



## Help your employees become shareholders

When employees become shareholders, they can benefit from the gains of the company and feel invested in the company's success. Stock ownership in their employer's company may be just what they need to improve engagement.

Offering an Employee Share Ownership Plan (ESOP) can help attract and motivate staff. It can also be a cost-effective solution to help reduce employee turnover. By providing employees with the opportunity to participate in the ownership of the company, you can help motivate and engage them in their day to day work.

Owning a piece of the company can be exciting for employees. Adding an ESOP to your group retirement program can help shed new light on investing – raising more awareness and interest in investing in their future. Plus, it's easy for your employees.



Employees can participate by payroll deductions the same way they do when they make other group retirement and savings contributions.



Employees see their retirement and company stock assets in one place through the plan member site, statements and mobile app.

| Talk to your Manulife representative about the stock plan options available to you.

An Employee Share Ownership Plan (ESOP) provides eligible employees the opportunity to easily own and invest in the company they work for. There are two types:

### Directly held stock

Employees can participate by payroll deductions the same way they do when they make other contributions. This allows them to purchase and hold company common shares directly. The total value of the shares owned by a member is based on the closing market price of the shares.

Directly held stock can be offered as a standalone investment option or as one of several investment options extended to plan members in a Registered Retirement Savings Plan (RRSP), Deferred Profit Sharing Plan (DPSP), Employee Profit Sharing Plan (EPSP), Tax Free Savings Account (TFSA) or Non-Registered Savings Plan (NRSP). Manulife provides recordkeeping services for these types of offerings.

**Note:** If directly held stock is available in an RRSP, DPSP, EPSP or TFSA, the plan must be trustee.

### Unitized stock

In a unitized stock fund employees own units of a fund, composed solely of company shares and a small cash balance. The fund will generally mimic the rise and fall in value of the company shares. The fund includes a small percentage of cash to allow for the daily processing of transfers, loans and withdrawals.

**Plans available include:** EPSP, DPSP, RRSP, TFSA and NRSP.

