



Think Strategically

Start Tactically

Deliver Optimally



# Who We Are

- Mission Mpower Inc. is a cutting edge equity compensation support firm that focuses its business on all facets related to the administration and maintenance of equity compensation instruments such as stock options, restricted stock, performance shares/units and employee stock purchase
- Our vision is to be the premier service provider aligning systems and support to our clients' business needs and delivering a rapid return on their investment
- We are constantly redefining and “raising the bar” of value-added services through smart client delivery and process integration via automation

# Who We Are

- Mission Mpower Inc. (MMP) was founded in 2006 to provide solution-based consulting, outsourcing and technology integration services to the financial and telecommunications industries.
- In response to market demand, MMP concentrated on equity compensation. We empower corporations to optimally plan, implement, and administer a broad array of equity compensation instruments (e.g., stock options, restricted stock, stock purchase plans, performance awards, stock appreciation rights, etc.) for the firm's officers, employees and other awardees.
- Our subject matter experts utilize best practices, tools and techniques for effective stock plan administration, stock plan accounting, taxation and equity-related financial reporting.
- Our technicians are skilled in all aspects of installation, database management, custom reports and application integration related to various third party commercial stock plan administration packages.

# Equity Compensation

- Mission Mpower experts are all experienced in the following end-to-end processes:
  - Grant Structure – Strategy, Planning and Launching (Options, Awards, ESPP, SARs, Performance Shares, Phantom Stocks)
  - Taxation
  - Financial, Management and Statutory Reporting
  - Quarterly and Annual Close Activities
  - Proxy Filings
  - FAS123(R) Valuation
  - Brokerage & Transfer Agent Reconciliation (Disbursements, Trade Reversals, Late Trade Settlements, Reserve Balancing)
  - Corporate Actions (Stock Splits, Mergers/Acquisitions)

# Our Solutions

- People Solutions
  - Short or long term
  - CEP certified administrators
  - Support at your offices or remotely
  - Training & education
- Financial Reporting Solutions
- Outsourcing Solutions
  - Simplify and automate your periodic reconciliation
- Plan Solutions
  - Support of SOX controls
  - Support of internal and external audit needs
  - Provision of best practice alternatives

# Equity Central

## The Future Of Equity Compensation

- EC integrates Stock Plan Administration workflows with FAS123(R) Expense Accounting, Taxation and Financial Reporting Modules in a scalable, flexible, extensible open architecture. Participant mobility tracking as a core feature of the design
- Ad-hoc and customized reporting in seconds
- Strictly broker-neutral
- Data security is built-in, not added on
- Powerful implementation methodology makes converting from your platform simple and quick
- Allows you to customize the application components to fit your processes and objectives with minimal effort and cost

# Equity Central

## Instruments Supported

- Stock Options
  - Incentive Stock Options
  - Non-Qualified Stock Options
- Restricted Stock
  - Awards
  - Units
- Performance Awards
  - Individual
  - Firm-wide
- Stock Appreciation Rights
  - Cash Settled
  - Stock Settled
- Employee Stock Purchase Plans

# Equity Central

## System Capabilities

- Complete stock plan administration
- Software runs at your site or ours
- Financial reporting & FAS123(r) support
- Automated broker interface
- Broker neutral
- Full audit trail on all data fields

# View/Report Engine

## View Your Data Your Way

- No more need for a separate Ad Hoc Report Writer. With Equity Central's unique View Tables, what you want is what you get.
- Equity Central's unique "View Table" empowers you to design data views the way you need them, not the way the software designer thought you should work.
- View Tables are available for most screens and reports, giving you complete control over your data output. Columns are dynamically added and removed, sorted, filtered and grouped.
- View Tables are available to all authorized users
- Every View Table, whether a screen or a report can be viewed on-line or downloaded to a spreadsheet, PDF or CSV file.

# Equity Central

## Unique 'Co-Host' Model

- Turnkey solution
- Let the software run on our site while the database remains completely inside your firewall
- Lower risk of data leakage and security breaches as the data remains within your firewall
- Allows you full control of your data
- Cost effective; no software or system maintenance or upgrade support needed

# Why Equity Central?

- Being web-based, we offer a greater range of support than other software packages. We allow the software to be hosted, on-site or both.
- We have no restrictions on company size. This allows us to grow with the client and eliminates the need for the client to change software as they grow.
- We are broker neutral. We don't lock you into a broker nor do we charge exorbitantly if you choose to use a different broker.
- Our technology is new and based on current market needs. This means we can adapt our technology to meet the changing market much faster than older software solutions.
- We support third party agents. Being a software company, our mission is to deliver cutting edge software, not drive brokerage revenue.
- We have equal or better (e.g., mobility tracking, ESPP valuation, etc.) functionality.
- We offer a full range of solution sets from stand-alone offerings to private labeling

# Why Select Equity Central

- Complete Mobility Tracking:  
Enables tracking tax calculations for international and domestic mobile employees.
- Unlimited Taxes:  
Attach an unlimited number of taxes to individuals and transactions.
- Unmatched Vesting Complexity:  
No limitation to the number of vesting periods one can add to a grant.
- Full FAS123(r) Compliance:  
Includes modification accounting for grants and calculation of incremental expense.
- Maintains Data Integrity:  
Detail validations at each transaction level maintaining data integrity and consistency.
- Performance Grants:  
Grant performance based options & awards and model the expected outcomes.
- Access Control:  
Detailed user access controls with module level controls.
- Integrated Ad Hoc Reporting:  
You design the reports you need using the robust reporting engine.
- Compliance for ESPP Plans:  
Complete with FTB 97-1 compliance for look-back features and full FAS123(r) accounting.
- Full Disclosure Support:  
Includes all disclosure items required by FAS123(r) and the SEC.
- Detail Audit Trail:  
Enables tracking of every single change made to every data point in the database.
- Flexible Accounting:  
You choose appropriate combination of valuation vs. expense amortization method.
- Broker Agnostic:  
No limitations or extra charges for using your brokers.
- Web Based Technology:  
Administration may be performed from any computer anywhere in the world.
- Open Ended System:  
Provides for easy interfaces with your current Financial, HR, and ERP systems.
- One Click Data Migration:  
Our advance data migration utility saves time and money over spent over long implementation projects by automating data migration.

# Only Equity Central

- Provides unique contingency solutions including software guarantee and broker backups to ensure you continue running should something unforeseen happen
- Provides more practical features than comparable systems
- Provides internal, external and co-hosting options to meet your requirements
- Offers savings of up to 50% on comparable systems & services

# The Growing Family of Central Solutions

# Participant Central

## The Power Of A Broker To Private Companies

- Allows Participants To
  - View Their Holdings
  - Print Out Statements
  - Accept Grants
  - Review Plan Information And Documentation
  - Establish Tax Status
  - Much More
- Simplifies Plan Roll-Out And Communication
- Operates Within Your Firewall

# Data Central

- Ensure your current database is balanced and accurate
- Ensure processes and controls are in place and effective
- We focus on installation, implementation, and optimization of the usage and configuration of commercial administration software packages
- Emphasis is on data validation, cleansing and streamlining processes and best practice alternatives.
- Services may also include a review of:
  - plan administration
  - financial reporting including FAS 123(R)
  - compliance

# Ballot Central

- Support for your option re-pricing initiative with the most secure, flexible and affordable election solution available
- High Security
  - Scalable for any number of participants. Save time, money, effort, and paper
- Multiple Mode Ballot
  - Online, paper, and hybrid elections
- Vote of Confidence
  - Eight years of online election experience
- Web-Based and Fully Hosted
- Flexible, Integrated, and Feature Rich

# Business Empowerment

- Our Experts
  - Have the experience to solve functional, technical and trading issues
  - Can provide hands-on application and technical support to your company's HR / legal / finance and IT teams
  - Can resolve many of your most pressing issues remotely
  - Are completely vendor-neutral and will work with all vendors and brokers
  - Have proven methodologies to support installation, data migration, maintenance, database performance tune-up and application integration

# Thank You

For More Information,  
Please Contact



Arnold S. Kingsberg

515 Plainfield Ave  
Edison, NJ 08817  
973.313.0012 ph  
732.359.1542 fax  
[kingsberg@missionmpower.com](mailto:kingsberg@missionmpower.com)

