

Benchmarking effective IR practices

Virtual classroom by
Academy

26 and 27 January 2022



EURONEXT

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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

Overview

This course is designed to provide IR Professionals and Board Directors with an in-depth update on current IR best practices. The programme covers the latest developments in the use of technology and social media to build closer relationships with investors, changes in critical aspects of the day to day role of IR.

The programme offers a wealth of real life case studies with speakers that are well-known industry experts.

Central to this are **the fund manager led group discussions** which provide an excellent opportunity to compare and contrast different engagement approaches and identify those that will work best for different industries and corporates.

Target Audience

This training programme is addressed to:

- IR professionals
- Communication and PR Managers of listed and listing companies
- Financial analysts of listed companies

Benefits of attending

In addition to the in-depth updates on Regulation and Disclosure practice, Industry best practices and trends, there are several key outcomes that can be expected from this course:

- Learn how to develop a focused IR strategy
- Benchmark your own IR practices against industry standards
- Understand the industry changes and learn what the likely changes will mean for you
- Learn how to get the best out of your “IR toolkit”
- Appreciate how IR can support the board and its governance story
- Understand what drives investors’ investment rationales and how to use this to enhance your company’s equity story and value
- Learn what investors, including Responsible Investors, expect from you and how best to engage with them.



Take Aways

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.

Faculty

Our course experts

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

Aurélia Baudey - Head of IR
Nexans

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.

Agenda

26 January 2022
Building an effective IR toolkit
9.00 – 13.15 CET

9.15
Building an IR toolkit: review of best practices and examples

- Preparation and impact analysis of financial and strategic releases

11.15 Coffee break

11.30
On-line IR and Social media for IR: how to maximise your target reach

- Dealing with the new-normal after COVID-19
- Reaching IR investors
- Organising your IR website information
- Organizing virtual meetings to address different types of shareholders
- Website best practice resources
- Analysing IR best practice on social media

12.30
Group works and discussion zone:

Nicolas Meunier
Head of Advisory & IR Solutions
Euronext Corporate Services

13.15 Close of Day 1

27 January 2022
Benchmarking IR practices
9.00 – 13.15 CET

9.15
Real time markets disclosures and implications for the IR function

- How prices are formed
- The typical trading day on Euronext markets
- Various execution strategies
- Market liquidity and fragmentation

Nicolas Meunier
Head of Advisory & IR Solutions
Euronext Corporate Services

10.15
Benchmarking Strategic reporting and non financial reporting practices

- Reporting your company strategic objectives, including KPIs and main risks
- Communicating Culture and Diversity
- What high-quality remuneration and other policies disclosures look like

11.30 Coffee break

12.15
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

Aurélia Baudey
Head of IR
Nexans

12.45 Wrap up and close

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

26 and 27 January 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 **€ 800 + 22% VAT**.

The fee includes the course materials in pdf format.

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
- NEVIR Members: 25% 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

Benchmarking affective IR practices

Virtual Classroom – 26 and 27 January 2022

COURSE FEE

Individual		<input type="checkbox"/> € 800 + 22% VAT (if applicable)
2 participants	10% discount	<input type="checkbox"/> € 1,440 + 22% VAT (if applicable)
3 participants	15% discount	<input type="checkbox"/> € 2,040 + 22% VAT (if applicable)
NEVIR Members	25% discount	<input type="checkbox"/> € 600 + 22% VAT (if applicable)

PARTICIPANT INFORMATION

Name and Surname

Jop title

Company

Email

Phone

Job Field

General Management

ICT

Tax

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

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 exchange system 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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