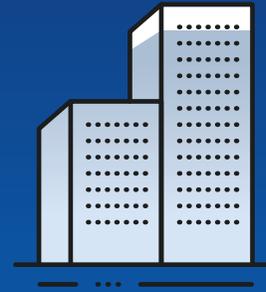


TOTAL INDUSTRY
\$176 Billion
Estimated non-cash incentive spend in 2022



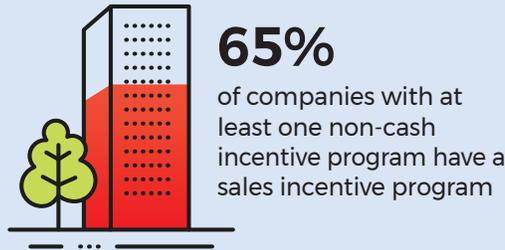
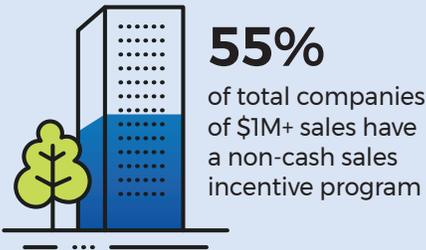
84%
of Companies with \$1M+ revenues that have at least one non-cash incentive program



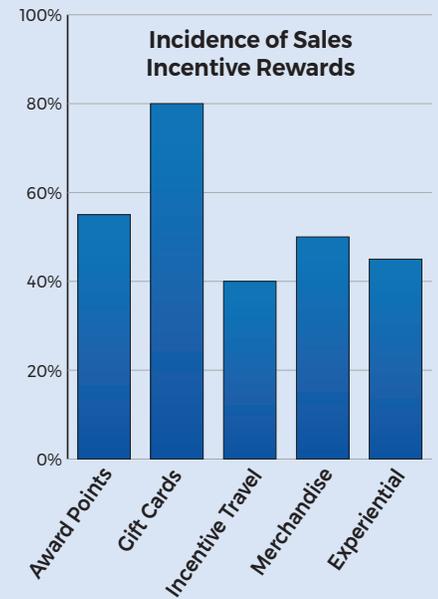
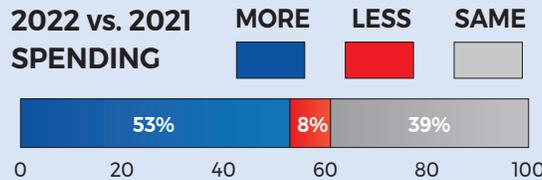
92%
of Companies with \$5M+ revenues that have at least one non-cash incentive program



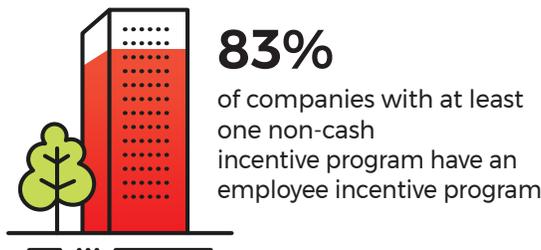
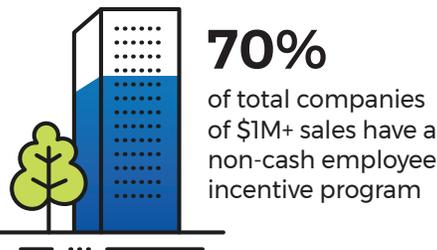
SALES INCENTIVES



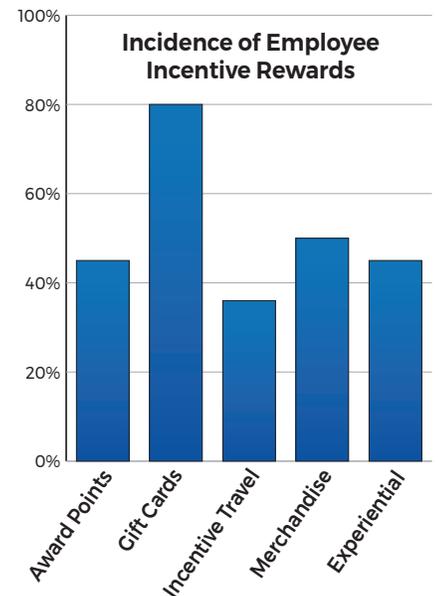
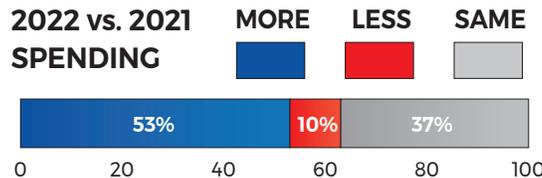
\$52,321,474,286
Total sales incentive spend



EMPLOYEE INCENTIVES

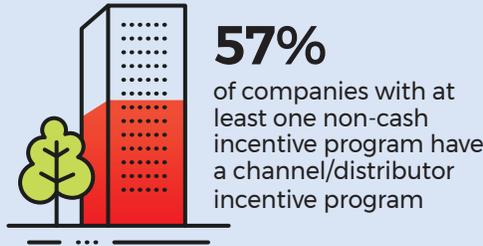
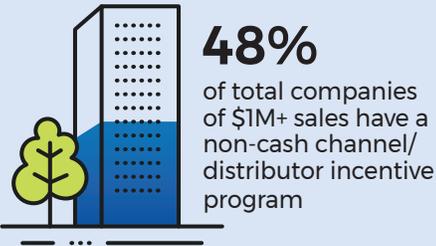


\$40,314,491,196
Total employee incentive spend

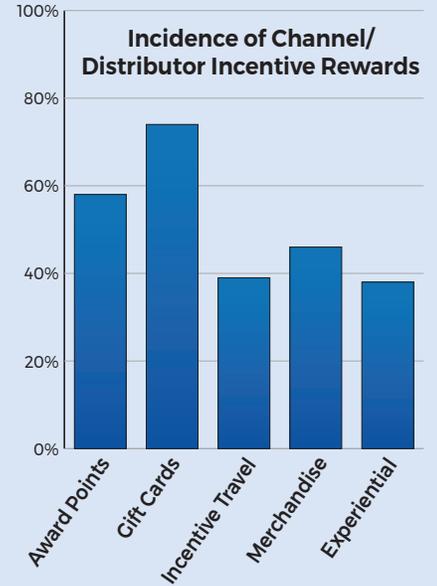




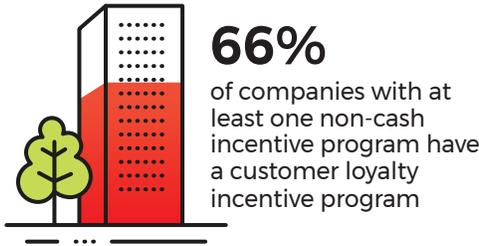
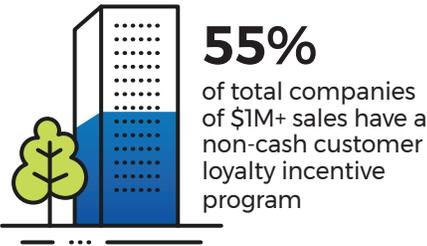
CHANNEL/DISTRIBUTOR INCENTIVES



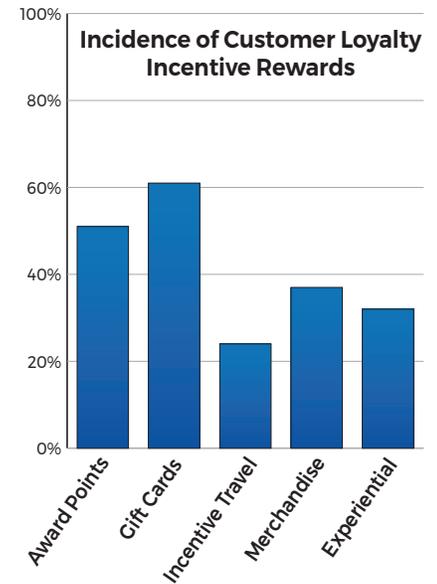
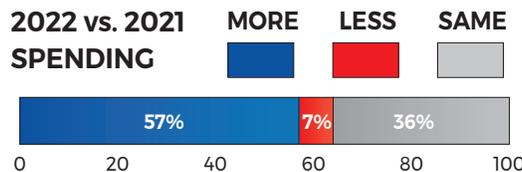
\$24,173,806,765
Total channel/distributor incentive spend



CUSTOMER LOYALTY INCENTIVES



\$31,886,027,344
Total customer loyalty incentive spend



CLIENT GIFTS

\$27,466,539,900
Total spend on client gifts

