

## **FINEO Opens First School of Investor Relations**

***FINEO Investor Relations Advisors' exclusive online and onsite programs are designed to help corporations increase their chances of attracting the attention of investors, analysts, and the media.***

March 17, 2010 – Paris, France – FINEO Investor Relations Advisors, a recognized specialist in international financial communications, announces the opening of The School of Investor Relations. The training portal is accessible at <http://www.the-school-of-ir.com>.

“Since 1999, we have been advising private and public, small and large organizations around the world and effectively helped them compete for capital. One of FINEO’s key differentiators is that we have always put training and international best practices at the heart of our IR strategy consulting practice” said Anne Guimard, President of FINEO Investor Relations Advisors and the author of “Investor Relations, principles and international best practices in financial communications” (Palgrave MacMillan). “With the School of Investor Relations, we are offering a uniquely innovative combination of very didactic online courses and highly customizable on-site seminars. Our high-added value, cost effective and expert-led Investor Relations proprietary training programs are critical for any corporation that is eager to understand, convey and ultimately market value” she added.

### **First courses to cover Initial Public Offerings and earnings announcements**

With FINEO’s online on-demand recorded courses, participants will be able to improve their skills at their own pace via the Internet by listening to a pre-recorded audio presentation on the subject of their choice, any time. The course takes between one hour and one hour and a half to complete.

An instructor will be available for follow-up questions and online counseling.

The School of Investor Relations will make its first online recorded courses available at the end of March 2010:

- ***Investor Relations and the Initial Public Offering.*** In three sessions integrated into one course, all aspects of Investor Relations throughout the entire process of an Initial Public Offering (IPO) will be covered, from the pre-market into the after market phase.
- ***How to write earnings releases and presentations.*** This course will be part of the “How-To” Series that FINEO will be developing for the School of Investor Relations, with a new course introduced every month. Upcoming courses will cover financial calendars, roadshows, analyst and investor days, shareholder identification and targeting, migration to IFRS, etc.

### **Company-specific programs, training for directors and senior executives**

FINEO’s programs can be designed to meet company-specific requirements. In particular, FINEO’s classes are aimed at familiarizing corporate executives and operational managers with corporate governance, price-sensitive information, insider dealing and public disclosure issues.

FINEO’s instructors are all former financial analysts or investor relations officers at large multinationals. Their extensive expertise in the techniques of financial communications is supported by an in-depth understanding of how capital markets work. They go far beyond simple media training and will help management effectively rehearse presentations and Q&A session before an analyst meeting or a roadshow, prior to an initial public offering, a capital increase, or a strategic announcement. Other programs are dedicated to increase the effectiveness of boards of directors by improving their understanding of investor relations.

These courses can be delivered via live webcasts or at corporate premises, internationally.

**To download free demo, course descriptions and enrolment, go to <http://www.the-school-of-ir.com> or contact +33 1 56 33 32 31, or send an e-mail to [school@fineo.com](mailto:school@fineo.com).**

*FINEO Investor Relations Advisors: founded in 1999, FINEO is an independent strategic advisory firm exclusively focusing on international Investor Relations. FINEO is a member of the National Investor Relations Institute in the US, the Investor Relations Society in the UK and the French Securities Analysts’ Association. Visit [www.fineo.com](http://www.fineo.com)*