27 OCTOBER, 17 NOVEMBER AND 1 DECEMBER 2026 +
1 HOUR ON DEMAND COACHING SESSION

AI for Investor Relations: from Insight to Implementation. Design It. Pitch It. Do It.

Pressure cooker masterclass to kick-start your AI strategy in Investor Relations. Leave with a plan that's ready to launch

A virtual classroom organised by

Academy

EURONEXT
CORPORATE SOLUTIONS

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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

Euronext Corporate Solutions Italy, where Academy sits, meets the management system Standards **ISO 9001:2015**, **IAF 37** certified by DNV.

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

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Programme overview

Course overview

From automating reporting to uncovering insights in shareholder data, artificial Intelligence is transforming the way investor relations teams work. But where do you start, how do you implement safely, and how do you convince leadership?

This hands-on fully online course is designed for IR professionals who want to move beyond theory.

Across four focused stages, you will learn to identify real AI opportunities, tackle security and compliance issues, and build a concrete, organization-ready project plan to 'sell' internally.

Session	Format	Duration	Focus
1	Online Prep Session Full group	Half-day (Morning)	Outline of course. Orientation, readiness, and opportunity scanning & selection
	Email		Return template
2	Two online Workshops Full group + breakout workgroups	2 half-days	Hands-on group work, application design, and feedback
3	Individual Coaching Session Individual (1:1 coaching)	1 hour (online)	Personalized feedback and refinement of project plan

Who should attend

Investor Relations Managers, Corporate Communications Professionals, Financial Reporting Managers, and anyone tasked with innovation or digital transformation in the IR function.

Key Takeaways (Practical + Tangible):

- Complete AI project plan, ready to present internally
- AI readiness and risk assessment
- Actionable checklist for secure, ethical implementation
- Internal buy-in strategy and presentation framework
- Personalized expert feedback on your plan

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Learning outcome

By the end of the program, participants will:

- Identify high-impact AI opportunities in their IR workflows (you will be asked to select 1 to work out)
- Assess internal readiness and data maturity using provided templates
- Design a practical AI implementation roadmap with risk and security considerations
- Prepare a compelling internal business case for AI adoption
- Leave with a ready-to-present AI project plan tailored to their organization

Our faculty

Bart Verhulst
Digital Entrepreneuer – Investor Relations & Artificial Intelligence

Learning methodology

Learning tools

The Masterclass will be run entirely online via Teams.

Learning material

The course material will be provided to the delegates in pdf format via your virtual classroom that sits in the Academy e-learning platform.

Certificate of attendance

The certificate of attendance in PDF and as a LinkedIn certificate will be available to download at the end of the course on your virtual classroom.

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Course Agenda

Session one – online on 27 October 2026
from 9:30 to 11:30 CET

Session 1 - AI Foundations for Investor Relations	
Format	Group online prep (2 hours)
Goal	Establish baseline understanding and start mapping opportunities
Duration	120 minutes
Topics	• What AI can (and cannot) do in IR • Real-world use-cases: examples & inspiration • Where to start: Use case discovery and value mapping • Basic AI security and compliance for financial data • Internal buy-in: framing AI for leadership approval • Homework: 1. AI Readiness Self-Assessment (template) 2. AI Opportunity/Value Map (worksheet)
Outputs	• AI Readiness Self-Assessment (template provided) • (Preliminary) AI Opportunity Map (worksheet)

Email hand-in

- AI Readiness Self-Assessment (template provided)
- (Preliminary) AI Opportunity Map (worksheet)

Short written feedback round as basis for session 2.

Academy Expert

Bart Verhulst
Digital Entrepreneuer – Investor Relations & Artificial Intelligence

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Session two and *three* – Online on 17 November and 1 December 2026 from 9:30 to 13:00 CET each

Sessions 2 and 3 - "From Idea to Implementation"	
Format	Online workshop; collaborative workshop with expert facilitation, peer learning, and group coaching
Goal	Establish baseline understanding and start mapping opportunities
Duration	Two-half days: 09.30 – 13.00
Topics	<u>Strategy & Design</u> • Group discussion: Where AI can make the biggest difference in IR • Case examples: "What good looks like"; what would you consider best-in-class AI use in IR (setting your own parameters for success) • Framework: Choosing the right use case (Impact vs. Effort grid) • Review: (selected) AI Opportunity Maps (with prior approval) • Template work: AI Project Plan Canvas <u>Application & Pitch</u> • Breakout groups: Design your AI pilot or initiative • Risk & Security: Managing data, transparency, and governance • Selling it internally: Creating your "AI for IR" pitch deck • Group presentations: 4 projects per participant (idea portfolio approach) • Peer review & expert feedback
Outputs	• 4 developed AI project concepts for reference • AI project plan template ready for coaching refinement • Checklist: Implementation Readiness & Risk Mitigation • Template: AI Business Case for Internal Approval

Academy Expert

Bart Verhulst
Digital Entrepreneuer – Investor Relations & Artificial Intelligence

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Session four – online personal coaching session pre-booked
1 hour

Session 4 - "Polish and Pitch"	
Format	Personal coaching session (1 hour online)
Goal	Receive expert feedback on the participant's project plan before submission internally.
Duration	1 hour per participant. Pre-booked.
Topics	• Review of AI project plan and business case • Discussion of organizational barriers, data challenges, or resource gaps • Final refinement of project proposal and communication strategy
Output	• Final AI Implementation Plan ready for presentation

Academy Expert

Bart Verhulst
Digital Entrepreneuer – Investor Relations & Artificial Intelligence

Materials

Templates & Checklists:
- AI Readiness Assessment
- AI Project Plan Canvas
- Risk & Compliance Checklist
- Internal Buy-in Pitch Deck Template

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Terms and conditions

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

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 **€ 2,100** + VAT (if applicable).

NEVIR member: 20% discount on the individual registration.

Discounts

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

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 Solutions Italy S.r.l. (Academy is part of the Euronext Corporate Solutions Italy S.r.l. Company)

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

Euronext Corporate Solutions 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 Euronext Corporate Solutions Italy S.r.l. or are supplied by Euronext Corporate Solutions 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 Solutions Italy S.r.l. or the entity having the relevant rights on the same.

Liability

Whilst every effort is made by Euronext Corporate Solutions 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 Solutions 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 Solutions 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 Solutions 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, Solutions and supplies), to ensure the enforcement of Law 136/2010 and subsequent amendments, undertakes to communicate to Euronext Corporate Solutions 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 Solutions 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 Solutions Italy S.r.l. Solutions 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 Solutions 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 Solutions 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.

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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

AI for Investor Relations: from Insight to Implementation. Design It. Pitch It. Do It.

REGISTRATION FEE			
Individual		☐ €	2,100 + 22% VAT (if applicable)
2 participants	**10% discount**	☐ €	3,780 + 22% VAT (if applicable)
3 participants	**15% discount**	☐ €	5,350 + 22% VAT (if applicable)
NEVIR members	**20% discount**	☐ €	1,680 + 22% VAT (if applicable)

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

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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 Solutions ("**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 Solutions.

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:**

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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.

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