

Investor Relations fundamentals

Virtual classroom by
Academy

19 and 20 – 26 and 27 October 2022



EURONEXT

Contents

Academy	3
Programme overview, take-aways and target	5
Our course experts.....	5
Venue	6
Learning material	6
Pre-requisites and pre-readings	6
Agenda	7
Day one: 19 October 2022	7
Day two: 20 October 2022	8
Day three: 26 October 2022	9
Day four: 27 October 2022	9
Terms and conditions	10
Virtual classroom schedule	10
Registration	10
Registration fee	10
Discounts	10
Payment method	10
Intellectual property rights	10
Liability	11
Traceability of financial flows	11
Cancellation Policy	11
Changes to the program	11
Governing law and jurisdiction	11
Booking form	12

Academy

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.





Programme overview, take-aways and target

Overview

The Effective, fair and trustworthy communications between a company and its shareholders and stakeholders can have a major impact on the corporate reputation and value. This programme is designed to equip IR teams with the necessary tools and techniques to manage IR effectively for their organisation.

Take-Aways

Several key outcomes can be expected from this course. Delegates will be exposed to learning:

- How to set up an IR office
- How to identify internal and external stakeholders and shareholders and how to engage with them
- How to develop an effective IR strategy
- the corporate governance fundamentals

This 4/half day training course will be complemented with some groupworks, led by Academy experts.

Target Audience

This training programme is addressed to:

- New joiners in IR teams
- Junior IR
- Communication and PR Managers of listed and listing companies
- Financial analysts of listed companies

Faculty

Our course experts

Nicolas Meunier - Head of Advisory & IR Solutions
Euronext Corporate Services

Sara Lovisolo - Head of Group ESG
Euronext Group

Claire Fargeot - Academy Trainer

Aurélie Cohen - Head of IR
Euronext Group

Alexandra Fichelson - Head of IR
Technicolor

Thomaz Braga de Arruda - Associate
AC Law Firm

Lorna Davie - President
IR Club Switzerland – Crédit Suisse

Logistics

Venue

The Mastercourse will be held on line on the Zoom platform. Participants will be invited to run a check test on the tool, together with the course tutors, a couple of days before the beginning of the training.

Training materials

Learning material

The **handouts** and **course material** will be provided to the delegates in pdf format and will be released on the e learning platform after each session.

Pre-requisites and pre-readings

Delegates will be asked to attend the following course in preparation to the programme

On-line course : Introduction to financial markets

4 hours on-line course from Academy -Euronext Group

This 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.

Agenda

Day one: 19 October 2022

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

8.45

Welcome and introduction to course objectives

9.00

The purpose and value of the Investor Relations role

- The Evolution of the role of Investor Relations as a results of the development of capital markets
- Value and purpose of Investor Relations within a company
- Identifying key internal and external audiences

Understanding the investment industry and the financial eco-system

Key Features of the investment industry

- Equity Market Investors
- Debt Investors
- Market participants: a closer look at the buy side and sell side

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

10.15 Coffee Break

Intro to the EU/UK regulatory framework

10.30

Market Abuse Regulation

- Focus on the Market Abuse Regulation
- Definition of price sensitive information
- Public disclosure – when and how to communicate to the market

Thomaz Braga de Arruda

Associate

AC Law Firm

11.15

Corporate Sustainability Disclosure Regulation: how to integrate financial and non financial disclosures

Sara Lovisolo

Head of Group ESG

Euronext Group

11.45

The founding principles of Governance

- Corporate governance foundations
- What are Corporate Governance Codes and why they are important
- How they differ in EU/ US countries
- Key pillars of Corporate Governance Codes

12.45

The Rise of MiFID II and its Impact on Equity Research

Claire Fargeot

Academy Trainer

13.15 Close of day 1

Day two: 20 October 2022

Knowing your target audience and managing effective Investor Relations

9.15

The set up of an Investor Relations office

- The required skillset
- The ideal IR office structure for small to large sized organizations

10.00

Identifying internal stakeholders and key internal IR activities

- Managing the reporting flow for Boards
- Interactions with the Corporate Responsibility and other internal departments

Lorna Davie

President

IR Club Switzerland – Crédit Suisse

11.00 Coffee break

11.15

Shareholders and external stakeholders targeting: IR funds and their investment styles

- Major buy-side players
 - Institutional fund managers
 - Responsible and impact investing
 - Sovereign funds
 - Alternative funds (Hedge Funds)
- The structure of a buy-side firm
- Private and retail investors
- The increasing role of passive investors
- Understanding and managing and the buy-side expectations

- Understanding and managing the sell side expectations: the relevance of perception studies

12.15 Coffee break

12.30

Group works and discussion zone: analysis of your main target audiences

Nicolas Meunier

Head of Advisory & IR Solutions

Euronext Corporate Services

13.15 Close of day 2

Day three: 26 October 2022

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

9.15 Developing an effective IR strategy

- The role of IR and IR strategy: a combination of finance, communication and marketing
- Investor Relations plan construction
- Dos and don'ts in the IR plan implementation
- Qualification of investor contact
- Insourcing or outsourcing your Investor Perception study: which is the best choice for your company?

10.00 Coffee break

10.15 Preparation and impact analysis of financial and strategic releases

- Shareholder Identification
- Designing an IR strategy in occasion of:
 - AGMs
 - Preliminary results
 - Institutional Investors Meetings
 - Meetings with the sell side
 - Capital Markets Days

12.30 Group works and discussion zone

Nicolas Meunier
Head of Advisory & IR Solutions
Euronext Corporate Services

13.30 Close of day 3

Day four: 27 October 2022

Post-Listing Financial Reporting

9.30 Rules for effective investor communications in times of crisis (i.e. COVID-19)

10.00 Communicating with financial media

Aurélie Cohen
Head of IR
Euronext Group

10.30 The role of IROs in Financial reporting

- Drafting and releasing
 - The CS Report
 - Board Reports
- Tools, timings, Key actors and stakeholders involved

11.30 Coffee break

11.45 Group works and discussion zone: drafting the structure of an Annual report and of board report

Alexandra Fichelson
Head Of Investor Relations
Technicolor

12.45 Close of day 4

Terms and conditions

The registration form is a legally binding agreement between Bit Market Services and the applicant (or the company the applicant works for) and is defined by the following conditions:

Virtual classroom schedule

19 and 20 – 26 and 27 October 2022

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 to the course is € 1,250 + 22% VAT (if applicable).

The fee includes the course materials in pdf format.

Discounts

Early bird: 10% discount for registrations by 19 September

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

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 Bit Market Services S.p.A. (Academy is part of the Bit Market Services Company)

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

BIT MARKET SERVICES S.p.A.

P.zza degli Affari, 6

20123 Milano

Tax code 06695270964

VAT number 10977060960

Deutsche Bank S.p.A.

Filiale via San Prospero, 2

20121 Milano

codice IBAN:

IT 22 B 03104 01600 000000 770114

SWIFT address DEUTITMMIL

Copy of the effected bank transfer must be emailed to Academy academy@euronext.com.

Invoice marked as paid will be mailed to the addresses indicated on the wire transfer.

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 Bit Market Services or are supplied by Bit Market Services 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 Bit Market Services or the entity having the relevant rights on the same.

Liability

Whilst every effort is made by BIt Market Services to ensure that the contents of the training (including, but not limited to, videos, pictures and texts) are accurate and up to date, BIt Market Services 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. BIt Market Services 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

BIt Market Services 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 BIt Market Services, 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, BIt Market Services 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.

BIt Market Services 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

BIt Market Services 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, BIt Market Services 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 preceding page.

Fill out the form and send email to academy@euronext.com.

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

Investor Relations fundamentals

Virtual Classroom – 19 and 20 – 26 and 27 October 2022

COURSE FEE

Individual		<input type="checkbox"/> € 1,250 + VAT (if applicable)
2 participants	10% discount	<input type="checkbox"/> € 2,250 + VAT (if applicable)
3 participants	15% discount	<input type="checkbox"/> € 3,187 + VAT (if applicable)
Early Bird by 19 September	10% discount	<input type="checkbox"/> € 1,125 + VAT (if applicable)
NEVIR Members	20% discount	<input type="checkbox"/> € 1,000 + VAT (if applicable)

PARTICIPANT INFORMATION

Name and Surname

Job title

Company

Email

Phone

Job Field			Knowledge level of the subject
<input type="checkbox"/> General Management	<input type="checkbox"/> ICT	<input type="checkbox"/> Tax	<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

By signing this booking form I declare that I have read the informative document regarding the processing of personal data on the Bit Market Services S.p.A.'s website (<http://www.borsaitaliana.it/varie/privacy-bims/privacy-bims.en.htm>) and I accept the General Terms and Conditions of the service.

In addition to the declaration above, by ticking the relevant box I also inform that (*please tick the chosen box*):

I DO

I DO NOT

authorize Bit Market Services S.p.A. to gather and to process my personal data for the purpose of "direct marketing", by sending advertising material, direct sales and promotion of products and services of Bit Market Services S.p.A., carrying out market research, marketing communications, also using data subject's name for publicity carried out through automated means of contact such as e-mail, fax messages, mms or sms.

I DO

I DO NOT

authorize the communication/the transfer of the personal data for the purposes of direct marketing by third parties - even outside the European Community - included the other companies of the Euronext Group, as well as third parties referred to in point c) of the informative document regarding the processing of personal data (<http://www.borsaitaliana.it/varie/privacy-bims/privacy-bims.en.htm>).

Signature and company seal

Date:

Academy

Comprehensive, quality education is fundamental for the development and growth of the economy. As part of a leading 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

academy@euronext.com
+39 02 72426 086



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