

Investor Relations Fundamentals

A virtual classroom organised by



8, 9, 15, 16 and 22 October 2024



**EURONEXT
CORPORATE SERVICES**

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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.





Upcoming courses

Investor Relations Certification Programme

April – July 2025, blended masterclass

Check our courses calendar [here](#).

Programme overview

Background

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.

Objectives

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.

Who should attend

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

Our faculty

Academy Experts

Methodology

Learning tools

The workshop will take place on the Zoom platform.

Learning material

The course material will be provided to the delegates in pdf format the day after the course has taken place.

Certificate of attendance

The certificate of attendance will be sent in digital format after the end of the course.

Course Agenda

Day one:
8 October 2024

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

9.20

Welcome and introduction to course objectives

9.30

**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

10.15 Coffee break

**Understanding the investment industry
and the financial eco-system**

10.20

Key Features of the investment industry

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

Discussion and Group works

Nicolas Meunier - Chief Revenue Officer
Euronext Corporate Services

12.30 Close of Day 1

Day two:
9 October 2024

**Intro to the EU/UK regulatory framework
9.20**

Welcome and introduction

9.30

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

Nicolas Meunier - Chief Revenue Officer
Euronext Corporate Services

10.00

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

11.00 Coffee break

11.15

**Corporate Sustainability Reporting
Directive: how to integrate financial and
non financial disclosures**

Paolo Perego - Professor of Accounting
Faculty of Economics and Management
Free University of Bozen-Bolzano

12.30 Close of day 2

Day three: 15 October 2024

Knowing your target audience and managing effective Investor Relations

9.20

Welcome and introduction

9.30

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 C-suite, Corporate Responsibility Officers and other internal departments

Micaela Capelli

Executive Director and IR

Growens

10.45 Coffee break

11.00

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

11.45

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

Nicolas Meunier - Chief Revenue Officer
Euronext Corporate Services

12.30 Close of day 3

Day four: 16 October 2024

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

9.30 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

12.00 Group works and discussion zone

Nicolas Meunier - Chief Revenue Officer
Euronext Corporate Services

12.30 Close of day 4

Day five: 22 October 2024

Post-Listing Financial Reporting

9.30 Rules for effective investor communications in times of crisis

10.00 Communicating with financial media

Aurélie Cohen - Chief Communication and Investor Relations Officer
Euronext Group

10.30 Coffee break

10.45 The role of IR in financial and non-financial reporting

- The different reports IR might get involved into – external and internal
- Compliance vs voluntary guidelines
- The stakeholders involved and/or to be consulted

Discussion zone

Anna Dumanska - Investor Relations Director, ESG
Prosus

12.15/30 Close of the course

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:

Virtual classroom schedule

8, 9, 15, 16 and 22 October 2024

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 € 1,500 + VAT (if applicable).

Discounts

Early bird - 10% discount on the total amount by 31 July 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

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 the 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**

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 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.

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 Euronext Corporate Services's website ([Privacy Policy | Euronext Corporate Services](#)) 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 Euronext Corporate Services to collect 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 Euronext Corporate Services, 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 ([Privacy Policy | Euronext Corporate Services](#)).

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.

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