

Investor Relations Certification Programme

A certification programme by
ACADEMY

April – July 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.





Investor Relations certification programme

The first IR certificate from a training centre of a leading pan-European market infrastructure

In 2022, for the first time, Academy – Euronext Group launches its Investor Relations Certification programme. The Certificate released at the end of the training and at successful completion of the examination, aims at providing a qualification, recognised across EU markets as well as internationally.

For those IR experts who are already working in the industry it may constitute a means to further develop competencies and take their career to the next level.

The final qualification will equip successful candidates with the necessary knowledge, tools and competence to manage effective, fair and trustworthy communications between the company they work for and their shareholders and stakeholders.

This modular “Investor Relations Certification Programme” is designed to provide IR Professionals and Board Directors with an in-depth update on current IR best practices, including ESG disclosures. The Mastercourse covers the breadth of regulation compliance and disclosure practices, 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.

Structure

A 4-module programme

The Mastercourse is a **four-phased** programme:

1 - Assessment – an online check-point to verify the participants’ level of knowledge on some fundamental topics

2 - Foundation courses – three online courses to get ready for the core curriculum. These courses will be mandatory for participants with identified knowledge gaps during the assessment phase

3 – Core Courses – 4 modules on the most relevant topics for an IR expert

4 – Final examination – an online examination and in person delivery of a project work in Amsterdam – Euronext offices.

Assessment

The assessment is an **online multiple-choice questionnaire**, made of **50 questions** to be completed in up to **75 minutes**. The participants will be informed about the assessment outcome in three days time. If no gaps are identified, participants can skip the foundation courses phase and can be directly enrolled to the core courses.

Foundation courses

On the basis of the assessment outcome, delegates will be asked to attend **three online courses** in preparation to the main programme:

1 - Introduction to financial markets and Instruments

This **4-hour 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.

2 - Financial Statement Analysis

This course is designed to explain how financial measures of corporate performance are calculated. The course covers the basics of financial statement analysis and enables participants to confidently use financial ratios and financial terminology. This is an **introductory level** course designed **for users of financial reports and accounts** who have no prior or limited knowledge of corporate financial information. Participants will also learn how to use a company financial statement to **distil the relevant information** and how much cash is generated by the business.

3 - Company Valuation

This elearning series offers a **coherent view of business valuation** after introducing the fundamental concept of **Discounting Cash Flow (DCF)**. The course will highlight how fundamental tools like the **Net-Present Value (NPV)** and the **Internal Rate of Return (IRR)** are utilised. Last but not least, by using real examples, the course will

introduce the basic ingredients in the company's cost of equity, debt and how to combine both into cost of capital.

Core courses

The core curriculum is based on four Modules:

1- Understanding the financial eco-system: putting Investor Relations into context – 1 day in person in Amsterdam and 3-half days online

2- Implementing effective Investor Relations: organisation, strategy design and execution – 5-half days online

3- Benchmarking IR – half day online

4- IR and ESG – 3-half days online

Final examination and project work

At the end of the Mastercourse an **online examination** session will be held **in person in Amsterdam** – Euronext Offices.

The exam will be a **multiple-choice questionnaire**, made of **75 questions** to be completed in **90 minutes**.

During the training, delegates will be also assigned a **project work** to be run in groups and presented on the final examination day.

At successful completion of the examination, the delegates will be awarded **the 'Academy Certificate in Investor Relations' by Academy – Euronext Group**.

The schedule

Assessment	Foundation phase	Module 1	Module 2	Module 3	Module 4	Examination
1 April 2022	5 to 26 April 2022	In person in Amsterdam 29 April 2022 Online 3-5 May 2022	Online 18-19 May 24-26 May 2022	Online 7 June 2022	Online 15-16 June 2022	In person in Amsterdam 7 July 2022
				Group Works		

Who should attend

Target audience

- Post-graduates
- IR professionals
- Sustainability and ESG managers
- Board directors
- Communication and PR Managers of listed and listing companies
- Financial analysts of listed companies

Benefits of attending

Key take aways

In addition to the in-depth updates on Regulation and Disclosure practice, Industry best practices and trends, such as sustainability, 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.

Course Tutors

Our course experts

The IR Mastercourse will be lead by our **internal Euronext experts** as well as **industry professionals** and **leading academics**.

Logistics

Learning environment

The Mastercourse is a blended training programme. The **foundation courses** will be delivered **online** by the Academy elearning platform.

The **Welcome ceremony and the first module of the core courses** will be carried out **in person** in **Amsterdam Euronext Offices**. (More details will be shared in due course).



The Examination and Certificate Ceremony day will be carried out **in person** in **Amsterdam - Euronext Offices**. (More details will be shared in due course).

Learning material

The handouts and course material will be provided to the delegates in pdf format via the Academy elearning platform before each training session.

Certified Investor Relations Officer – Academy – Euronext Group

At successful completion of the examination, delegates will be awarded the **'Academy Certificate in Investor Relations'** by Academy – Euronext Group.

Core Courses overview

MODULE 1:

Understanding the financial ecosystem – putting investor relations into context

In Person

Amsterdam, 29 April 2022 – Morning Session

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

Afternoon Session

Overview of the current regulatory landscape

Online

3 May 2022 – Morning Session

Overview of Corporate Governance frameworks

4 May 2022 – Morning Session

Sources of regulation for IPOs and for listed companies

5 May 2022 – Morning Session

Sources of regulation for listed companies and company transactions

MODULE 2:

Implementing effective Investor Relations: organisation, strategy design and execution

Online

18 May 2022 – Morning Session

Knowing your target audience and managing effective Investor Relations

19 May 2022 – Morning Session

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

24 May 2022 – Morning Session

Communicating your company value through your Equity Story

25 May 2022 – Morning Session

Post-Listing Financial Reporting

26 May 2022 – Morning Session

Building an IR toolkit

MODULE 3:
Benchmarking effective IR practices

Online

7 June 2022 – Morning Session

Benchmarking effective IR practices

Final Examination and closing certificate ceremony

1 day Exam Session in person

Amsterdam – Euronext Offices, 7 July 2022

MODULE 4:
IR and ESG

Online

15 June 2022 – Morning Session

ESG frameworks and regulation

16 June 2022 – Morning Session

Non-Financial Reporting and

ESG Disclosures



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:

2022 edition schedule

Assessment online: 1 April

Foundation phase online: from 5 to 26 April

Understanding the financial ecosystem:

In person in Amsterdam Euronext Offices – 29 April 2022

Online – 3, 4 and 5 May 2022

Implementing effective Investor Relations:

Online – 18, 19, 24, 25 and 26 May 2022

Benchmarking effective IR practices:

Online – 7 June 2022

IR and ESG:

Online – 15 and 16 June 2022

Examination:

In person in Amsterdam Euronext Offices – 7 July 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 is **€ 4,900+ 22% VAT**.

Discounts

Early bird: 10% discount for registrations by 31 January 2022.

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 in 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 Certification Programme

Amsterdam – Euronext Offices and online: April – July 2022

FEES

Individual		<input type="checkbox"/> € 4,900 + 22% VAT (if applicable)
2 participants	10% discount	<input type="checkbox"/> € 8,820 + 22% VAT (if applicable)
3 participants	15% discount	<input type="checkbox"/> € 12,495 + 22% VAT (if applicable)
Early bird by 31 January 2022	10% discount	<input type="checkbox"/> € 4,410 + 22% VAT (if applicable)
NEVIR Member	25% discount	<input type="checkbox"/> € 3,675 + 22% VAT (if applicable)

PARTICIPANT INFORMATION

Name and Surname

Jop title

Company

Email

Phone

Job Field

General Management

ICT

Tax

Knowledge level of the subject

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 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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