

Investor Relations Certification Programme

A certification programme by



23 April – 10 July 2024



Core course detailed agenda

MODULE 1:

Understanding the financial ecosystem: putting investor relations into context

Day 1

23 April 2024

Milan – Euronext Offices

9.30am - **Welcome and course introduction**

Understanding the financial ecosystem: putting the IR function into context

9.45am - **The purpose and value of the Investor Relations role**

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

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

11.00am - **Coffee Break**

Understanding the investment industry and the financial ecosystem

11.15am - **Key Features of the investment industry**

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

12.45 pm - **Lunch**

2.00pm - **Discussion zone and group-works**

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

3.00pm - **Coffee break**

3.15pm - **The Rise of MiFID II and its Impact on Equity Research**

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

4.15pm - **Wrap up and close of day 1**

Day 2

24 April 2024

Milan – Euronext Offices

Sources of regulation for IPOs

9.30am - **The EU prospectus regime**

- Guidelines on disclosure requirements under the Prospectus Regulation
- Overview of how local authorities comply with the directive

10.15am - **Overview of the SRDII and its application in the EU member states**

Thomaz Braga de Arruda

Lawyer, Associate

Annunziata&Conso Law Firm

11.15am - **Coffee break**

Sources of regulation for listed companies

11.30am - **Market Abuse Regulation**

- Focus on the Market Abuse Regulation (MAR)
- The prohibitions against market manipulation and insider trading
- Definition of inside information

Pernille Woxen Burum

Specialist Partner

BAHR

13.00 – Wrap up and close of Day 2

MODULE 2:

Implementing effective Investor Relations: organisation, strategy design and execution

Day 1

14 May 2024

Online

Knowing your target audience and managing effective Investor Relations

9.30am - **The set up of an Investor Relations office**

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

10.00am - **Identifying internal stakeholders and key internal IR activities**

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

Micaela Capelli

Executive Director and IR

Growens

11.00am - **Coffee Break**

11.15am - **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

12.15pm - **Coffee Break**

12.30pm - **Group works and discussion zone: analysis of your main target audiences**

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

1.00pm - **Close of Day 1**

Day 2
15 May 2024
Online

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

9.30am

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?

Group works and discussion zone

11.30am - **Coffee Break**

11.45am - **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

Nicolas Meunier

Head of Advisory & IR Solutions
Euronext Corporate Services

1.00pm - **Wrap up and close Day 2**

Day 3
28 May 2024
Online

Communicating your company value through your Equity Story

Writing and presenting your company's equity story

Day three will support delegates' understanding of the investors point of view, showing why a clear equity story is key for a successful fund raising process.

9.30am - Communicating value to the market

- Getting efficiently to the market
- Areas of intervention

11.30am - **Coffee Break**

11.45am - Equity Story: Investor Targeting and messaging

- Engaging with the financial community
- Key steps
- Tools for investor engagement

12.30pm - Discussion zone

Micaela Capelli

Executive Director and IR
Growens

1.00pm - **Wrap up and close Day 3**

Day 4
29 May 2024
Online

9.30am - Group works and discussion zone

Micaela Capelli

Executive Director and IR
Growens

10.30am - **Coffee Break**

10.45am

Post-Listing Reporting: use cases and group works

- IR plan design
- Monitoring and reporting
- Strategic evaluations

11.30am - Group works and discussion zone: drafting the structure Board report

Micaela Capelli

Executive Director and IR
Growens

1.00pm - **Wrap up and close of Day 4**

MODULE 3: Benchmarking effective IR practices

Besides analysing the recent regulatory trends affecting Investor Relations operations, this virtual classroom programme will provide delegates with a practical view of what the investment community expects from IROs and how IROs, as the face of the company can influence this.

Day 1
4 June 2024
Online

Benchmarking best IR practices

9.30am - Real time markets disclosures and implications for the IR function

- What moves your share price?
- Managing the Price sensitive information
- Implications for the Investor Relations activity

Nicolas Meunier

Roberto Bonalumi

Product Manager – Equities Cash Equities & Derivatives

Euronext

11.00am **Coffee Break**

11.15 am - Round Table: meeting the sell side and buy side

A round table with different types of investors will help delegates focus on their specific demand and needs in terms of disclosures and IR practices

Moderator and Panelists for the Round Table:

Moderator: Aurélie Cohen

Chief Communication and Investor Relations Officer

Euronext Group

Panelists:

Chrysoula Zervoudakis

NED and Board Advisor

Saad Sheikh

Partner

Enko Capital

12:00

Rules for effective investor communications in times of crisis

Communicating with financial media

Aurélie Cohen

Chief Communication and Investor Relations Officer

Euronext Group

1pm - **Wrap up and close**

Day 2

5 June 2024

Online

Building an IR toolkit

9.30am

Building an IR toolkit: review of best practices and examples

- Preparation and impact analysis of financial and strategic releases

Bart Verhulst

CommTech Entrepreneur

11.15am - **Coffee Break**

11.30 - Digital Investor Communications

- The digital IR landscape
- The digital IR narrative
- The IR website
- Managing the disclosure workflow
- Tactics for implementing digital comms in times of crisis

12.30 - Group works and discussion zone

Bart Verhulst

CommTech Entrepreneur

1.00pm - **Close of Day 2**

MODULE 4: IR and ESG

Day 1

Online

18 June 2024

9.30am - **Outside-in: How investors integrate sustainability into their investment decisions**

- ESG investment diversity & the ESG eco-system
- Regulation & key market players: who is driving ESG investments
- A focus on responsible and impact investing: a closer look at the buy-side
- Relating sustainability to long-term value creation and value drivers

10.45am - **Coffee Break**

11.00am - **Inside-out: Communicating with sustainability minded investors**

- Knowing your shareholders & stakeholders
- Data & communication: targets, KPIs, pathways, and double materiality
- Best practices in integrating sustainability in IR

12.15pm - **Discussion zone**

Willem Schramade

Professor of Finance

Nyenrode Business University

Head of Sustainability Client Advisory

Schroders

12.30pm - **Close of day 1**

Day 2
Online
19 June 2024

Non-Financial Reporting and ESG Disclosures

9.30 am **From NFRD to CSRD: the evolution of the regulatory framework**

10.30am - **Non-financial reporting**

- What is non-financial reporting
- Risk and materiality analysis
- Data collection
- CR report drafting: international frameworks

Roberta Cucchi

Senior manager | Climate change and sustainability services

KPMG

11.30 am - **Coffee Break**

11.45am - **Drafting a CR Report: the IR perspective and role**

- Engaging with responsible investors
- Liasing with internal stakeholders in the process

Use Case

12.15pm - **Group works and discussion zone**

Micaela Capelli

Executive Director and IR

Growens

1.00pm - **Course summary, wrap up and close**

Final EXAMINATION and closing certificate ceremony

Milan – Euronext Offices
10 July 2024

9.30am - **Online Exam Session**

11.00am - **Coffee Break**

11.15am - **Project works discussion**

1.00pm - **Lunch**

2pm - **Project works discussion, Part 2**

Afternoon

Closing Certificate Ceremony



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

academy@euronext.com
+39 02 72426 086



Follow us on LinkedIn



This publication is for information purposes only and is not a recommendation to engage in investment activities. This publication is provided "as is" without representation or warranty of any kind. Whilst all reasonable care has been taken to ensure the accuracy of the content, Euronext does not guarantee its accuracy or completeness. Euronext will not be held liable for any loss or damages of any nature ensuing from using, trusting or acting on information provided. No information set out or referred to in this publication shall form the basis of any contract. The creation of rights and obligations in respect of financial products that are traded on the exchanges operated by Euronext's subsidiaries shall depend solely on the applicable rules of the market operator. All proprietary rights and interest in or connected with this publication shall vest in Euronext. No part of it may be redistributed or reproduced in any form without the prior written permission of Euronext.

Euronext refers to Euronext N.V. and its affiliates. Information regarding trademarks and intellectual property rights of Euronext is located at euronext.com/terms-use.

© 2024, Euronext N.V. - All rights reserved.



corporateservices.euronext.com/academy