



# FINEO

INVESTOR RELATIONS ADVISORS

## INVESTOR RELATIONS TRAINING COURSES



*Increase your chances of winning the competition for capital and attract the right kind of attention from investors, analysts and the media*



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FINEO

## About FINEO Investor Relations Advisors

### Who we are

- We are independent
- We are finance experts, not a PR firm
- We provide strategic Investor Relations ('IR') counsel and training on a global scale
- Our primary focus: developing and executing shareholder value-maximizing Investor Relations strategies
- Our training arm, The School of Investor Relations, offers courses that are
  - expert-led
  - highly customizable
  - cost-effective
  - available online or on-site at your location

### What makes us different

- FINEO's courses are delivered by seasoned IR professional practitioners, not by multi-purpose trainers
- Former, award-winning Investor Relations Officers at large, multi-listed multinationals, financial analysts, financial analysts, investment bankers at leading financial institutions
- With more than 30 years of international capital markets experience
- And strong financial analytical skills
- We offer an unparalleled wealth of experience in Investor Relations for course participants to tap from and quickly act upon

### What we help clients achieve

Tangible results and measurable Return on Investment such as:

- Development and diversification of shareholder base
- Increase in sustainable valuation
- Rationalisation of IR budgets
- Optimisation of management time



FINEO is the only Investor Relations firm in the world to develop and deliver bespoke training programmes

We have advised or trained more than 1,500 companies in nearly 70 countries, across a wide range of industries and market capitalizations

Our philosophy: the quality of Investor Relations is a key differentiator. It is a tangible competitive advantage that can lead to higher valuation



## Expert Instructor



### **Anne Guimard**

Founder and President of FINEO Investor Relations Advisors & The School of Investor Relations

Anne is an internationally respected expert in Investor Relations and shareholder engagement, a trusted advisor to Boards and leadership teams and a successful, result-driven entrepreneur.

A PhD in Finance and a Certified Financial Analyst, she started her professional career at Daiwa Securities in 1986 where she created the French equity research and sales desk, before moving on to the firm's investment banking division. In 1990, she joined world leading glass manufacturer Saint-Gobain where she managed the Group's 10 different European listings and a global shareholder base that included 500,000 retail investors. She was nominated for best European Investor Relations Officer by Investor Relations Magazine.

Five years later, she was promoted to the financial controlling department, where she was in charge of overseeing the Group's M&A for the Glass container division and for the Asia-Pacific region. In 1998, telecom equipment manufacturer Alcatel hired her to run its Investor Relations department, monitoring 12 cross-border listings that included the New-York Stock Exchange and the Tokyo Stock Exchange. She received an award for most improved Investor Relations.

In 1998, she founded FINEO Investor Relations Advisors. The firm advises corporations globally on Investor Relations issues such as Initial Public Offerings, Mergers & Acquisitions, rights issues, bond offerings, cross-border listings, shareholder base diversification, cost of capital optimization and capital market positioning. An innovator at heart, Anne has developed FINEO's proprietary online and offline training courses, under the umbrella of its "School of Investor Relations". To this day, FINEO is the only Investor Relations firm in the world to offer such comprehensive, highly customizable programs. More than 1,500 companies in nearly 70 countries have been advised and/or trained over the past 20 years.

From 2012 to 2016, Anne served on the Board of the National Investor Relations Institute (NIRI), the world's largest organization for Investor Relations professionals. She is also a member of CLIFF (France), IRS (United Kingdom), Investor Relations Society of South Africa.

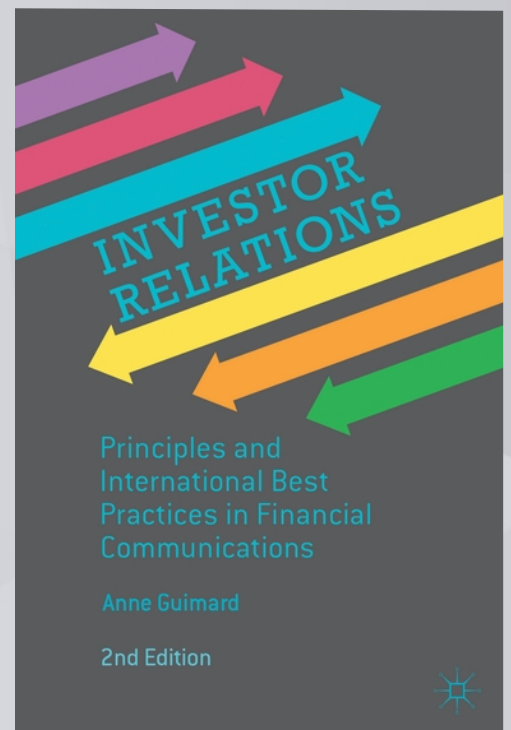
A sought-after speaker, Anne is the author of several books, of which the acclaimed "Investor Relations" manual (Palgrave), and of numerous articles.

## Investor Relations Manual (2nd Edition)

What Investor Relations Magazine writes:



At the School of Investor Relations, the handout also happens to be a 240-page book. And until Guimard writes another edition, Investor Relations: principles and international best practices of financial communications, is as likely to be as close to the last word in IR as a book gets.



**Publisher:** Palgrave Macmillan  
Available in hard cover and e-book  
from all major bookstores

## 10 reasons why you should register for our IR training now!



1

You are preparing an IPO... and want to learn how to develop your investment case



2

You are the newly appointed CEO or CFO of a listed company and need to learn fast and in the privacy of your home or office



3

You are a director and are concerned that the Board does not get enough information on how the capital markets perceive your company



4

You are a private company trying to raise its profile to attract investors



5

You are joining an established IR team and wish to add measurable value



6

Your budget does not allow you to travel to attend any IR training programme in London or in the US, for instance



7

You need practical tips and proven, real-life tactics to maximize the value of your company



8

You want to be up to speed on international best practices in Investor Relations in order to attract foreign institutional holders



9

You are looking at a change in your career and keen to explore the opportunities of Investor Relations



10

You did not know where to turn for professional training in Investor Relations



## Who should attend & why

### Who should attend

- Chief Executive Officers
- Chief Financial Officers
- Directors
- Investor Relations practitioners :
  - Experienced professionals
  - Those new to IR
- Company Secretaries
- Senior executives in finance, legal,
- human resources

### Why

Our high added-value, cost-effective and expert-led classes are critical for any corporation that is eager to understand, convey and ultimately market value:

- As an executive of a listed company, you are under pressure to continually communicate value and raise your company's profile in increasingly competitive global capital markets.
- You have an obligation to current shareholders to present a transparent and compelling investment case, in a professional manner, while attracting potential investors. Having a fully-fledged and visible Investor Relations function is a critical differentiator.
- This is why FINEO's courses are designed to ensure that all capital market-facing executives are aligned across IR principles, processes and goals and allows for the improvement of the current IR programme to align with global best practice.

## What you will learn

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**Any topic not listed here? Ask us! We will customize courses to meet your own Investor Relations training requirements**  
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- Improve the quality of your Investor Relations skills
- Apply international best practices to Investor Relations
- Optimize your time and resources
- Improve current IR programme and tools to adequately showcase financial and operating achievements
- Develop an impactful IR strategy that will effectively raise your company's profile in the international investment community
- The value of a clearly defined investment thesis and how to achieve it
- How to ensure a sound financial image through transparent and effective communication
- Clear guidelines on how to communicate value and deliver compelling messages on corporate strategies, major transactions and returns to shareholders
- How to organize the Investor Relations function for maximum efficiency and impact:  
team size, skill sets, budgets, reporting lines, measurement tools
- International overview of the Investor Relations profession
- Mission, scope and structure of Investor Relations in a corporate organization
- An integrated approach to shareholder and stakeholder relations
- Investor Relations and the Board of Directors
- The benefits of a diversified shareholder base
- The relationship between corporate governance, trust, corporate identity and reputation
- Setting the financial calendar, the cornerstone of the Investor Relations programme
- Creating a cost-effective Investor Relations toolkit
- Reaching out to the investment community locally and globally
- Effectively engaging with the media
- Understanding how capital market participants use corporate financial statements for their investment decisions
- Presenting the investment case, financial figures and key performance indicators
- Dealing with risks and uncertainties
- Effectively managing the market's expectations
- Communicating earnings objective, financial targets and strategic goals
- Quantitative measuring tools, with a particular emphasis on assessing changes in valuation, investment recommendations, share ownership structure
- Qualitative assessment through perception studies, feedback, analysts research reports, earnings consensus analysis.



## Overview of IR training programs

### Investor Relations and the Initial Public Offering

- Build a compelling equity story
- Comply fully with a wide range of legal obligations
- Devote the necessary time and resources to retain the attention and remain on the radar

### Introduction to Investor Relations

- 1 to 4 day-programmes
- How to design an IR strategy
- Crafting & disseminating key messages
- Measuring the impact of Investor Relations
- The importance of online Investor Relations

### The “How-To” Series

- How to write earnings releases and presentations
- How to organize a roadshow
- How to organize an Investor Day
- How to identify and target investors
- How to gauge audience perception
- How to track analysts' estimates
- How to build the IR budget
- How to develop an IR website

### Creating and Communicating Value

- Course in partnership with McKinsey & Company
- The different types of growth that can create value
- Transactions and returns to shareholders

### Bespoke programmes for directors and senior executives

- Investor Relations strategies and tactics to maximize value (1 day)
- Investor Relations and the Chief Financial Officer (1/2 day)
- Effective board engagement with shareholders

## Investor Relations and the Initial Public Offering



## Introduction to Investor Relations (1 day)

### COURSE CONTENT

- How to design an Investor Relations strategy
- Assessing legal, financial and strategic constraints
- From disclosure requirements to Investor Relations
- Addressing current and potential audiences
- Designing and disseminating financial and strategic messages
- Financial and strategic messages  
Selecting and managing distribution of messages
- Organizing the Investor Relations function
- Measuring the impact of Investor Relations
- Principle of stock market metrics  
Technical measurement indicators  
Qualitative measurement
- The importance of online Investor Relations
- “Best practices” online IR websites  
Leveraging technological innovation in IR

FINEO’s most popular seminar is designed to help participants:



**Understand the principles**



**Adopt the methodology**



**Organize the in-house structure**



**Identify measurement criteria**

## Investor Relations Masterclass (4 days)



### Day 1 Introduction to Investor Relations

- What is IR?
- The benefits of IR in the competition for capital
- The strategic role of IR in the organization
- Positioning IR with the executive committee, the Board of Directors Disclosure, guidance and regulations
- Sample IR organization and mission
- Optimizing the IR budget
- Capital market players and target audiences, at home and abroad
- Comparative advantages of shareholder types
- The benefits of a diversified shareholder base
- Identifying shareholders
- Effective targeting strategies: how to attract long-term shareholders



### Day 2 Developing and telling your equity story

- Understanding your audience's sentiment (analyst research reports, earnings forecasts monitoring, pre and post- event feedback analysis , investor perceptions studies
- Presentation of financial figures & key performance indicators
- Describe your company's market, operating environment, business model, strategy. Learn how to deal with the bad news
- Beyond the numbers: Increasing role of environmental, social, and corporate governance (ESG),
- Integrated Reporting and IR
- Debt IR
- Communicating earnings objectives and strategic goals
- Defining guidance policy
- Selecting guidance indicators

## Investor Relations Masterclass (4 days)



### Day 3 Building the IR programme and the IR Toolkit

- Financial calendar
- Developing the annual timetable of IR activities
- Database development
- Investor audience screening
- Teleconferences, videos, conference calls
- Press releases and presentations
- Annual reports, integrated reporting
- Fact sheets
- FAQs



### Day 4 The outreach programme, digital IR and measuring IR

#### Roadshows and investor days

- Rationale and objectives
- Organisation & logistics
- Meeting formats
- Timetable & agenda

#### Digital IR

- IR website
- IR and Social media

#### Measuring the impact of IR

- Quantitative measures
- Stock market criteria (stock price, etc.)
- IR programme: number of meetings
- Evolution of the share ownership structure
- Qualitative measures
- Perception surveys
- Awards, rankings

Note: this programme can be adjusted to two or three days to fit in your schedule

## Bespoke programmes for directors and senior executives

- The competition for capital is fiercer than it's ever been. Finding the right shareholders for your business is becoming more and more complex in our global world. Gone are the days when senior management could count on the share price to take care of itself - even when financial results are sound.
- Packaging your company's performance and strategy in a compelling investment case is more critical than ever. Our courses offer you a unique, unbiased chance to revisit your investment case to maximize investor appeal, while developing and maintaining the right shareholder base.
- Sample course content
  - Governance, price-sensitive information, public disclosure
  - Initial Public Offering
  - Strategic announcement
  - Earnings presentations, Investor Days, Annual General Meetings, etc
  - Effective one-on-one meetings with financial analysts or fund managers
  - Interaction between boards of directors and Investor Relations
  - The function of IR to maximize chances of achieving fair valuation
  - Success factors to efficient roadshows and the other investor meetings
  - The role of IR in corporate strategy
  - The role of the CEO and CFO in IR activities
  - New trends in Investor Relations (e.g. social media, integrated reporting)
- Senior-titled programmes
  - Investor Relations strategies and tactics to maximize value
  - Investor Relations and the Chief Financial Officer
  - Developing the right strategy and protocols for effective shareholder engagement



## Investor Relations strategies and tactics to maximize value

### Investor Relations: a multi-faceted discipline

- Mastering regulatory disclosure compliance
- Understanding the value of IR above and beyond the share price
- Mixing finance, legal and communications skills with industry knowledge

### Investor Relations: a major corporate responsibility

- Thinking local and global at the same time, shareholders and stakeholders
- Embracing environmental, social, corporate governance and reputation
- Turning your company's financial, strategic, commercial, technological and reputational objectives into a cohesive, easily-understood and appealing investment thesis

### Creating competitive advantage through an effective Investor Relations strategy

- Assessing the competition for capital, traditional and non-traditional
- Setting the financial calendar, the cornerstone of the Investor Relations programme
- Creating a cost-effective Investor Relations toolkit, in print and online
- Reaching out to the investment community, through roadshows, meetings, conferences

### Developing a compelling investment case for your company

- Combining financial figures with other key performance indicators
- Highlighting the core features of your company's business model
- Dealing with risks and uncertainties
- Communicating earnings objectives and strategic goals

### Measuring the impact of Investor Relations beyond the share price

- Assessing the return on investment in Investor Relations
- Developing your own measurement framework with quantitative criteria and qualitative perception assessment methods

## **Investor Relations and the Chief Financial Officer**

### **How to use Investor relations effectively within your organisation**

- What is IR?
- The benefits of IR in the competition for capital
- The strategic role of IR in the organisation
- Positioning IR with the executive committee, the Board of Directors
- The Chief Financial Officer role and investor expectations

### **How to effectively communicate the numbers**

- How to present financial figures and key performance indicators
- How to explain your company's business model
- How to present your company's strategy'
- Moving beyond numbers: the increasing role of environmental, social & governance
- Debt Investor Relations
- Communicating earnings objectives and strategic goals

### **How to get the most from your shareholder base**

- Comparative advantages of shareholder types
- The benefits of a diversified shareholder base
- Identifying shareholders
- Attracting long-term shareholders
- Measuring the Return On Investment in Investor Relations

## Course Formats

### **On-site courses – at your location, anywhere in the world**

- Half-day, one-day to 4-day programmes
- Covered by Non-Disclosure Agreement
- Optimal use of management's time
- Customised session by category of participants
- Offers more opportunities for team bonding

### **Conference call/webcast (“virtual classroom”)**

- Live webinars delivered over the internet
- In this “virtual classroom”, the instructor can take any question from the “class” via text chat or telephone or Skype
- Works on any operating system
- Requires no installation or changes in the user's system or training

“  
**Our courses are highly interactive and use many real-life examples**

**Course participants are encouraged to bring their own IR documents for discussion and appraisal**

**We offer an unparalleled wealth of experience in Investor Relations for course participants to tap from and quickly act upon**

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## Course Fees

**Please ask  
us for a quote**

- FINEO's courses are competitively priced

- Tailored fees are proposed, depending on the location, the duration and the number of participants

- A certificate of participation – training completion is issued in completion of the course

- Payment for training programmes must be paid in full in advance prior to the course date

- The training fee includes course development and delivery, unless otherwise stated

# FINEO

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## Contact us



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