

# **Guide to Using the Market Portal**

## **Before You Start**

### **Section 1 - Current Employees**

### **Section - Ex-Employees (Voluntary Sales)**

### **Section 3 - Ex-Employees (Forced Sales)**

## **Before You Start**

Users will receive an email from **no\_reply@registration.pwc.com** and will be instructed to click on '*Activate your account*'. If email does not appear in your inbox, please check your **Spam** folder for an email from the above email address.

For guidance on account activation, please follow our **Portal Activation Guide**.

Once your account is activated then the user needs to proceed to:

<https://esbesopmarket.ie>

You can then log in to the portal using the email, password, etc. from your account activation.

The options available to portal users vary depending on whether the user is a current employee, ex-employee (with voluntary sales) or ex-employee (with forced and voluntary sales).

Please refer to your relevant section for further guidance:

See Section 1 for Current Employees

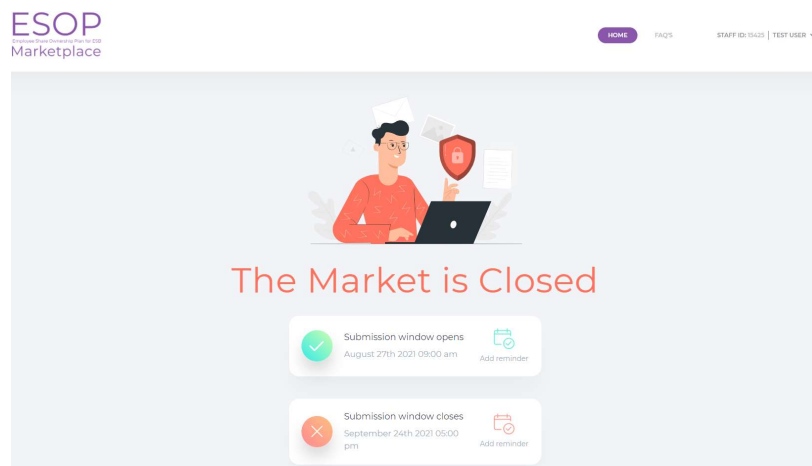
See Section 2 for Ex-Employees (Voluntary Sales)

See Section 3 for Ex-Employees (Forced Sales)

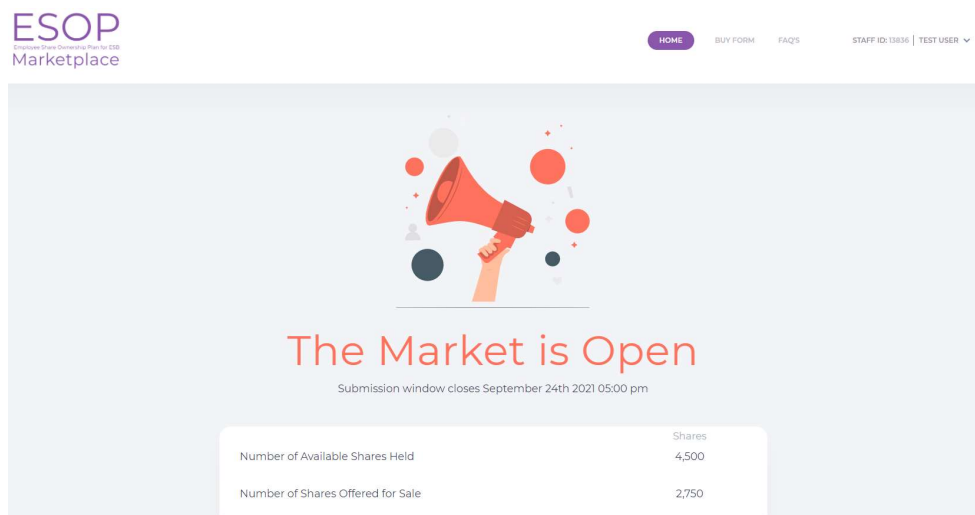
## Section 1 - Current Employee

### 1.1 Home Page

- Users will be sent an email to register for the portal. Once they have authenticated their email and logged onto the portal, they will be taken to the Home Page. This will show users opening and closing dates of the submission window and will be the same for all users.
- If the market is CLOSED, the following Home screen is shown displaying the opening and closing times of the market. This page includes functionality to add reminders for both submission opening and closing times to users' calendars.



- If the market is OPEN, the following screen is shown as the Home Page upon login. This will display the number of shares available to the user. Shares offered will show the number of shares the user has offered for sale in this market. (Shares offered will be 0 upon first login as no sales forms will have been submitted yet).



- All Pages on the portal will contain header showing
  - Logo for the web portal,
  - Home button which will navigate to Market Open/Closed Home pages
  - FAQ button which will bring up Frequently Asked Questions,
  - Login / Logout button which also displays users name and staff id
  - **For current staff members there will also be a button to download buy form**

1.2 Users can select 'Start Sale Form' which will bring them to a blank Sales Form, see below.

The screenshot shows the 'Number of Shares Offered for Sale' page on the ESOP Marketplace. The page features a header with the ESOP logo and navigation links. The main content area is titled 'Number of Shares Offered for Sale' and contains a table with the following data:

	Shares
Number of Available Shares Held	4,500
Number of Shares Offered for Sale	2,750
Remaining shares available	1,750

Below the table, there are two input fields:

- 'Enter Number of Appropriated/Purchased Shares offered for sale' with a sub-label 'Enter number of shares for sale'.
- 'Enter a Minimum Price per Share' with a sub-label '€0.00 (amount=MDP €0.97)'.

At the bottom of the form, there is a checkbox for a consent statement and a 'SUBMIT SALE FORM' button. The consent text reads: 'ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby appoint the agent appointed by the ESB ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and I hereby authorise said agent to accept the offers received in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €1,000,000 in any 12 month period and to remit the proceeds of same to me (less any tax which is required to be withheld). I also direct the ESB APSS Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.'

Here users can enter the number of shares they would like to offer for sale and the minimum price per share for this sale. If a user would like to submit various numbers / prices they can submit additional sales forms.

- Here users can hover over the information button to find more information about what they need to input.
- To submit a valid sales form users must enter a number of shares that does not exceed the number of shares they have available; a minimum price per share that must be greater than the minimum reserve price per share (€0.97); and must click the Consent button.

1.3 See below for an example of a completed sale form.

ESOP  
Marketplace

HOME BUY FORM FAQs STAFF LOGIN TEST USER

## Number of Shares Offered for Sale

	Shares
Number of Available Shares Held	4,500
Number of Shares Offered for Sale	2,750
Remaining shares available	1,750

Enter Number of Appropriated/Purchased Shares offered for sale ⓘ

Enter a Minimum Price per Share ⓘ

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby appoint the agent appointed by the ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and I hereby authorise said agent to accept the offers received in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €100,000 in any 12 month period and to remit the proceeds of same to me less any tax which is required to be withheld. I also direct the ESOP Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.

**SUBMIT SALE FORM**

Words used in this Form of Transfer shall have the same meaning as used in the ESOP Approved Draft Share Scheme. A copy of the Trust Deed and rules relating to the ESOP APSS may be inspected at the ESOP ESOP Office, 43 Merrion Square, Dublin 2. The maximum consideration that can be paid for the shares you offer for sale is any amount less than €100,000 in any 12 month period. This limit is a legal requirement and arises from the Prospectus Regulation which regulates the offer of shares. This Form of Transfer is approved by the ESOP APSS Trustee. Please note that once a sale form has been submitted it cannot be withdrawn, please note the Internal Market Administrator cannot comment on any sale or bid transactions.

1.4 Error handling is in place to ensure users can only enter appropriate numbers in the input boxes. See errors below.

- you must input a number of shares less than or equal to your Remaining Shares Available
- minimum price per share entered cannot be below the Minimum Reserve Price (MRP)
- you must tick the T&Cs box to submit sale form
- you must not leave any input box empty

ESOP Marketplace

HOME BUY FORM FAQ'S STAFF ID: 13156 | TEST USER

## Number of Shares Offered for Sale

Number of Available Shares Held	Shares
	4,500
Number of Shares Offered for Sale	2,750
Remaining shares available	1,750

Enter Number of Appropriated/Purchased Shares offered for sale

Amount entered cannot exceed holding

Enter a Minimum Price per Share

Amount entered cannot go below 0.00

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby accept the terms approved by the ESOP Trustee to offer for sale the benefit of interest in the shares referred to above and I hereby authorize said agent to accept the offer required in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €100,000 in any 12 month period and to enter the proceeds of sale to the beneficiary, which is required to be confirmed, I also agree that the ESOP Trustee to complete any processes necessary for the completion of making this offer and effecting any related matters.

Submit Sale Form

Words used on this Form of Offeror shall have the same meaning as used in the ESOP Approved Profit Sharing Scheme. A copy of the Trust Deed and Rules relating to the ESOP will be available at the ESOP Office. An Internal Market Rule in this maximum consideration that can be paid for the shares you offer for sale is any amount less than €100,000 in any 12 month period. This limit is for legal requirement and does not limit the ESOP's obligations which require the offer of shares. The Form of Offeror is approved by the ESOP Trustee. Please note that once a sale form has been submitted it cannot be withdrawn. Please note the Internal Market Administrative control comment on any sale or bid transactions.

1.5 If the submission of the sale form was successful, the user is notified by the following screen and a snippet of the submission. They now have the option to submit another sale form or to simply return to the homepage.

ESOP Marketplace

HOME BUY FORM FAQ'S STAFF ID: 13156 | TEST USER

## Thank you!

Your Sale Form was submitted successfully

### Submission Summary

Submission	Time	Min price per share	Shares Offered
25/08/2021	13:13	€1.01	100

[SUBMIT ANOTHER SALE FORM](#) [RETURN TO HOME PAGE](#)

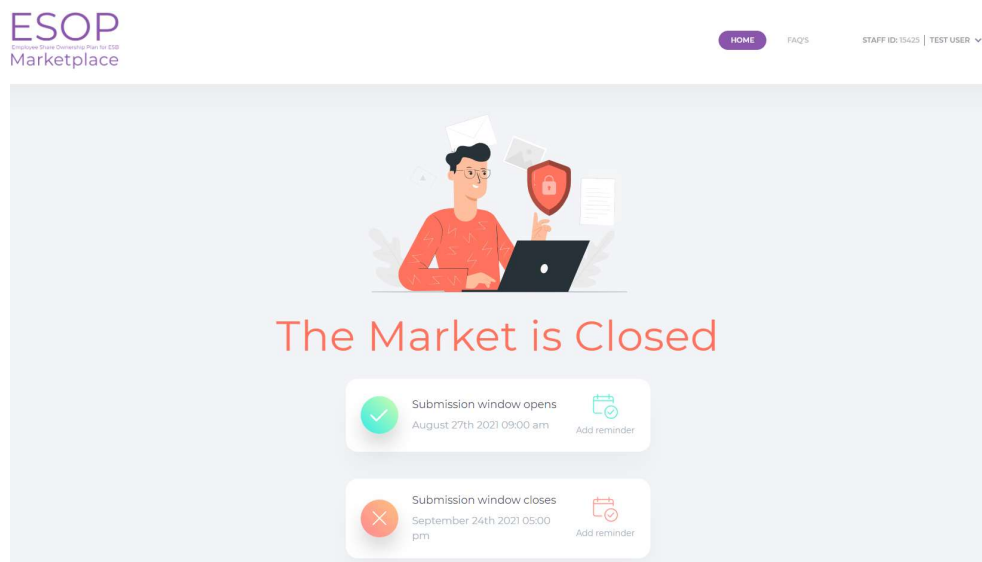
### Previous Submissions

Submission	Time	Min price per share	Shares Offered
25/08/2021	13:11	€0.97	750


## Section 2 - Ex-Employees (Voluntary Sales)

### 2.1 Home Page

- Users will be sent an email to register for the portal. Once they have authenticated their email and logged onto the portal, they will be taken to the Home Page. This will show users opening and closing dates of the submission window and will be the same for all users.
- If the market is CLOSED, the following Home screen is shown displaying the opening and closing times of the market. This page includes functionality to add reminders for both submission opening and closing times to users' calendars.



- If the market is OPEN, the following screen is shown as the Home Page upon login. This will display the number of shares available to the user. Shares offered will show the number of shares the user has offered for sale in this market. (Shares offered will be 0 upon first login as no sales forms will have been submitted yet).



## The Market is Open

Submission window closes September 24th 2021 05:00 pm

Number of Available Shares Held	8,249	Shares
Number of Shares Offered for Sale	5,000	


START SALE FORM


- All Pages on the portal will contain header showing
  - Logo for the web portal,
  - Home button which will navigate to Market Open/Closed Home pages
  - FAQ button which will bring up Frequently Asked Questions,
  - Login / Logout button which also displays users name and staff id

2.2 Users can select 'Start Sale Form' which will bring them to a blank Sales Form, see below.

## Number of Shares Offered for Sale

Number of Available Shares Held	8,249	Shares
Number of Shares Offered for Sale	5,000	
Remaining shares available	3,249	

Enter Number of Appropriated/Purchased Shares offered for sale 

Enter a Minimum Price per Share 

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby appoint the agent appointed by the ESB ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and I hereby authorise said agent to accept the offers received in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €1,000,000 in any 12 month period and to remit the proceeds of same to me (less any tax which is required to be withheld). I also direct the ESB APSS Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.



Here users can enter the number of shares they would like to offer for sale and the minimum price per share for this sale. If a user would like to submit various numbers / prices they can submit additional sales forms.

- Here users can hover over the information button to find more information about what they need to input.
- To submit a valid sales form users must enter a number of shares that does not exceed the number of shares they have available; a minimum price per share that must be greater than the minimum reserve price per share (€0.97); and must click the Consent button.

2.3 See below for an example of a completed sale form.

ESOP  
Marketplace

HOME | FAQs | STAFF ID: 0356 | TEST USER

## Number of Shares Offered for Sale

Number of Available Shares Held	Shares 8,249
Number of Shares Offered for Sale	5,000
Remaining shares available	3,249

Enter Number of Appropriated/Purchased Shares offered for sale ⓘ

Enter a Minimum Price per Share ⓘ

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby appoint the agent appointed by the ESB-ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and I hereby authorise said agent to accept the offers received in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €1,000,000 in any 12 month period and to remit the proceeds of same to me (less any tax which is required to be withheld). I also direct the ESB-APSS Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.

SUBMIT SALE FORM

Words used in this Form of Transfer shall have the same meaning as used in the ESB Approved Profit Sharing Scheme. A copy of the Trust Deed and Rules relating to the ESB APSS may be inspected at the ESB-ESOP office, 43 Merrion Square, Dublin 2. The maximum consideration that can be paid for the shares you offer for sale is any amount less than €1,000,000 in any 12 month period. This limit is a legal requirement and arises from the Prospectus Regulations which regulate the offer of shares. This Form of Transfer

2.4 Error handling is in place to ensure users can only enter appropriate numbers in the input boxes. See errors below.

- you must input a number of shares less than or equal to your Remaining Shares Available
- minimum price per share entered cannot be below the Minimum Reserve Price (MRP)
- you must tick the T&Cs box to submit sale form
- you must not leave any input box empty

## Number of Shares Offered for Sale

Number of Available Shares Held	Shares 8,249
Number of Shares Offered for Sale	5,000
Remaining shares available	3,249

Enter Number of Appropriated/Purchased Shares offered for sale ?

Amounts entered cannot exceed holding

Enter a Minimum Price per Share ?


Amounts entered cannot go below 0.00

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby appoint the agent appointed by the RSH ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and (hereby authorize said agent to accept the offer received in accordance with the Internal Market. Subject to a maximum consideration of any amount less than €100,000 in any 12 month period and to remit the proceeds of same to me (less any tax which is required to be withheld), I also direct the RSH ESOP Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.

[SUBMIT SALE FORM](#)

Words used in this Form of Transfer shall have the same meaning as used in the RSH Approved Drafts Sharing Scheme. A copy of the Trust Deed and Rules relating to the RSH ESOP may be inspected at the RSH ESOP Office, 43 Market Square, Dublin 2. The minimum consideration that can be paid for the shares you offer for sale is any amount less than €100,000 in any 12 month period. This limit is a legal requirement and arises from the Dispositive Regulations which regulate the offer of shares. This Form of Transfer is approved by the RSH ESOP Trustee. Please note that once a sale form has been submitted it cannot be withdrawn. Please note the Internal Market Administrator cannot comment on any sale or bid transactions.

2.5 If the submission of the sale form was successful, the user is notified by the following screen and a snippet of the submission. They now have the option to submit another sale form or to simply return to the homepage.



## Thank you!

Your Sale Form was submitted successfully

Submission Summary 📄

	Submission	Time	Min price per share	Shares Offered
<span style="color: green;">✔</span>	25/08/2021	13:26	€0.99	35

SUBMIT ANOTHER SALE FORM

RETURN TO HOME PAGE

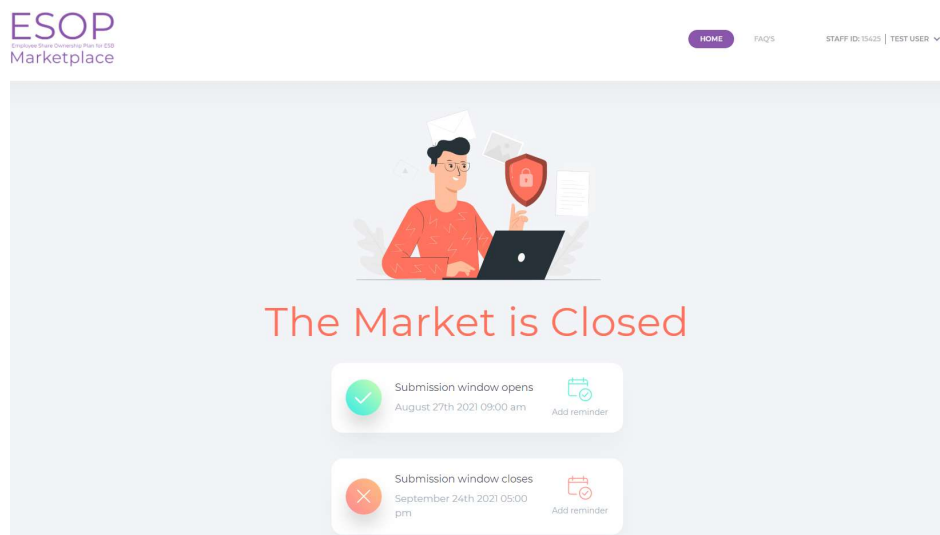
Previous Submissions

	Submission	Time	Min price per share	Shares Offered
<span style="color: green;">✔</span>	25/08/2021	13:25	€0.97	249


## Section 3 - Ex-Employees (Forced Sales)

### 3.1 Home Page

- Users will be sent an email to register for the portal. Once they have authenticated their email and logged onto the portal they will be taken to the Home Page. This will show users opening and closing dates of the submission window, and will be the same for all users.
- If the market is CLOSED, the following Home screen is shown displaying the opening and closing times of the market. This page includes functionality to add reminders for both submission opening and closing times to users' calendars.



- If the market is OPEN, the following screen is shown as the Home Page upon login. This will display the number of shares available to the user. Shares offered will show the number of shares the user has offered for sale in this market. (Shares offered will be 0 upon first login as no sales forms will have been submitted yet). **For ex-employees this section will include the forced sale, this will automatically show at the first login.**



## The Market is Open

Submission window closes September 24th 2021 05:00 pm

	Shares
Number of Available Shares Held	564
Number of Shares subject to Automatic Forced Sale	178
Number of Shares Offered for Sale	378

[START ANOTHER SALE FORM](#)

### Submission Summary

	Submission	Time	Min price per share	Shares Offered
	24/08/2021	14:37	€0.98	2

- All Pages on the portal will contain header showing
  - Logo for the web portal,
  - Home button which will navigate to Market Open/Closed Home pages
  - FAQ button which will bring up Frequently Asked Questions,
  - Login / Logout button which also displays users name and staff id

3.2 Users can select 'Start Sale Form' which will bring them to a blank Sales Form, see below.

## Number of Shares Offered for Sale

	Shares
Number of Available Shares Held	564
Number of Shares subject to Automatic Forced Sale	178
Number of Shares Offered for Sale	378
Remaining shares available	8

Enter Number of Appropriated/Purchased Shares offered for sale ?

Enter a Minimum Price per Share ?

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. I hereby accept the agent appointed by the ESOP Trustee to offer for sale the beneficial interest in the shares referred to above and I hereby authorise said agent to accept the offers received in accordance with the Internal Market Rules up to a maximum consideration of any amount less than €100,000.00 in any 12 month period and to renounce the proceeds of any sale (as which is required to be withheld) also direct the ESOP Trustee to complete any instrument necessary for the purposes of making this offer and effecting any related transfer.

[SUBMIT SALE FORM](#)

Words used in this Form of Transfer shall have the same meaning as used in the ESOP Approved Profit Sharing Scheme. A copy of the Trust Deed and Rules relating to the ESOP ASIS may be inspected at the ESOP Office, 43 Merrion Square, Dublin 2. The maximum consideration that can be paid for the shares you offer for sale is any amount less than €100,000.00 in any 12 month period. This limit is a legal requirement and arises from the Prospectus Regulations which regulate the offer of shares. This Form of Transfer is approved by the ESOP ASIS Trustee. Please note that once a sale form has been submitted it cannot be withdrawn. Please note the Internal Market Administrator cannot comment on any sale or bid transactions.

Here users can enter the number of shares they would like to offer for sale and the minimum price per share for this sale. If a user would like to submit various numbers / prices they can submit additional sales forms.

- Here users can hover over the information button to find more information about what they need to input.
- To submit a valid sales form users must enter a number of shares that does not exceed the number of shares they have available; a minimum price per share that must be greater than the minimum reserve price per share (€0.97); and must click the Consent button.

3.3 See below for an example of a completed sale form.

The screenshot shows the ESOP Marketplace interface. At the top left is the ESOP logo with the tagline 'empowering you to own'. To the right are navigation links for 'HOME', 'FAQS', and 'STAFF ID: 5428 | TEST USER'. The main heading is 'Number of Shares Offered for Sale'. Below this is a table with the following data:

	Shares
Number of Available Shares Held	564
Number of Shares subject to Automatic Forced Sale	178
Number of Shares Offered for Sale	378
Remaining shares available	8

Below the table are two input fields:

- 'Enter Number of Appropriated/Purchased Shares offered for sale' with a value of '2'.
- 'Enter a Minimum Price per Share' with a value of '.97'.

There is a checkbox for terms and conditions, which is checked. Below the checkbox is a 'SUBMIT SALE FORM' button. At the bottom, there is a small disclaimer text.

3.4 Error handling is in place to ensure users can only enter appropriate numbers in the input boxes. See errors below.

- you must input a number of shares less than or equal to your Remaining Shares Available
- minimum price per share entered cannot be below the Minimum Reserve Price (MRP)
- you must tick the T&Cs box to submit sale form
- you must not leave any input box empty

## Number of Shares Offered for Sale

	Shares
Number of Available Shares Held	664
Number of Shares subject to Automatic Forced Sale	178
Number of Shares Offered for Sale	378
Remaining shares available	8

Enter Number of Appropriated/Purchased Shares offered for sale ?

Amount entered cannot exceed holding

Enter a Minimum Price per Share ?

Amount entered cannot be below 1.00€

ONCE A SALE FORM HAS BEEN SUBMITTED IT CANNOT BE WITHDRAWN. Funds received by the agent appointed by the ESOP Trustee in order to take the benefit of interest in the shares referred to above and the agent appointed by the ESOP Trustee in order to take the benefit of interest in the shares referred to above and the agent appointed by the ESOP Trustee in order to take the benefit of interest in the shares referred to above (to the extent of any amount less than €100,000.00 in any 12 month period) and to sell the proceeds of same (in the case any sale which is required to be sold) also shall be the ESOP Trustee. Please note that once a sale form has been submitted it cannot be withdrawn. Please note the Internal Market Administrator cannot comment on any sales or bid transactions.

SUBMIT SALE FORM

Words used in this form of transfer shall have the same meaning as used in the ESOP Approved Profit Sharing Scheme. A copy of the Trust Deed and Rules relating to the ESOP APSS may be inspected at the ESOP Office, 43 Merrion Square, Dublin 2. The maximum consideration that can be paid for the shares in an offer for sale shall amount to the total amount of the ESOP APSS (to the extent of any amount less than €100,000.00 in any 12 month period) and to sell the proceeds of same (in the case any sale which is required to be sold) also shall be the ESOP Trustee. Please note that once a sale form has been submitted it cannot be withdrawn. Please note the Internal Market Administrator cannot comment on any sales or bid transactions.

3.5 If the submission of the sale form was successful, the user is notified by the following screen and a snippet of the submission. They now have the option to submit another sale form or to simply return to the homepage.



## Thank you!

Your Sale Form was submitted successfully



### Submission Summary

Submission	Time	Min price per share	Shares Offered
 25/08/2021	13:31	€0.97	2

SUBMIT ANOTHER SALE FORM

RETURN TO HOME PAGE

### Previous Submissions

 24/08/2021	14:57	€0.96	2
 05/08/2021	11:25	€0.96	373