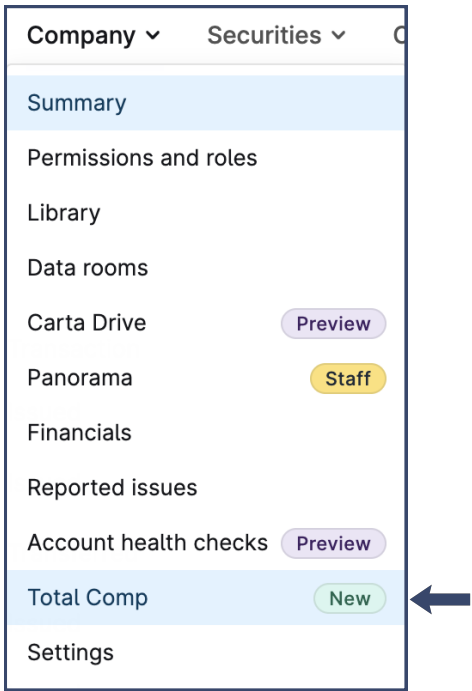
Step 1: Enabling Total Rewards

Building your Total Rewards Statements

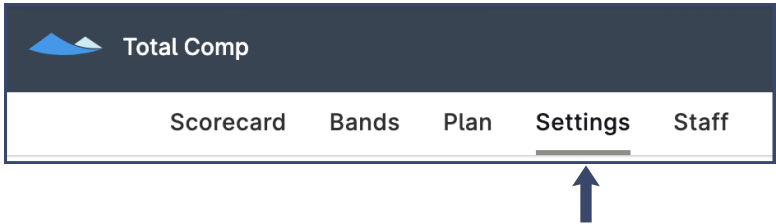
Setting up Carta Total Rewards is quick and simple. To get started, let's first decide **which fields** will appear on an employee's Total Rewards Statement.

To get started, open Carta and find the **Company** tab.

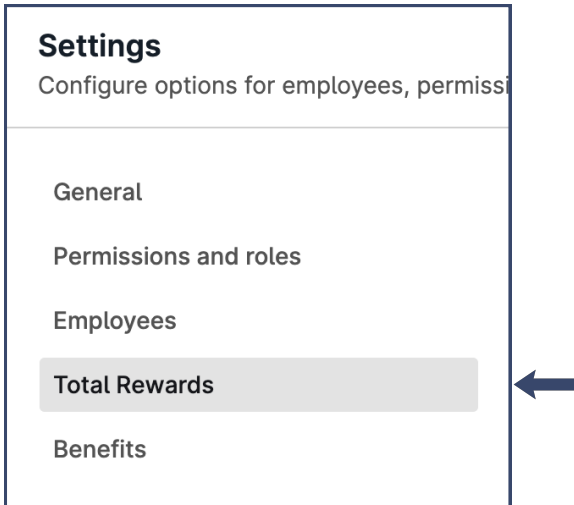
Click **Total Comp** to enter the Total Compensation portal.



Now that you're in the compensation portal, click the **Settings** tab.



On the side navigation bar, click **Total Rewards**.



Total Rewards [User Guide](#)
Step 1: Enabling Total Rewards

Click **Enable for new employees** to automatically activate Total Rewards for new employees that you bring onboard.

Total Rewards settings

General

Configure the features you want to enable in your employees' Total Rewards statement.

☒

Enable for new employees

Automatically activate Total Rewards for new employees added to Total Comp

These employees will be able to access their Total Rewards Statement from their personal Carta portal.

When this setting is **disabled**, Total Rewards Statements will not be automatically accessible to new employees.

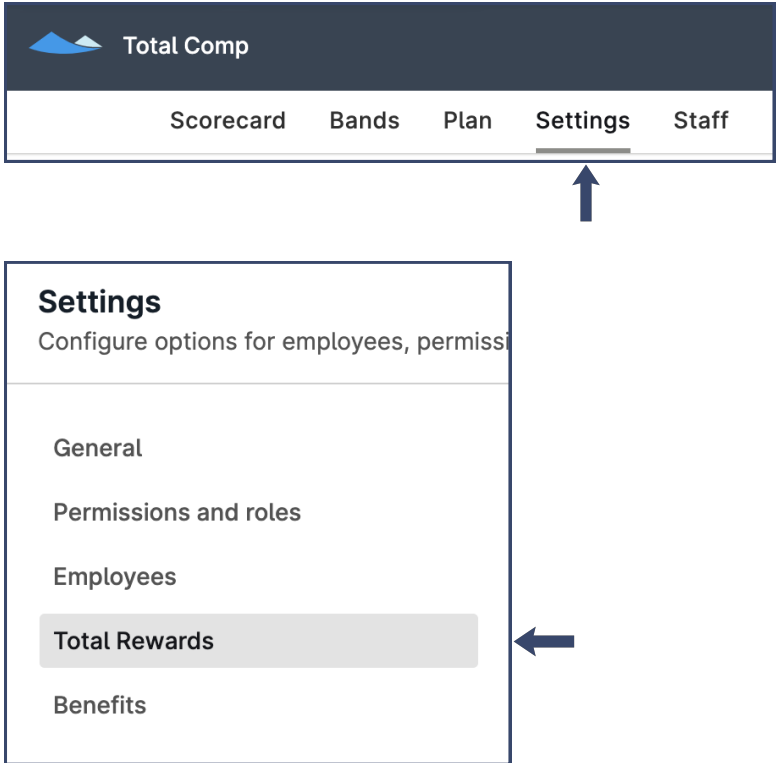


Setting up the product

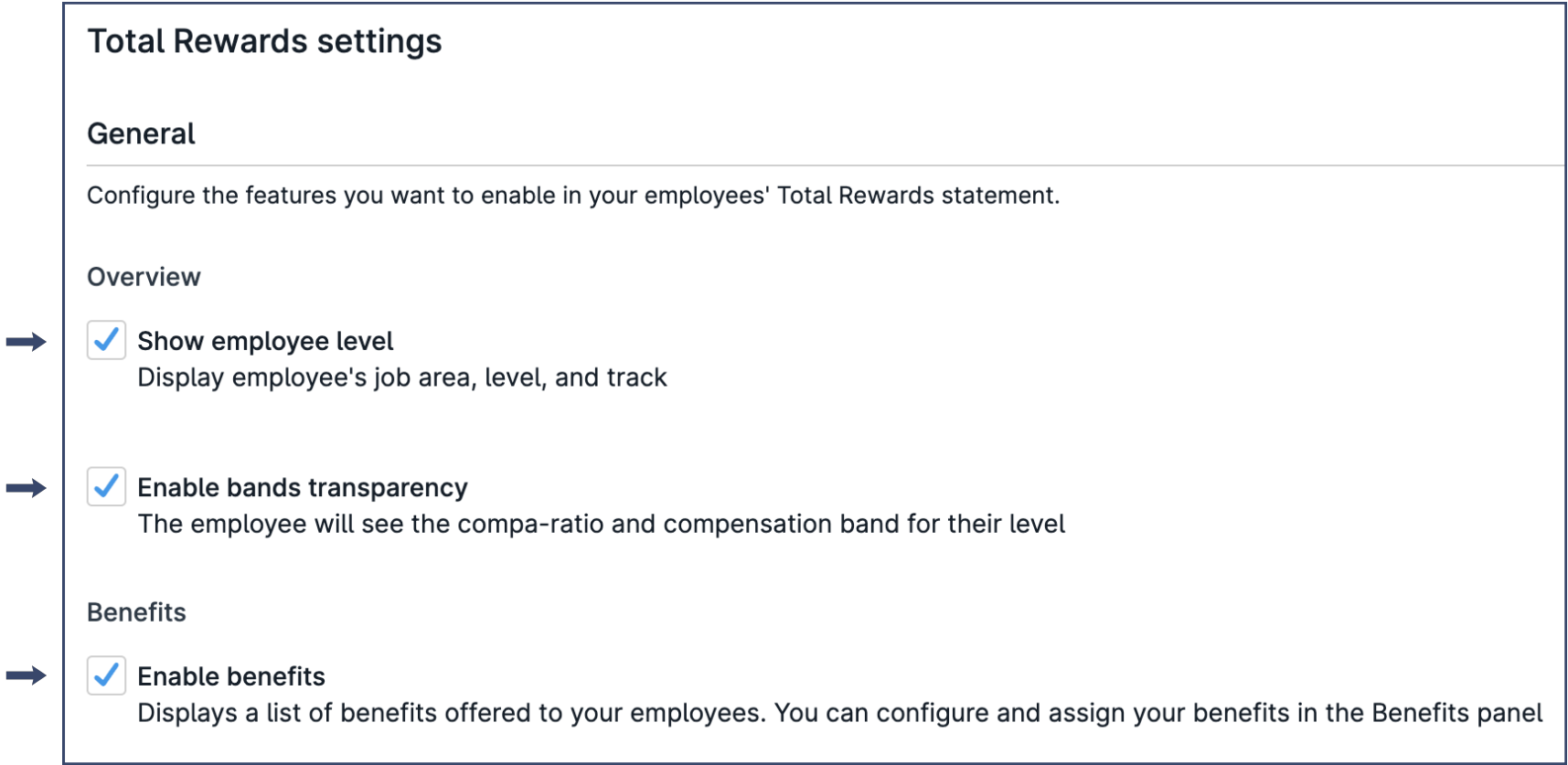
Step 2: Customizing your settings

Let's continue customizing **which fields** show up in an employee's Total Rewards Statement.

If you're not there already, navigate to your **Total Rewards settings**.



Within the **General** and **Benefits** sections, you can toggle visibility for **employee levels**, **comp bands**, and **benefits**. When checked, each item will show up in the employee's Total Rewards statement.

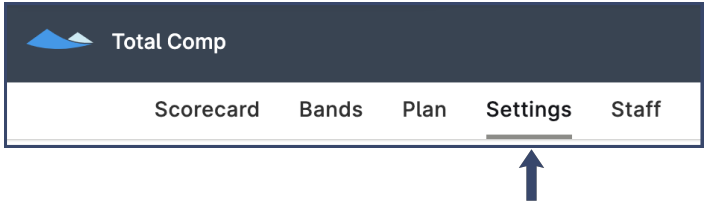


Setting up the product

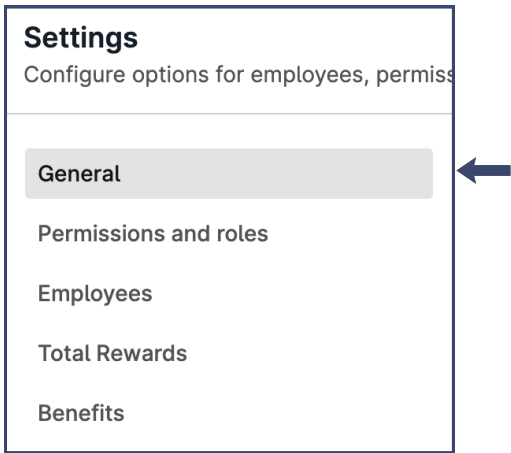
Step 3: Adjusting how equity is displayed

Let’s now customize how **equity is valued and displayed** — both inside of Total Rewards, and more broadly across your company’s Total Compensation portal.

To get started, navigate back to your **Total Comp settings**.



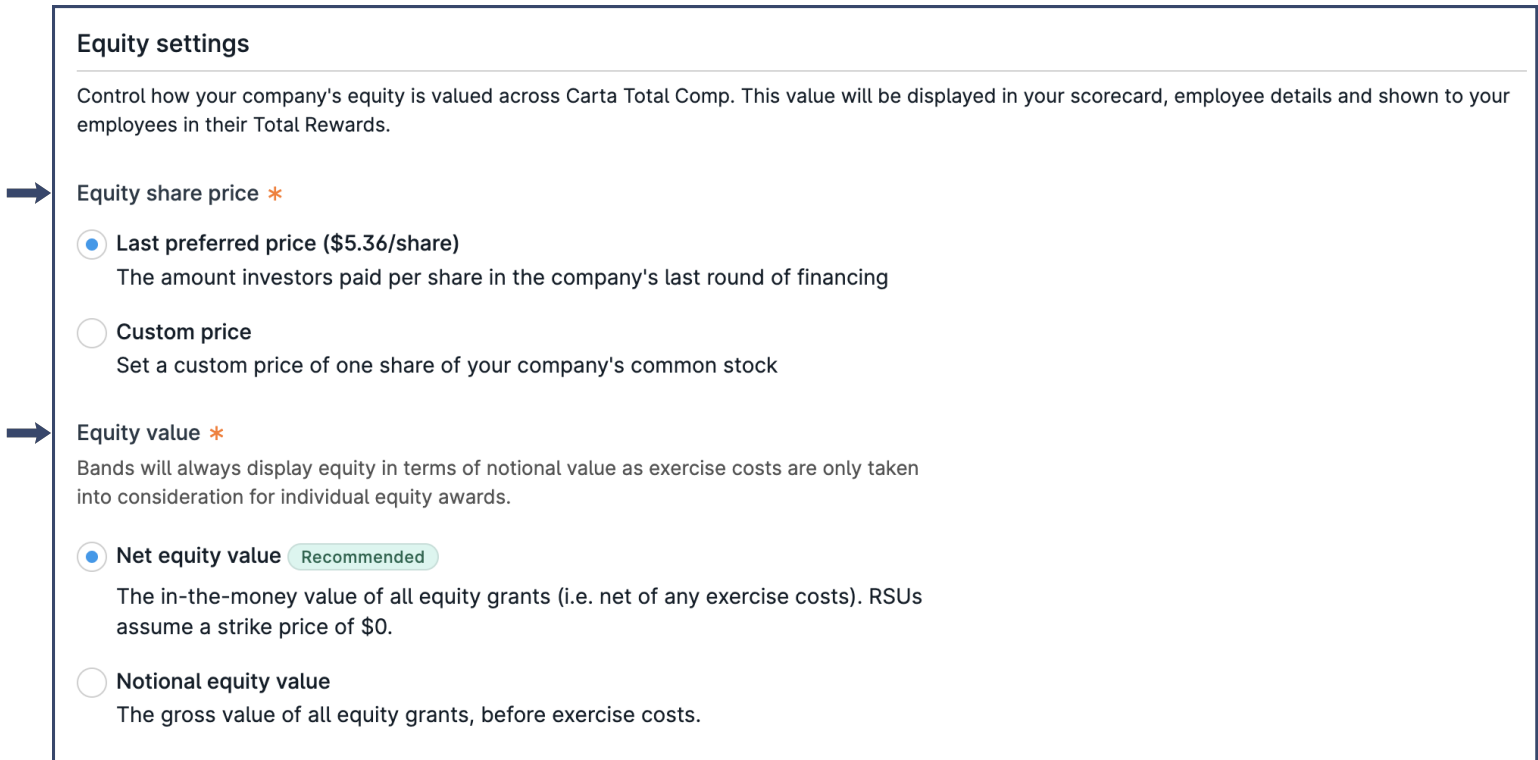
On the left navigation bar, click **General**.



Here, you can decide how your company’s equity is valued across Carta Total Comp.

Equity share price refers to how your company values a single share — you can use the share price from your most recent financing round, or set a self-determined share price.

Equity value refers to the “in-the-money” value of all equity grants, net of any exercise costs. RSUs assume a strike price of \$0.



Setting up the product

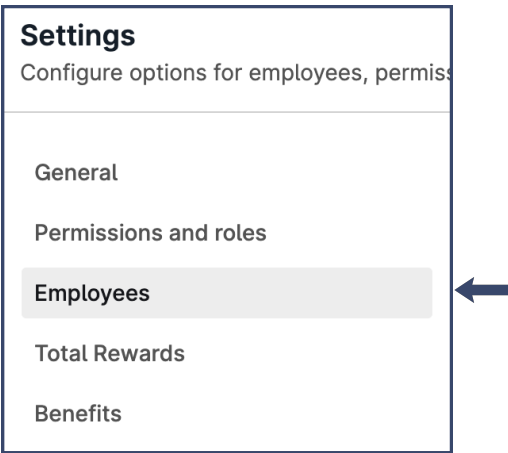
Step 4: Enabling an employee's Total Rewards Statement

Let's enable Total Rewards for our employees, so that they can view their individual Total Rewards Statement inside their Carta portal.

To get started, return to **Total Comp settings**.



On the left navigation bar, click **Employees**.



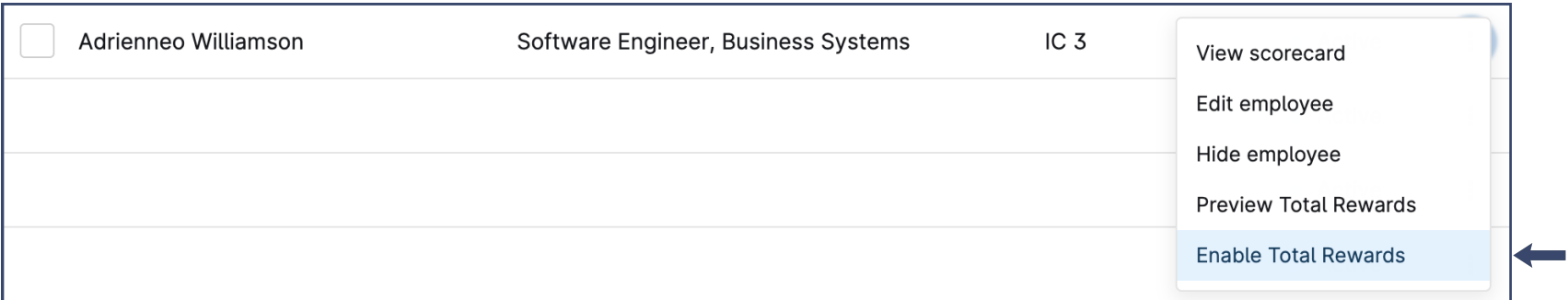
For each employee, view the **Status** column to see whether or not Total Rewards is enabled for that person.

| <input type="checkbox"/> | Name ▴ | Email ▾ | Job Title ▾ | Level ▾ | Apps | Status | |
|--------------------------|----------------------|---------|-------------------------------------|---------|------|----------|---|
| <input type="checkbox"/> | Adan Rich | | Software Engineer, Business Systems | IC 3 | TR | ● Active | ⋮ |
| <input type="checkbox"/> | Adrienneo Williamson | | Business Intelligence Analyst | IC 3 | TR | ● Hidden | ⋮ |

An upward-pointing arrow is located below the 'Status' column of the table.

Enabling Total Rewards by individual

To enable Total Rewards for a single employee, click the **three dots** on the right side of their row. Then, click **Enable Total Rewards**.



Total Rewards [User Guide](#)
Step 4: Enabling an employee’s Total Rewards Statement

A box will appear, notifying you that the employee will now be able to see their Total Rewards Statement.

Choose whether or not you’d like to send them a welcome email, then click **Enable** to give them access.

Enable Total Rewards

×

You are enabling Total Rewards for Adrienneo Williamson.

Do you want to send them a welcome email?

☒ Send

☐ Don't send

Cancel

Enable

Enabling Total Rewards in bulk

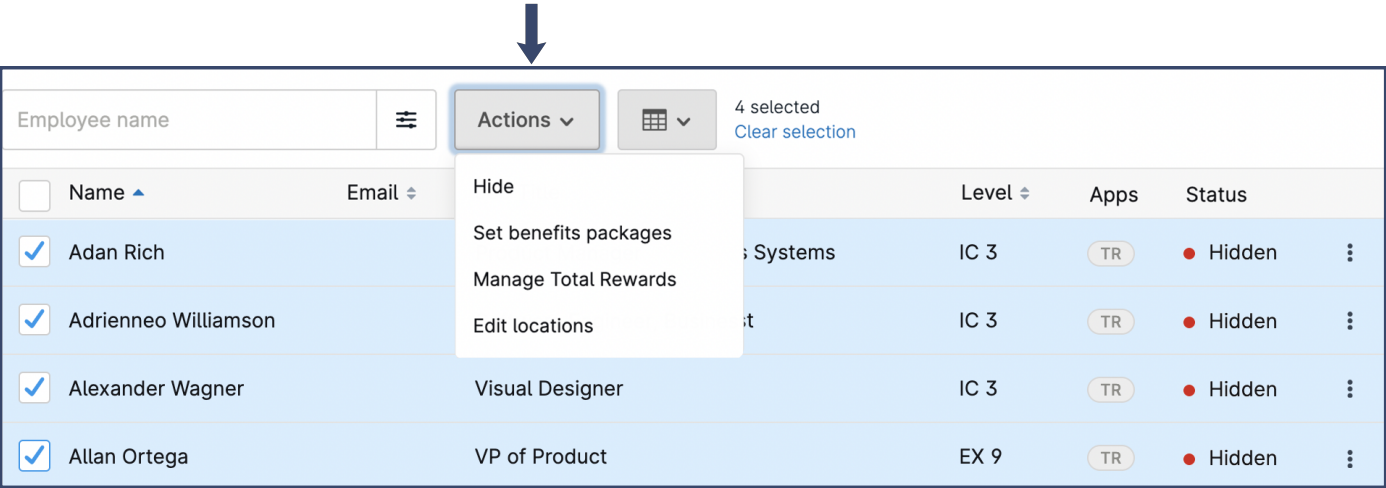
In some cases, you’ll want to adjust Total Rewards access for multiple employees at once. To do this, start by selecting the check-boxes next to the names of your employees.

| <input type="checkbox"/> | Name ▲ | Email ▼ | Job Title ▼ | Level ▼ | Apps | Status | |
|--------------------------|-------------------------------------|----------------------|-------------------------------------|---------|------|----------|---|
| ➡ | <input checked="" type="checkbox"/> | Adan Rich | Software Engineer, Business Systems | IC 3 | TR | ● Hidden | ⋮ |
| ➡ | <input checked="" type="checkbox"/> | Adrienneo Williamson | Business Intelligence Analyst | IC 3 | TR | ● Hidden | ⋮ |
| ➡ | <input checked="" type="checkbox"/> | Alexander Wagner | Visual Designer | IC 3 | TR | ● Hidden | ⋮ |
| ➡ | <input checked="" type="checkbox"/> | Allan Ortega | VP of Product | EX 9 | TR | ● Hidden | ⋮ |

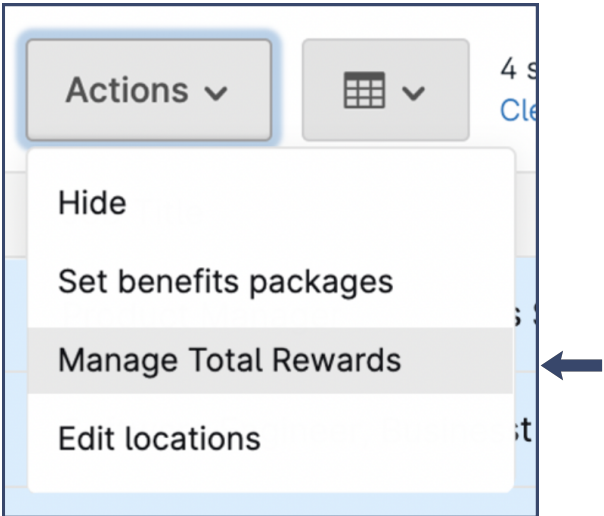


Total Rewards [User Guide](#)
Step 4: Enabling an employee’s Total Rewards Statement

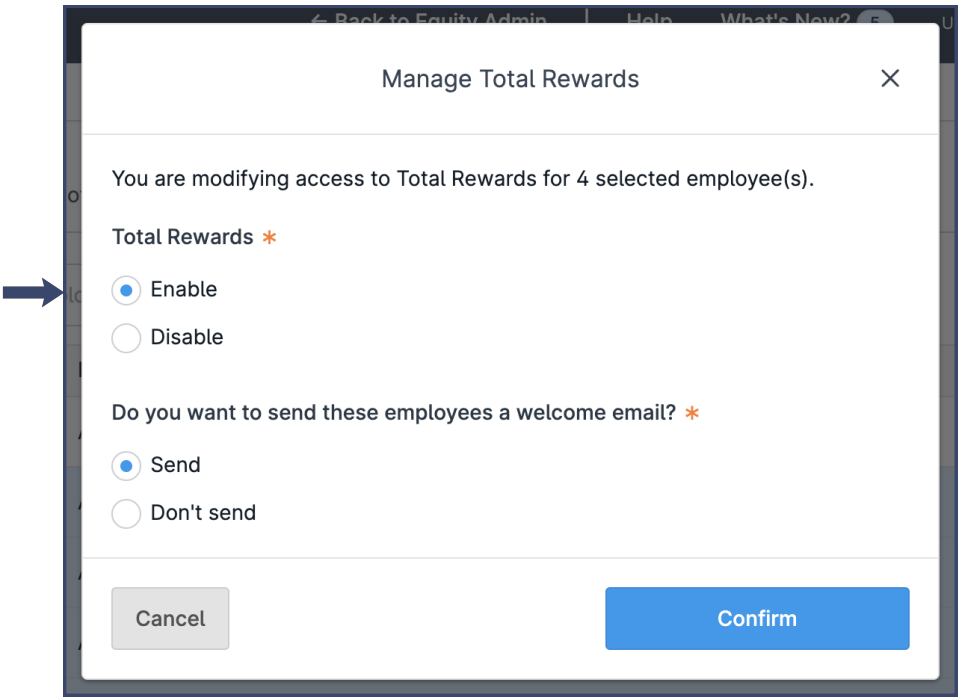
Above your employees’ names, click the **Actions** button.



Click **Manage Total Rewards**.



In the box that appears, click **Enable** and **Confirm** to grant Total Rewards visibility to the selected employees.



Setting up the product

Step 5: Previewing an employee’s Total Rewards Statement

Once you’ve given an employee access, you can preview their Total Rewards Statement to see how it looks. This is the same exact statement that the employee will be able to see inside their Carta portal.

Start by clicking the **three dots** on the far-right side of the employee’s row.

☐

Adrienneo Williamson

Business Intelligence Analyst

IC 3

TR

● Active

⋮

↑

Select **Preview Total Rewards**.

TR

View scorecard

Edit employee

Hide employee

Preview Total Rewards

Enable Total Rewards

←

This allows you to view the Total Rewards Statement that your employee has access to.

OverviewEquityBenefits

Meetly

Your total rewards

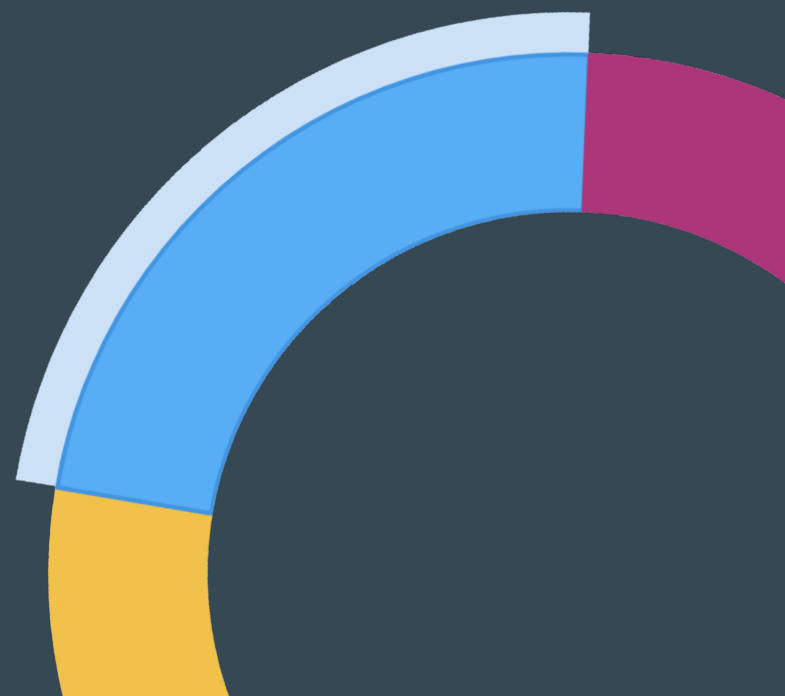
This section summarizes the annual value of your compensation (base salary, variable, and equity) and benefits to give you better insights into your total rewards for the current year.

Total rewards
\$169.4K

| Compensation type | Compa-ratio ⓘ | % of total | Value per year |
|-------------------------------------|---------------|------------|------------------|
| ● Base salary | 1.43 | 72% | \$121,708 |
| ● Equity Learn more | | 9% | \$14,961 |
| ● Benefits | | 19% | \$32,720 |
| Total rewards | | | \$169,389 |



The Employee Experience



The employee experience

Helping employees see the true value of their comp package

When people negotiate a job offer, or think about their compensation in general, they typically only think about one thing: **Salary**.

But compensation means so much more than that.

In addition to their salary, most employees also receive at least one (typically more) of the following benefits:

- **Company equity**
- **Retirement contributions**
- **Insurance**
- **Pension**
- **Free parking**
- **Meal subsidies**
- **Gym access**
- **Free food and coffee in the office**

Bundled together, these items add tremendous value to an employee's total compensation. But without a way to **visualize their total compensation package**, it can be hard for the employee to get the “big picture” of what they're earning.



Total Rewards [User Guide](#)
The employee experience

The Total Rewards Statement

Your employee’s Total Rewards Statement will appear as a tab within their Carta portfolio. From there, they'll have access to each of the below features:

Annie Logan

Senior Engineer • Engineering, IC 5 • San Francisco, CA

Overview

Equity

Benefits

↑

Overview

The Overview tab contains two sections:

1. Summary of the employee's total compensation, broken down by grouping

Meetly

Your total rewards

This section summarizes the annual value of your compensation (base salary, variable, and equity) and benefits to give you better insights into your total rewards for the current year.

Total rewards

\$243.7K

| Compensation type | Compa-ratio ? | % of total | Value per year |
|-------------------------------------|-------------------------------|------------|----------------|
| ● Base salary | 1.05 | 71% | \$173,553 |
| ● Equity Learn more | | 15% | \$37,476 |
| ● Benefits | | 13% | \$32,720 |
| Total rewards | | | \$243,749 |

Compensation type

Depending on the nature of your employee’s compensation, this column comprises of up to four (4) elements:

- **Base salary:** The initial salary paid to an employee, not including any benefits, bonuses, or raises
- **Target variable pay:** Employee's target annual bonus, commission, or other short-term cash incentives
- **Equity:** Stock-based compensation offered to employees
- **Benefits:** Non-wage compensation provided to employees, in addition to their normal wages or salaries.

Compa-Ratio

This is a calculation of the employee's current salary, divided by the current market rate (which is defined by the company's competitive pay policy). It’s position-specific.

% of total

This column represents the value of each compensation type, as a percentage of your employee's total rewards.

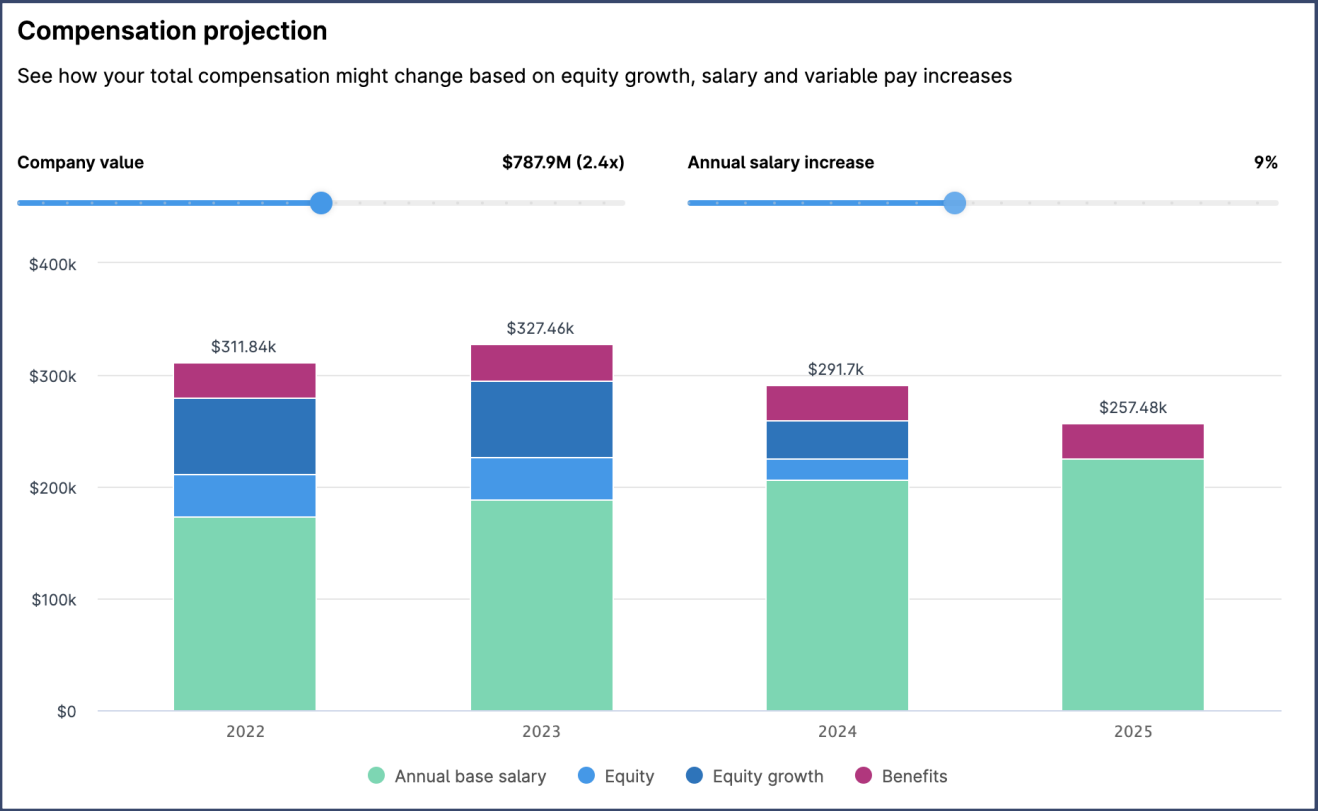


Total Rewards [User Guide](#)

The employee experience

2. The second section of the **Overview** tab is the **compensation projection** tool, an interactive slider that displays a timeline of your employee’s most significant compensation events.

Here, your employee can see how their total compensation will change in the future, based on factors like pay increases and equity growth.



Total Rewards [User Guide](#)
The employee experience

Annie Logan

Senior Engineer • Engineering, IC 5 • San Francisco, CA

Overview

Equity

Benefits

↑

Equity

The Equity tab contains two sections:

1. The **equity overview** helps employees understand the current and future value of the equity they’ve been granted. It includes total equity, vested equity, and the amount of equity that will vest in the next 12 months.

ValueSharesHow is my equity value calculated?

Total equity

\$152,999

Vested equity

\$59,310

Vesting in the next 12 months ?

\$37,476

2. The **equity value calculator** is an interactive tool that shows your employee how much their equity might be worth, given hypothetical growth scenarios.

What might my equity be worth...?

Run scenarios to see how your equity value will be affected in during a liquidity event.

If the company is worth

\$787.9M (2.4x)

on

03/02/2023

The potential date you would like to sell

and I sold

23,341

of 23,341 shares

Enter the amount you would sell

Your equity value would be...

Payout

\$300.3K

| | |
|--|-----------|
| Payout | \$300,259 |
| • Exercise cost | \$28,322 |
| You will pay this amount to buy your stock options from the company. | |
| • Net value | \$271,936 |
| Your total profit after exercise costs are paid out. | |
| • Unvested equity | \$175,092 |
| The amount, before exercise costs, you would leave on the table because your options will not be vested on the date you leave or exercise. | |

How is the current share price determined?

Given that these figures are based on your company’s current share price, you may wonder how that price is determined. The current share price is set by your company directly, and is typically based on the most recent preferred financing round (or another transaction).



What might my equity be worth...?

Let’s zoom in on the calculator, in order to understand the story it tells to your employees.

If the company is worth

\$328.3M (1x)

on

03/03/2022

The potential date you would like to sell

and I sold

14,267

of 14,267 shares

Enter the amount you would sell

By changing the inputs in the calculator, your employees can set both a **target date to sell** their shares, and a hypothetical **number of shares they’d like to sell** on that date.

Using the slider on the left, they can see what their profits would look like based on potential **company values** in the future.

| | |
|--|------------------|
| Payout | \$76,471 |
| <div><div></div><div>Exercise cost You will pay this amount to buy your stock options from the company.</div></div> | \$17,161 |
| <div><div></div><div>Net value Your total profit after exercise costs are paid out.</div></div> | \$59,310 |
| <div><div></div><div>Unvested equity The amount, before exercise costs, you would leave on the table because your options will not be vested on the date you leave or exercise.</div></div> | \$121,592 |

What is net value?

Net equity value is the net payout that your employee would receive if they sold their shares at the current share price, after paying any exercise costs (note: this does not take taxes into account).



Total Rewards **User Guide**
The employee experience

Annie Logan
Senior Engineer • Engineering, IC 5 • San Francisco, CA

Overview

Equity

Benefits

↑


Benefits

Offering benefits to your employees is important part of your company’s culture. It shows your team that you’re invested not just in their overall health, but their future as well.

A well-planned employee benefits package can help your company attract and retain talent, as well as differentiate you from competitors.

Estimated Annual Value

This number represents the sum total cost of all fringe benefits, as defined by you and your Total Comp administrator.



Benefits overview
We support our team members in all areas of their individual wellness through a comprehensive benefits package.

Estimated annual value

\$32.7K


Dependents

–


0

+


Working
How we support your work experience




Commuter plan
\$70 per month
Pre-tax dollars that are deducted directly from your paycheck to make commutes more affordable



Meal stipend
\$50 per week
A generous \$50 per week stipend to spend on meals, regardless of your location



Cleaning service
\$200 per quarter
Quarterly at-home cleaning services so you have less chores to worry about in your time off



Unlimited PTO
Take the time you need!
Unlimited paid-time-off and sick day policy so you can recharge when needed

[View details ↗](#)

Adding it all up

With Carta's Total Rewards Statement, your employees now have access to a simple, elegant, and interactive hub that helps them visualize the “big picture” of how much your company is investing in them.

As a company, helping your team understand their true value is a transformational act. It not only contributes to a positive employee experience individually, but also creates a culture of openness and transparency that will help your team feel connected to your company’s mission.

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Administrator FAQ

What's the difference between a Total Rewards Statement, and a Compensation Statement?

Compensation statements provide employees with information about their pay structure. They typically include base pay, variable compensation, and equity.

Total Rewards differs from a compensation statement, by presenting a visual story that outlines the entire variety of benefits and perks an employee may receive on top of their pay package. This can include medical, dental, and other health-related benefits, retirement or 401(k) contributions, disability coverage, allowances, tuition reimbursement, discounts, and any programs/policies your company provides.

How does Carta's Total Rewards handle employees with different benefit levels/packages?

In the current moment, Total Rewards only supports one benefits package for all employees, but we're hard at work on enhancing this feature to support multiple benefits packages in the future.

Can Total Rewards be activated for certain select employees, but not others?

Yes. On the Settings page, click into the Employee section, and find the column called Apps. To enable Total Rewards for an individual employee, click the dropdown on the right side, and then click Enable Total Rewards

How does the equity tab work if you have multiple grants at different strike prices?

Within the settings page the Total Comp admin can configure how the organization wants to calculate equity value throughout the platform. We recommend using the "Net equity value" setting, which will subtract out the exercise costs to determine equity value. We believe this provides a fairer representation of the intrinsic value of equity or "in-the-money" value in most cases.



A welcome letter for your employees

Now that you've learned how to use, communicate, and customize Carta Total Rewards for your company, the final step is introducing it all to your employees.

Below, we've included an introductory email to help you get started.

From all of use here at Carta, thanks for using Total Rewards to compensate your team and fairly. We're proud to be your partner as you enter this new era of compensation transparency.

Introductory Email Template

Hi everyone,

As a company, our top priority is making sure that each and every one of us feels valued. Compensation plays a big role in our career journeys. Not only does it impact how we feel we're being cared for, and recognized for our contributions — it also affects whether we feel like we belong.

Today, we're excited to announce our partnership with Carta, as we introduce a brand new tool to help you understand the value of your compensation package. This tool will give you a complete picture of how you're compensated, and will provide exciting new insights into our company's compensation philosophy.

On <date>, we'll enable Carta Total Rewards for the entire staff. You'll receive an email from Carta notifying you that Total Rewards has been activated, with a link to your personal Total Rewards page.

With Total Rewards, you'll be able to see an overview of your annual compensation, including the estimated value of all your benefits. In particular, you'll be able to see a full breakdown of these benefits and all the additional perks we provide.

You'll also have access to exciting new tools to model scenarios on the potential value of your equity, given different company value outcomes. Carta also offers some great resources to help you better understand your equity. You can get started at **carta.com/Equity101**.

Finally, please check out the attached Getting Started with Total Rewards Guide for more details. If you have any questions about your compensation, please don't hesitate to reach out to your HR Business Partner. We're here to help!

