

# Engaging Employees with a Global ESPP and Cashless Participation®

## A RB Global Case Study



### BACKGROUND

RB Global stands as a premier omnichannel marketplace, offering invaluable insights, services, and transaction solutions for global buyers and sellers of commercial assets and vehicles. With auction sites spanning 13 nations, RB Global caters to clients in over 170 countries.

In 2023, Ritchie Bros. acquired IAA and introduced RB Global, the holding company under which both brands were aligned.

#### About RB Global

- Premier omnichannel marketplace
- Global presence in 170+ countries
- 2023 acquisition of IAA
- 7k+ employees worldwide

### THE OBJECTIVES



Global Engagement



Inclusive Accessibility



Simplified Structure



Educational Empowerment

### APPROACH

After an acquisition or merger, Employee Stock Purchase Plans (ESPPs) serve as a strategic tool to boost employee engagement and cultivate a unified organizational culture within the newly formed company. Recognizing the importance of equity and inclusivity, RB Global extended ESPP benefits to employees from both merging entities, ensuring alignment with the company's objectives. Collaborating with Infinite Equity, RB Global created a newly designed stock ownership plan to engage eligible employees globally, regardless of their location or role.

Infinite Equity understood that the new program's primary objectives were to provide one global program that is competitive, meaningful, and simple to manage, with a focus on keeping the employees front and center. For the new plan to be effective, it needed to include a communication strategy that facilitated an effective rollout across 22 countries and multiple languages and introduced the innovative Cashless Participation® concept. The communication assets included interactive videos, personalized statements, and Q&A webinars, which had to be utilized to enhance employee understanding and maximize participation in the ESPP.

# Engaging Employees with a Global ESPP and Cashless Participation®

## A RB Global Case Study



### SOLUTION

To support these objectives, Infinite Equity designed an effective ESPP plan and implemented a multi-channel, tailored, and technology-enabled communications program for employees across the globe.

#### A WELL-DESIGNED ESPP

The ESPP boasted significant features aimed at incentivizing participation, including a 15% discount, two 12-month offering periods (in May and November), two purchases per offering period, a lookback period, a rollover feature, and Cashless Participation®. The plan design was structured with a focus on simplicity and alignment reflecting RB Global's commitment to providing a competitive, meaningful, and easy-to-manage program.

#### AN EFFECTIVE COMMUNICATION STRATEGY

The communications were created to engage a diverse audience, employing an effective rollout approach that considered different learning styles, including videos and accessible step-by-step guides. The integration of the company's core values and consistency of branding into communications was successful in creating a meaningful connection between employees and the business.

### THE IMPACT

#### High Enrollment Rates

31.5% of eligible employees enrolled in the initial 4.5-month offering period and 37% enrolled in the subsequent 12-month offering period.

#### Popular Cashless Participation® Option

The majority of Cashless eligible enrollees, 90% in Phase 1 and 91% in Phase 2, opted to take advantage of the Cashless Participation® boost that drove employee participation.

#### Consistent Contribution Rates

The average overall contribution rates remained steady, with employees contributing an average of 4.71% during Phase 1 and 4.29% during Phase 2.


#### Improved Participant Journey

Training sessions, website information, and email campaigns ensured transparency, accessibility, and support throughout the enrollment process addressing participant needs and concerns.

### CONCLUSION

RB Global's ESPP demonstrates excellence in both plan design effectiveness and communication. By linking the equity plan to the company's broader vision and through carefully crafted messaging, RB Global fostered a culture of ownership and financial growth. The success of the ESPP lies in its simplicity, inclusivity, and the empowerment of global employees to become shareholders and long-term contributors to the company's prosperity.

### About Infinite Equity

 Founded in 2019, Infinite Equity is a leader in its field, providing professional advice and technology-enabled solutions that allow businesses to create and support a prosperous ownership culture. Infinite Equity is known for its success in assisting companies to increase the effectiveness and return of their equity programs, believing that equity compensation drives performance and fuels success. To learn more about Infinite Equity's employee ownership solutions visit <https://www.infiniteequity.com/>.