

Investor Relations Certification Programme

A certification programme by



18 March – 9 July 2025



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Academy – Euronext Group

At Academy we aim at sharing **capital markets expertise** by turning it into world-class training courses and programmes.

Our programmes reflect the evolution and trends of **financial markets and their eco-systems**.

Key assets of our learning centre are our centrality in capital markets, and our **internal and external faculty**, whose contributors are drawn from practitioners, academics, advisors and financial market specialists.

As an Exchange system, being at the centre of financial markets, we understand not just what happens now, but also what's changing - so we can design our courses to equip you for the world of today and tomorrow.

An accredited Management System Certificate

Academy meets the management system standards UNI EN ISO 9001:2015, sector EA:37 since 2007.

The accreditation guarantees internationally recognised quality service standards and allows companies to apply for public funding to finance individual and company training projects.



IR Certification Programme overview

Background

In 2022, for the first time, Academy – Euronext Group launched its Investor Relations Certification programme. The certificate, awarded upon completion of the training and successful examination, provides a qualification recognized across EU markets.

Benefits of attending and key take-aways

This qualification equips successful candidates with the necessary knowledge, tools, and competence to manage effective, fair, and trustworthy communications between their company and its shareholders and stakeholders.

The modular "Investor Relations Certification Programme" is designed to provide IR professionals and Communication Managers with an in-depth update on current IR best practices, including ESG disclosures. The Mastercourse covers a wide range of topics, including regulatory compliance and disclosure practices, the latest developments in the use of technology and social media to build closer relationships with investors, and changes in critical aspects of the day-to-day role of IR professionals.

The programme offers a wealth of real-life case studies, featuring speakers who are well-known industry experts.

Structure

A 4-module programme

The Mastercourse is a **four-phased** programme:

1 - Assessment – an online check-point to verify the participants' level of knowledge on some fundamental topics

2 - Foundation courses – three online courses to get ready for the core curriculum. These courses will be mandatory for participants with identified knowledge gaps during the assessment phase

3 – Core Courses – 4 modules on the most relevant topics for an IR expert

4 – Final examination – an online examination and in person delivery of a project work at the Euronext offices (venue to be defined).

Assessment

The assessment is an **online multiple-choice questionnaire**, made of **50 questions** to be completed in up to **75 minutes**. The participants will be informed about the assessment outcome in three days time. If no gaps are identified, participants can skip the foundation courses phase and can be directly enrolled to the core courses.

Foundation courses

On the basis of the assessment outcome, delegates will be asked to attend **three online courses** in preparation to the main programme:

1 - Introduction to financial markets and Instruments

This **4-hour online course** has been designed to provide an overview of the financial markets and of some of the most common financial instruments. It will provide attendees with an insight into the workings of a **financial market place** - showing how it functions, together with an explanation of the **products** that are offered and traded by different users in the market.

The course is organised in 14 modules of about 15-20 minutes each for a total runtime of 4h15'. The first 12 modules are for beginners, while the last two modules are at an intermediate level.

2 - Financial Statement Analysis

This course is designed to explain how financial measures of corporate performance are calculated. The course covers the basics of financial statement analysis and enables participants to confidently use financial ratios and financial terminology. This is an **introductory level** course designed **for users of financial reports and accounts** who have no prior or limited knowledge of corporate financial information. Participants will also learn how to use a company financial statement to **distil the relevant information** and how much cash is generated by the business.

3 - Company Valuation

This elearning series offers a **coherent view of business valuation** after introducing the fundamental concept of **Discounting Cash Flow (DCF)**. The course will highlight how fundamental tools like the **Net-Present Value (NPV)** and the **Internal Rate of Return (IRR)** are utilised. Last but not least, by using real examples, the course will introduce the basic ingredients in the company's cost of equity, debt and how to combine both into cost of capital.

Core courses

The core curriculum is based on four Modules:

1- **Understanding the financial eco-system: putting Investor Relations into context** – *1 day and a half in person*

2- **Implementing effective Investor Relations: organisation, strategy design and execution** – *4-half days online*

3- **Benchmarking IR** – *2-half days online*

4- **IR and ESG** – *2-half days online*

Final examination and project work

At the end of the Mastercourse an **online examination** session will be held **in person in Milano** - Euronext Offices.

The exam will be a **multiple-choice questionnaire**, made of **75 questions** to be completed in **90 minutes**.

During the training, delegates will be also assigned a **project work** to be run in groups and presented on the final examination day.

At successful completion of the examination, the delegates will be awarded **the 'Academy Certificate in Investor Relations' by Academy – Euronext Group**.

The schedule

| Assessment | Foundation phase | Module 1 | Module 2 | Module 3 | Module 4 | Examination |
|---------------|-------------------------|---------------------------------------|---------------------------------------|-----------------------|------------------------|--------------------------------|
| 18 March 2025 | 21 March – 7 April 2025 | In person in Milan 8 and 9 April 2025 | Online 29-30 April and 13-14 May 2025 | Online 27-28 May 2025 | Online 10-11 June 2025 | In person in Milan 9 July 2025 |

Who should attend

Target audience

- Post-graduates
- IR professionals
- Sustainability and ESG managers
- Board directors
- Communication and PR Managers of listed and listing companies
- Financial analysts of listed companies

Course Tutors

Academy experts

Logistics

Learning environment

The Mastercourse is a blended training programme.

The **foundation courses** will be delivered **online** by the Academy elearning platform.

The **Welcome ceremony and the first module of the core courses** will be carried out **in person in Milan at Euronext Offices**. (More details will be shared in due course).

The Examination and Certificate Ceremony day will be carried out **in person in Milan at Euronext Offices**. (More details will be shared in due course).

Learning material

The handouts and course material will be provided to the delegates in pdf format via the Academy elearning platform before each training session.

Academy Certificate

Certified Investor Relations Officer – Academy – Euronext Group

At successful completion of the examination, delegates will be awarded the '**Academy Certificate in Investor Relations**' by Academy – Euronext Group.

Starting in 2025, the **Investor Relations certification will be valid for two years**.

To maintain its validity beyond this period, participants must complete a 16-hour annual update on IR practices starting two years after obtaining the certification.

Core Courses Overview

MODULE 1:

Understanding the financial ecosystem – putting investor relations into context

In Person

8 April 2025 | All day Session

**Understanding the financial eco-system:
putting the IR function into context**

9 April 2025 | Half-day Session

**Sources of regulation for IPOs and for
listed companies**

MODULE 2:

Implementing effective Investor Relations: organisation, strategy design and execution

Online

29 April 2025 | Half-day Session

**Knowing your target audience and
managing effective Investor Relations**

30 April 2025 | Half-day Session

**Effective IR strategy and execution: how
to develop an IR plan**

13 May 2025 | Half-day Session

**Communicating your company value
through your Equity Story**

14 May 2025 | Half-day Session

**Post-Listing Reporting: use cases and
group works**

**MODULE 3:
Benchmarking effective IR
practices**

Online

27 May 2025 | Half-day Session

Benchmarking effective IR practices

Online

28 May 2025 | Half-day Session

Building an IR toolkit

**MODULE 4:
IR and ESG**

Online

10 June 2025 | Half-day Session

ESG frameworks and regulation

11 June 2025 | Half-day Session

Non-Financial Reporting and

ESG Disclosures

**Final Examination and closing
certificate ceremony**

Milan – Euronext Offices

9 July 2025



Terms and conditions

The registration form is a legally binding agreement between Euronext Corporate Services Italy S.r.l. and the applicant (or the company the applicant works for) and is defined by the following conditions:

2025 edition

(all the timings are CET)

Registration

The applicant can submit the registration form, duly filled out, to Academy 7 days prior to the course date via:

- **EMAIL** academy@euronext.com
- **WEB** [Academy website](#)

To register after this date, please contact the following phone number:

- **TEL +39 02 72426.086**

Participation will be confirmed in writing by the Academy administration.

Registration fee

The individual registration fee is **€ 4,500** + VAT (if applicable).

Discounts

Early bird: 10% discount for registrations by 15 December 2024.

Multiple registrations - Discounts are available for multiple registrations of the same company. In particular:

- Two participants: 10% discount on the total amount
- Three participants: 15% discount on the total amount
- NEVIR Members: 20% discount on the total amount
- AssoNext Members: 10% discount on the total amount

Former "IR Fundamentals" attendee: € 2,700 + VAT (if applicable).

Payment method

Fees must be paid:

- Upon receipt of the email from Academy confirming the applicant's registration (sent approximately 7 days prior to the course date)

or

- Upon receipt of the invoice from Euronext Corporate Services Italy S.r.l. (Academy is part of Euronext Corporate Services Italy S.r.l. Company)

Payment must be made via **BANK TRANSFER** to:

Euronext Corporate Services Italy S.r.l.

P.zza degli Affari, 6

20123 Milano

Tax Code **11734560961**

VAT No. **IT11734560961**

Intesa San Paolo S.p.A.

P.zza Cordusio, 4

20123 Milano

IBAN - **IT22 N030 6901 6261 0000 0125 565**

BIC - **BCITITMM**

A copy of the bank transfer must be emailed to Academy at academy@euronext.com.

An invoice will follow and will be sent to the email addresses given on the booking form.

Intellectual property rights

The Client acknowledges and agrees that the contents made available during the training (including, but not limited to, videos, pictures and texts) are property of Euronext Corporate Services Italy S.r.l. or are supplied by Euronext Corporate Services Italy S.r.l. in virtue of certain contractual arrangements with third parties and cannot be reproduced, distributed or used for business purposes without the prior written consent of Euronext Corporate Services Italy S.r.l. or the entity having the relevant rights on the same.

Liability

Whilst every effort is made by Euronext Corporate Services Italy S.r.l. to ensure that the contents of the training (including, but not limited to, videos, pictures and texts) are accurate and up to date, Euronext Corporate Services Italy S.r.l. shall not be liable whatsoever for any inaccuracy or misleading information, nor for any

consequential damage or expense or any loss of profit or any liability to third parties incurred as a result of reliance on such information, which is provided for educational purpose only. Euronext Corporate Services Italy S.r.l. total liability under this agreement shall be limited to the maximum amount represented by the Fees paid to the latter by the Client.

Traceability of financial flows

Euronext Corporate Services Italy S.r.l. and the Client assume all obligations regarding the traceability of the financial flows provided by Law 136/2010, as subsequently amended and implemented (the "Traceability Obligations").

In relation to the payments to be made pursuant to the present Contract, the Client, if it is a public contractor pursuant to decree law 163/2006 (Code of public contracts for works, services and supplies), to ensure the enforcement of Law 136/2010 and subsequent amendments, undertakes to communicate to Euronext Corporate Services Italy S.r.l., by the form attached to the Contract, the identification bidding code (CIG) and, in case, the unique code of project (CUP).

In particular, in fulfilling the Traceability Obligations, Euronext Corporate Services Italy S.r.l. will communicate to the Client:

- (i) the bank accounts details to be used, also nonexclusively, for the payments to be made by the Client pursuant to the present Contract;
- (ii) the personal details and the fiscal code of the persons delegated to operate on them, indicating the relevant role and powers, within 7 (seven) days from the creation of the accounts above (or, in case of existing accounts, within 7 (seven) days from their first use in relation to the payments made by the Client).
- (iii) Any possible amendment of the information indicated in points (i) and (ii) above, will have to be communicated by the Client within 7 (seven) days from occurrence.

Let it be understood that, save for possible derogations and partial exemptions to Law 136/2010, failure to use instruments suitable to permit the full traceability of the financial flows (for instance, bank or post transfer) and

the failure to comply with any other Traceability Obligations, are ground to terminate the present Contract.

Euronext Corporate Services Italy S.r.l. undertakes, in particular, to inform the Client and the Prefecture (territorial office of the Government of the province where the Client has its registered office) if it becomes aware of breaches by its contractual counterparties, if any, in relation to the Traceability Obligations.

Cancellation Policy

According to article 1373 C.C., to withdraw from this contract applicants must send a written notice via email to academy@euronext.com:

- The fee will be fully refundable up to 7 working days prior to course date.
- A 50% refund will be provided for cancellations made during the 6 days leading to the course,
- Fees are non refundable for cancellations made 1 day prior to the course date.

Substitution of attendee (from the same company) may be made at any time.

Academy accepts requests to replace the course with another Academy course. The rescheduled training must take place within 12 months.

Changes to the program

Euronext Corporate Services Italy S.r.l. reserves the right to postpone or cancel the course and notify the participant via fax or email at least 1 week before the course date; in this case, the participant is entitled only to a full refund of the course fee. In addition, Euronext Corporate Services Italy S.r.l. is entitled to make changes to the programme and seat of the training and/or substitute the expected panellists with others with equal skills and competence.

Governing law and jurisdiction

The present agreement shall be governed by Italian law. The parties assign to the Court of Milan the exclusive jurisdiction over any dispute arising out the present agreement, this including – but not limited to – any proceedings regarding the validity, the construction, the performance and/ or the termination of the agreement.

Booking form

Please read the terms and conditions on the previous page. Fill out the form and send email to academy@euronext.com.

For further information +39 02 72426086 – academy@euronext.com

Investor Relations Certification Programme – 2025 Edition

REGISTRATION FEE

| | | |
|-------------------------------------|---------------------|---|
| Individual | | <input type="checkbox"/> € 4,500 + VAT (if applicable) |
| 2 participants | 10% discount | <input type="checkbox"/> € 8,100 + VAT (if applicable) |
| 3 participants | 15% discount | <input type="checkbox"/> € 11,475 + VAT (if applicable) |
| Early Bird by 15 December | 10% discount | <input type="checkbox"/> € 4,050 + VAT (if applicable) |
| NEVIR Members | 20% discount | <input type="checkbox"/> € 3,600 + VAT (if applicable) |
| AssoNext Members | 10% discount | <input type="checkbox"/> € 4,050 + VAT (if applicable) |
| IRManager Bundle by 1 December 2024 | 20% discount | <input type="checkbox"/> € 3,600 + VAT (if applicable) |
| Former “IR Fundamentals” attendee | | <input type="checkbox"/> € 2,700 + VAT (if applicable) |

PARTICIPANT INFORMATION

| Name and Surname | | | |
|---|--|---|---------------------------------------|
| Jop title | | Company | |
| Email | | Phone | |
| Job Field | | | Knowledge level of the subject |
| <input type="checkbox"/> General Management | <input type="checkbox"/> ICT | <input type="checkbox"/> ESG and Sustainable Business | <input type="checkbox"/> Basic |
| <input type="checkbox"/> HR, Organisation and Development | <input type="checkbox"/> Legal | <input type="checkbox"/> Finance | <input type="checkbox"/> Intermediate |
| <input type="checkbox"/> Administration and Control | <input type="checkbox"/> R&D | <input type="checkbox"/> Risk Management | <input type="checkbox"/> Advanced |
| Nature of business | | | |
| <input type="checkbox"/> Listed/unlisted company | <input type="checkbox"/> Bank | <input type="checkbox"/> Advisory | <input type="checkbox"/> Energy |
| <input type="checkbox"/> Lawyer | <input type="checkbox"/> Investment Bank | <input type="checkbox"/> Private Equity | <input type="checkbox"/> Funds |
| Company Address | | | |
| Street | N. | Zip code | City |
| | | | Country |

BILLING INFORMATION

The invoice must be addressed to:

Company name/Participant name and surname

VAT number

Department

Billing reference name

Street

N.

Zip code

City

Country

Phone

Email

ELECTRONIC INVOICE (IF APPLICABLE)

According to the Italian Law no. 205 of 27.12.2017 and to Provision no. 89757 of 30.4.2018 of the Italian TAX Authority and subsequent amendment and/or integrations, the Client duly holder of an Italian VAT code/Tax identification code) provides with:

Certified Email Address (PEC):

Or Recipient Code:

In order to receive the electronic invoice through the Italian Exchange System (SDI) according to the above information

Phone

Email

SPLIT PAYMENT (IF APPLICABLE)

According to the art. 17-ter of the Italian D.P.R. no. 633/72 (as subsequently amended and implemented), the Client (duly holder of an Italian VAT code/Tax identification code) declares that:

is subject to the "Split Payment" VAT regime is not subject to the "Split Payment" VAT regime

and undertakes to communicate any change of such regime.

PRIVACY

The data collected are necessary for Euronext Corporate Services ("ECS"), a subsidiary of Euronext N.V., to process your request for registration for the course/event (the "Programme") as well as to send you information about the Programme. Detailed information about the manner in which ECS collect and process your personal data and how you can exercise your rights is set out in the Privacy Statement of ECS, accessible at: [Privacy Policy | Euronext Corporate Services](#).

I accept the General Terms and Conditions of the service and I declare that I have read and understood the Privacy Statement regarding the processing of personal data. *

YES

In addition to the declaration above, I also inform that:

I give my consent (which I can revoke subsequently in any case) to the receipt of newsletters, marketing and promotional communications, sent by any means by ECS and by the companies of the Euronext Group, to which my data will be communicated, relating to their products and services. *

YES

NO

***Mandatory field**

Signature and company seal

Date:

Academy

Comprehensive, quality education is fundamental for the development and growth of the economy. As part of a pan-European market infrastructure at the centre of European capital markets, Academy's main objective and activity is turning capital markets expertise into world-class training courses and programmes and making them relevant to the wider financial community of today and of tomorrow. Key Academy assets are our centrality in capital markets, and our internal and external faculty, made up of practitioners, academics, advisors and financial market specialists. Interactive and innovative learning methods make all Academy programmes an inspiring experience.

Contacts

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