

PEECS 2023 – Frequently Asked Questions

*This document addresses general questions about the 2023 PEECS survey. For questions on specific data elements, positions and industries, please refer to the **PEECS Data Submission Template** which is available to all participants. For any additional questions not covered here, please contact peecs@insightory.com.*

Survey Scope, Participants and Data Collected

Which positions will be covered?

PEECS is focused on approximately 15 top executive (i.e., CEO, direct reports and major functional leaders) and Board positions. The list of positions and descriptions is available in the **PEECS Data Submission Template** which is available to all participants.

What pay data will be collected?

We will collect total compensation data, which includes base salary, target bonus and equity/long-term incentives.

Which countries are covered?

The survey is focused on portfolio company roles based in the United States. Insightory will accept data for executives based in Canada (submitted in USD) but will not aggregate or report data separately for any countries outside of the United States. The portfolio companies may be based in any country, as long as the roles and the executives are based in the United States or Canada.

Which PE firms are participating?

As of April 3, 2023, approximately 50 Private Equity firms have expressed interest in participating. The list of participants will be shared at the kickoff call on April 4 and will be available at www.insightory.com/peecs around April 7. You can request an updated participant list at any point from peecs@insightory.com.

Can portfolio company participate directly in the survey?

No, the survey is for PE firms only. Portfolio companies cannot participate in the survey directly.

What is the mix of portfolio company size and industry in the survey?

The company mix will not be known until the survey closes on May 12. However, going by the 2021 participants and all the PE firms that have expressed interest so far, we are expecting a good representation across size and industry. If you are interested in how well your “typical” companies were represented in the 2021 survey, please email Insightory.

Is there a way to purchase the PEECS Data Report without submitting my data?

No, the PEECS report is only available to participants who submit at least the minimum amount of data from their portfolio companies.

Survey Deliverables, Timeline & Cost

What are the survey deliverables?

Each participant will receive:

- The raw de-identified dataset with their own data removed.
- Analysis tool that helps participants run pre-defined analyses and reports.
- Survey report highlighting key findings, strengths and weaknesses of the data, and how to use the data in making compensation decisions.

What are the main survey dates?

The main survey dates are:

- Participant materials available and survey open for submission: **April 4**
- Last date for participation: **May 12**

- Last date for survey data submission: **May 16**
- Results available: **June 12**

What is the survey cost?

The total survey cost is \$75,000, which will be divided equally among all participating firms. With 50 participants, the cost per PE firm would be \$1,500.

When will I know the exact survey cost? When is the payment due?

Insightory will provide the exact cost once the survey is closed for participation on May 12. For now, all participants to budget for \$1,500. Insightory will send individual invoices to participants **after** they receive the survey report on June 12.

Why is there a cost for the survey when it was previously free?

There are several reasons. We are significantly improving the quality of the survey by bringing in a 3rd party (Insightory) to provide better tools, processes and support. Insightory is responsible for not just collating and de-identifying the data, but also actively reviewing and resolving quality issues, providing an analysis tool, creating survey insights, and supporting participants in survey submission, analysis and report interpretation.

It is also important to note that in all “free” surveys you are giving the provider the right to reuse or resell your data (although in aggregated form). With PEECS, none of the parties involved (including Insightory) are allowed to use your data outside of this project.

Data Submission, Timelines and Responsibilities

How will I submit my data?

All submissions need to be in the prescribed Excel template which will be provided to all participants.

Will Insightory help me understand how to use the data?

Yes, Insightory will help participants understand how to use the data, the strengths and weaknesses of the dataset, what different percentiles and revenue cuts mean, etc. However, Insightory’s scope does not include custom analysis.

Data Confidentiality & Privacy

Can I share the data outside my PE firm?

No, the survey data is only intended to help you make compensation-related decisions for your PE firm and may not be shared with third parties.

Will Insightory be permitted to share, reuse or resell this data?

No, Insightory has a contract with the Steering Committee that prohibits them from using the data outside the purpose of this project.

How will the data be transmitted, where will it be stored and who has access to it?

Each PE firm’s designated contact will receive an email link from Insightory to upload the completed template in a secure personalized folder. Once Insightory receives the completed template, they will further de-identify it by removing the PE firm’s name and store it in secure Microsoft OneDrive folder. Access will be limited to consultants who are working on the survey analysis.

How will you ensure data confidentiality & privacy?

This is a summary of points made previously in this FAQ document and in the Data Submission template.

There are multiple mechanisms to ensure data privacy and confidentiality.

1. Participating PE firms will not provide company names to Insightory. They will submit their data as Company 1 CEO, Company 2 CFO, etc. This means that even Insightory cannot tie the data back to specific companies & individuals.
2. Once Insightory receives the data, they will remove the PE firm’s name and any other identifiers before adding it to the larger database.

3. All submitted data will be held in protected files/ folders. Within the Insightory team, access will be limited to consultants who need to work on the analysis & report.
4. Any data cut with less than 5 data points will not be reported.
5. Insightory has a legal contract with the Steering Committee that prevents them from using the data for any purpose outside of this survey.

Other Questions and Contact Information

I have a question not answered here. Who can I contact?

Please contact peecs@insightory.com or any of the Steering Committee members.

Questions added through 4/12/23

I have companies in an industry/sub-industry that is not in the drop-down list? I believe other PE firms may have companies in the same industry/ sub-industry. How can we address this?

Please choose "Other" in the Industry column and leave the sub-industry blank. In the Comments column, mention the industry/ sub-industry. If there is critical mass, we can carve those out as a separate industry/ sub-industry. Our current view is that 20 companies across at least 4 PE firms constitutes critical mass. We can evaluate the data and see if there is a case to be made for lowering this threshold while still maintaining a minimum sample size for confidentiality and statistical significance.

If an executive isn't part of the original team, the value of equity may have already increased (in some cases, it may have decreased) at the time of their grant. How do we complete the equity portion for those cases?

The objective is to try and get the MOIC values based on **expectations as of the grant date** and not based on the initial investment date. For someone who started when the company was already at 2x MOIC, the 2x column would show their values when the investment doubles **from that point (which would be 4x the original investment MOIC)**. The 3x column would show 6x the original investment value, and 4x column would show 8x the original investment value. Using the same example - in the "Expected (Target)" column - you would indicate the expected MOIC from the time the individual received the grant till the time of exit. If you expected the value to double again from the time of grant till the time of exit, you would indicate 2 in the "Expected (Target)" column. (Again, this would be 4x the original investment per the example above).

If we have co-investments with other PE firms participating in the survey, how can we avoid submitting the same company's data twice?

If you are planning to submit data for a company in which you have a co-investment with one of the participating PE firms, please connect with them and decide which of you should submit that company's data. A list of participating PE firms has been shared with you via email, and also available at www.insightory.com/peecs . This is updated every week.