



***Clear. Creative. Communications.***

*Gamma Communications plc, formed in 2001, is one of the largest network carriers of fixed-line voice minutes in the UK, providing a comprehensive range of next generation voice, data and mobile services to businesses, the Public Sector and not-for profit organisations, including the latest IP telephony phone systems, high speed internet and data connection packages, mobile services and unified communications solutions. Gamma has 717 staff based across the UK and in Budapest.*

*Gamma's share scheme journey started in 2014 when employees were awarded £1,000 worth of Free Shares under a SIP as part of the admission to AIM as a thank you and celebration of this milestone – only one employee opted out of receiving them. In 2015, Partnership Shares were introduced where up to £1800 worth of Gamma shares can be purchased each year and one Matching Share is awarded for every Partnership Share acquired – 38% of employees participate.*

*Launching the Sharesave Scheme in 2016 was the final piece in Gamma's share ownership jigsaw for employees. A number of employees had been asking for a Sharesave scheme, we shared statistics with Gamma on the likely participation rates and benefits of the Sharesave product and gave useful comparisons with the SIP. 47% of employees joined Sharesave, which exceeded expectations (and the available number of shares!). A very small scaleback took place which only affected those at the higher end opting to save the full £500. This high level of participation was achieved by delivering a campaign consisting of promotional emails and invitation packs to home addresses, coupled with Manager briefing packs, posters and presentations delivered locally.*

*"Our Relationship Manager at YBS Share Plans has been extremely proactive and along with the rest of the team has delivered successful plans. Our employees value the benefits of saving and the participation in these plans really aligns them with our strategy to make the Company a success. We hope to make further invitations in the future." Andrew Bellshaw, Gamma Communications plc*