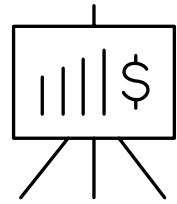
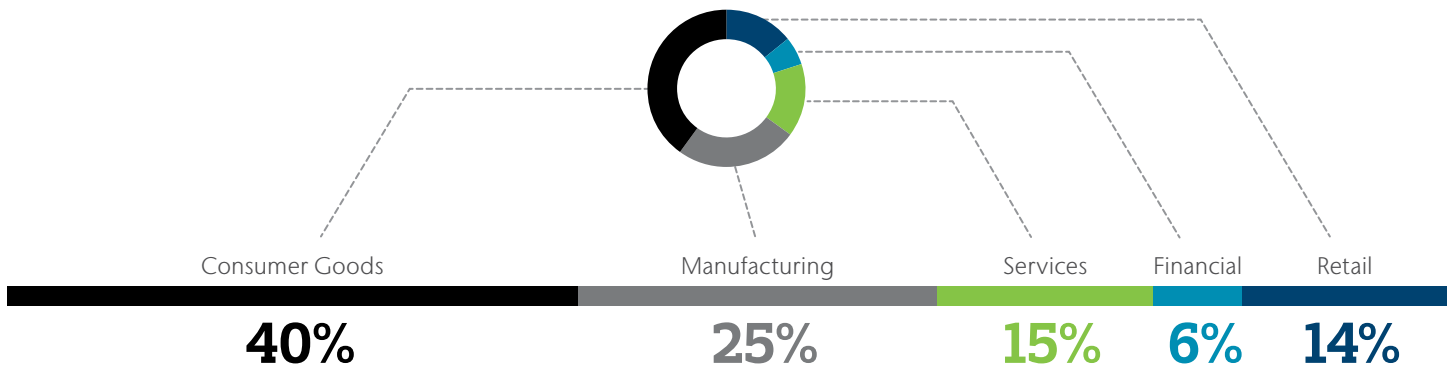


Iconic Brands Report

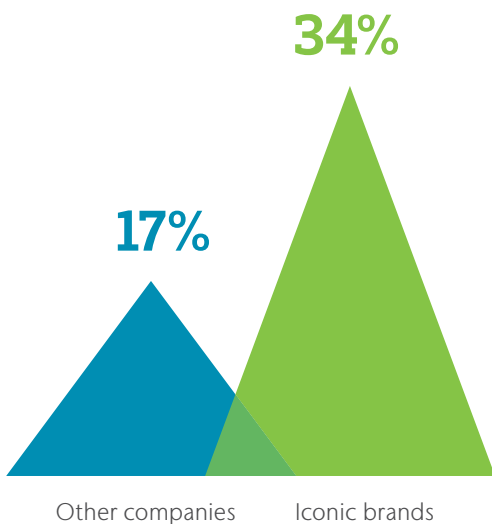
In our third annual Total Compensation Measurement® (TCM) Iconic Brands Report, we reviewed pay data from some of the world's most powerful brands compared to other TCM participants to see if there is a relationship between compensation strategy and status.



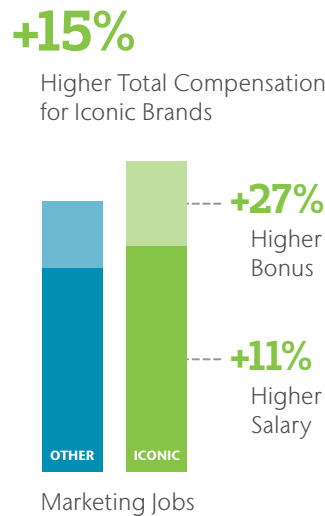
Iconic Brand Company Breakdown



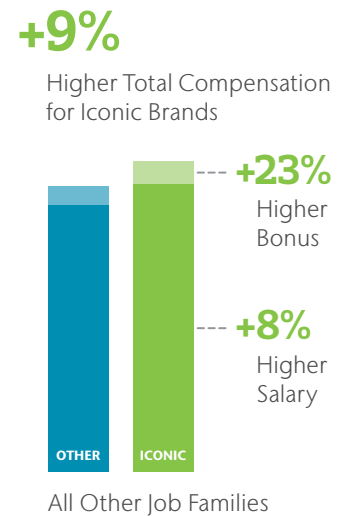
Bonus Opportunities Targeted Above the Median*



Marketing Matters: Pay Variance Across Job Families



Other Companies
■ Bonus
■ Salary
Iconic Brands
■ Bonus
■ Salary



*Percentage of companies targeting bonus opportunities above median for salary and exempt employees.