

FAQs: Everybody Matters Service Awards Program

The following FAQs are to help you understand our new Everybody Matters Service Awards program and how it works.

How are employee service milestones recognized in the Everybody Matters program?

Service milestones are important achievements, both personally and professionally, for all of us. Through our new Everybody Matters program, we are able to celebrate and share employees' achievements and dedication to the company in a way that is both easy and personal. Each milestone anniversary offers a multi-faceted celebration experience that includes:

- A message from our CEO
- A personal message from your manager
- A collection of personal messages, stories and congratulations from your fellow coworkers
- A history of the recognition you've received through Everybody Matters as a reminder of your important contributions over the years

What's different about the new Everybody Matters service awards program?

Everybody Matters represents a modern, social approach to service milestones recognition where managers and other employees are invited to be part of the experience in a very personal way. The anniversary award is comprised of congratulatory messages from others you work with, which creates a rich collection of personal acknowledgment and expressions of gratitude more meaningful than our previous service awards program. These awards are also visible to others, allowing employees from across the company to see and participate in the service awards celebration.

How many years of service are required for the Everybody Matters program?

Every employee's service anniversaries are opportunities to celebrate that individual's contributions to the company and to express our appreciation for their dedication. Certain years of service are considered special milestones and are formally acknowledged through Everybody Matters. These milestones begin at year five and then happen every five years thereafter.

How does service milestone recognition work?

Managers receive an email message notifying them of an employee's upcoming years of service milestone. This email is auto-generated and sent to the manager three weeks before the employee's anniversary date. It includes a link to the award template where the manager records or writes a personal message that will be part of the employee's service award.

Two weeks before the employee's anniversary, coworkers receive a similar email invitation to contribute recorded and written messages of their own. These also become part of the anniversary award. An email reminder is sent seven days before the anniversary date to anyone who hasn't yet submitted a message.

On your anniversary date, you receive an email with a link to your service milestone recognition, which includes a message from our CEO, a personal message from your manager, stories and congratulations sent by your coworkers, and a history of the recognition you've received through Everybody Matters. From here, you can print your award and adjust the privacy settings of the recognition if you prefer that it does not appear on the Company Awards Feed.

After your anniversary date, the experience builds as other employees add their congratulations on the Company Awards Feed.

What is the Company Awards Feed?

The Company Awards Feed shows service awards activity, including congratulatory messages, videos and photos, in real-time. All employees can view and contribute to the feed. The feed lives on the homepage of the Everybody Matters site at everybodymatters.strongtie.com.

Do service awards include a monetary component or gift?

Service awards are offered in points, redeemable for merchandise or gift card options, including thousands of shopping, dining, entertainment, adventure and charity choices around the globe.

Will other people see my service award?

Yes. Your award appears on the Company Awards Feed. Inviting others to celebrate our service milestones by making them visible is an important part of a meaningful service award experience for many of us.

If you prefer private recognition, you may adjust your award's privacy settings so that it does not appear on the Company Awards Feed. This way, only you, your manager and coworkers who submitted stories will see your service award. Your gift selection is does not appear in the feed.

Can I print my service award?

Yes. All service award certificates can be printed directly from the award notification email you receive or at any time from My Dashboard > My Awards within the Everybody Matters site.

What action do I need to take to support my coworkers' service awards?

When you receive an email invitation to share a story for a coworker's anniversary, take a moment to write or record a special message and let them know that you appreciate their efforts. It's that simple!

Who receives invitations to submit a message to a coworker celebrating a service award?

The Everybody Matters platform auto-generates invitations to other employees based on team and reporting relationships as well as previous recognition moments shared between employees. You may receive an invitation even if you are new to Simpson Strong-Tie or the team and if your coworker is new to your team.

What should I say in my service award message?

Messages can be recorded as a video or written. You can also include a photo. They can be long or short, lighthearted, funny, serious, emotional – it's up to you. There's no wrong way to help celebrate a coworker's contributions to Simpson Strong-Tie over the years, as long as it's personally meaningful to them.

Here are a few tips to help you get started:

- Recount shared work experiences and projects you both supported
- Mention specific accomplishments your coworker has made
- Describe how your coworker has personally made a difference to you, the team, or the company
- Describe specific qualities or skills that you admire in this person
- Tell a funny story about something you experienced together
- Celebrate things you have in common, personally or professionally
- Say 'thank you'

Is it okay to mention personal details in my messages?

Yes. Stories about personal situations or shared experiences and interests outside of work are often part of the relationships we have with our coworkers. Use good judgement when referencing anything personal and remember that your messages are visible to others. Refrain from including anything sensitive, deeply personal or shared with you in confidence.

What if I haven't worked with a coworker for very long when I receive the invitation to submit a message?

The Everybody Matters platform auto-generates invitations to other employees based on team and reporting relationships and previous recognition moments shared between team members. Therefore, you may receive an invitation even if you are new to Simpson Strong-Tie or the team, or your coworker is new to your team.

Consider submitting a message regardless. Even simple, brief expressions of congratulations can be part of what makes the experience special for your coworker.

Is there a limit to the number of people who can submit messages?

No.

Can I forward the invitation to submit a message to other employees who may want to contribute?

Yes. It's a good practice to forward the invite to anyone you think should be included but didn't receive the invite themselves. There are no restrictions regarding who can submit messages. And there is "share" link within the award that you can provide to others who you think would like to contribute.

What if I forget to submit a message before the service award date?

You can still celebrate your coworker's service milestone by sharing your congratulations on the Company Awards Feed. Service awards appear on the feed unless the award has been marked private by the recipient. Use the link in the invitation email you originally received, which remains active, or use the Search feature on the Everybody Matters website to find your coworker's award.

Can I congratulate a coworker even if I didn't receive an invite to submit a message?

Yes. In fact, this is an important practice that helps make the experience meaningful for recipients. Service awards appear on the Company Awards Feed unless the recipient has marked the award as private. Please congratulate your coworkers on these milestones through the feed and in person.

Can others see the message I sent to a coworker?

Yes. Unless the recipient marks their award as private, all the messages submitted by the manager and other employees appear on the Company Awards Feed.

Please ensure your messages are appropriate and do not include anything confidential, proprietary or sensitive to the recipient or others. Employees are expected to uphold our Code of Conduct guidelines when submitting service award messages to employees, as you would with any form of company communication.

Will my message be approved by anyone?

No. Remember, your message is visible to others, including the recipient's manager who can see all the messages being submitted by fellow employees. The manager can remove any inappropriate messages, but there is no formal approval process.

Am I required to submit a message to my coworker for their anniversary?

No. There is no obligation to submit a message when you receive an invite. However, you are encouraged to do so as often as possible. For many employees, this is one of the most memorable



Everybody Matters

Contribution. Recognition. Respect.

Celebrate an outstanding colleague today.

aspects of their service award. Even simple, brief expressions of congratulations can be part of what makes the experience special for your coworkers.

