



FINEO

INVESTOR RELATIONS ADVISORS

INVESTOR RELATIONS TRAINING & COACHING



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



FINEO

INVESTOR RELATIONS ADVISORS

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1. **ABOUT FINEO INVESTOR RELATIONS ADVISORS**



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
- We are recognized Premium Providers for companies listed on the OTC Markets Group in the US
- Our primary focus: developing and executing shareholder value maximizing Investor Relations strategies
- All our courses 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, 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 valuation
- Rationalisation of Investor Relations budgets
- Optimisation of management time
- Lower profit warning risks
- Enhanced returns on cross-border listings
- ... And much more



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



Unparalleled Investor Relations training expertise



Anne Guimard

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

Anne is an internationally respected expert in shareholder engagement and Investor Relations, 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.

Anne is also Senior Advisor to BCW

An "IR Legend" according to Investor Relations Magazine, Anne is the author of several books, of which the acclaimed "Investor Relations" manual (Palgrave).

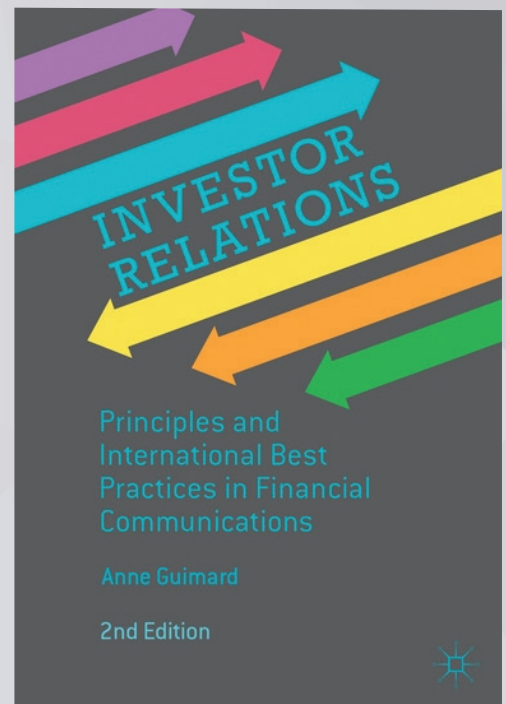
Investor Relations Manual

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



2. | **INVESTOR RELATIONS TRAINING COURSES**



Overview of Investor Relations Programmes

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 Investor Relations 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 Investor Relations budget
- How to develop an Investor Relations website

Creating and Communicating Value

- The different types of growth that can create value
- Transactions and returns to shareholders
- Embedding ESG in your equity story

Bespoke Programmes for Directors and Senior Executives

- Investor Relations strategies and tactics to maximize value
- Investor Relations and the Chief Financial Officer
- Effective board engagement with shareholders

Investor Relations and the Initial Public Offering

The Investor Relations training program behind the world's largest 2 trillion US\$ IPO

““ The quality of Investor Relations can make or break the success of an Initial Public Offering ””

IPO candidates are often poorly prepared to thrive as listed companies:

- Their financial reporting is not robust enough
- They don't understand the disclosure rules
- They lack communications skills.

Going public is not for the timid.

- You will be under constant scrutiny from a much wider audience than when you were private. And it is not always going to be fun.
- Finding the right balance between the financial markets' short-term expectations and your company's long-term goals will be an uphill battle.
- You could be so obsessed with your company's valuation that you could make costly strategic errors and communication mistakes.
- Maintaining investors' appetite for your shares is going to require a lot more than good results and Public Relations.
- All the costs associated with getting public make your head spin and you wonder if you are ever going to be able to recoup those.
- What you are actually most afraid of is that the listing will harm your business because your competitors will know everything you had tried so hard to keep secret about your company.

- **You Finally Had the Investor Relations Training that Will Answer all your Questions?**

We have consolidated decades of IPO experience into this expert-led course. You will get highly actionable Investor Relations tactics and strategies. Course bonus: one hour of 1:1 follow-up coaching. At no additional cost.

- **You Could Generate a Positive R.O.I. on your Listing?**

Your company's financial performance is only one driver in your share price, and actually not the most important one. Disclosing more is not necessarily going to push up your valuation. Disclosing better will. This is what the art and science of Investor Relations is about.

- **You Could Overcome your Fear of Investors' Questions?**

Thriving companies lead the investor conversation. They understand the difference between interrogation and engagement. In every investor meeting lies the opportunity for you to create value, beyond what your financial statements say.

Well,
What If...

The IR training behind the world's biggest IPO ever

This course offers a comprehensive and practical step-by-step roadmap to ensure a successful Initial Public Offering.

You will gain the agility and insight needed to develop a compelling equity story that will live well beyond the first day you become a listed company. Through customized processes, your company will be speaking "with one voice", presenting a united front to all stakeholder groups, which will ultimately support your company's reputation and valuation.

The course also ensures you understand how to minimize the risks of inconsistencies across your communications, of involuntary disclosure of price-sensitive information and of poor execution of your IR strategy. You will get the method to adopt the de-siloed approach to Investor Relations that will generate efficiencies through resource-sharing and cross-pollination of talent across your company.

This Is Perfect For You If...

- **You're Considering to Take your Company Public and Want to Take a Deep Dive into Investor Relations Before It's Too Late**

With the course, you will understand why it is critical to include Investor Relations in your thought process even before you have decided to go ahead with your IPO plan. There are a few success factors that you need to be aware of if you want to achieve the IPO benefits you are targeting.

- **You Want To Avoid the Perils of Overpromising and Underdelivering**

The success of your IPO will be measured in the long run, not just on Day One. The course includes a wealth of actionable tips and proven tactics so that financial communications are aligned with your company's business model and strategic horizon.

- **You're Ready To Learn How To Think and Speak in the Language of Investors**

The course videos bridge the gap between what investors want to hear and how your company communicates it. And you'll have one hour of one-to-one coaching to ask us all the burning questions that remained unanswered after you completed the course.

PHASE 1

PRE-MARKET: Getting ready

- Begin early to bring information systems up to speed
- Set up methods and processes
- Build the "going-public" Investor Relations team
- "Practice" Investor Relations and financial communications

PHASE 2

IPO: Becoming a listed company

- Crafting key messages & materials
- Defining regular reporting and guidance policy
- Developing and managing Investor Relations toolkit
- Disseminating Investor Relations information
- Analyzing perceptions from investors and analysts
- Feeding results back into the "equity story" for improved aim

PHASE 3

AFTER-MARKET: Life as a listed company

- Create "return on investment" framework with measurement criteria and tools
- Conduct perception study
- Assess current performance of Investor Relations department / function / resources
- Design and implement investor relations strategy

It's Finally Time!

To Feel In Charge

Poor Investor Relations can ruin your presence on global capital markets, thus posing a threat to your ability to attract and retain the investors you need for your business. This course will equip you with the skills and knowledge to make sure it does not happen.

To Achieve IPO Success

Poor Investor Relations can ruin your presence on global capital markets, thus posing a threat to your ability to attract and retain the investors you need for your business. This course will equip you with the skills and knowledge to make sure it does not happen.

To generate Positive Return On Investment

Whatever you hope to gain from this course, be it a successful I.P.O., a cost-effective Investor Relations infrastructure or a diversified shareholder base of long-term investors, the return will far outweigh your initial investment in this course.

The ABC of Investor Relations

A comprehensive and highly practical overview of the practice of Investor Relations



2 HOURS AT YOUR OWN PACE

While the course content follows a logical reading order, each of the 6 sections can be read independently.



PROVEN & ACTIONABLE TACTICS

The course provides the skilling, reskilling or upskilling opportunity you are looking for. And much more!



FOR ANYONE TO ATTRACT INVESTORS

Thriving companies lead the investor conversation. Our proprietary IR coaching & training programs ensure you will too.

“Every company wants to win the competition for capital, but many struggle to stand out”

They often fail to achieve their valuation goals due to:

- Misaligned internal or external metrics and message
- Knowledge and skill gaps among within their organization
- Lack of systems to measure and manage outcomes.

Interacting with analysts and the media may look like a minefield to you. Sounds familiar?

1. You need to develop a compelling investment case to attract the right investors to grow your business. Where do you start?
2. You are not sure where to draw the line between disclosing too much and not enough, too early or too late.
3. Or you just announced what you thought were good results, but your share price fell sharply, and you are at a loss to understand why.
4. Or maybe you are looking at a change in your career and keen to explore the opportunities of Investor Relations, but you don't know whom to turn to for advice.
5. You're being instructed to reduce your Investor Relations budget without impacting the quality of your strategy, and are wondering what type of expenses you can safely reduce or optimize.
6. You would like to understand once for all how you can measure the impact of Investor Relations beyond the share price.
7. You had been looking for professional, actionable, flexible and cost-effective Investor Relations training close to your home or that would not conflict with your work schedule. You had almost given up...

The ultimate beginner's guide to Investor Relations

This course offers a comprehensive and practical understanding of Investor Relations. It offers many tips for developing and executing of a best-practice investor relations strategy where the ability to combine finance, communication, marketing and legal skills are critical for any company that wants to win the competition for capital.

2 Hours
of On-Demand Video

60 Minutes
of Follow-up 1:1 Coaching

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

For in-person or as pre-recorded online course

[Visit our online courses hub](#)

Investor Relations Masterclass



Day 1

Introduction to Investor Relations

- What is Investor Relations?
- The benefits of Investor Relations 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
- Debt Investor Relations
- Communicating earnings objectives and strategic goals
- Defining guidance policy
- Selecting guidance indicators



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 story

Roadshows and investor days

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

Digital IR

- Investor Relations website
- Investor Relations and social media

Measuring the impact of Investor Relations

- 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



3. | INVESTOR RELATIONS COACHING



Overview of Investor Relations coaching programs



Turn Investor Relation into a value maximizer and a career booster



Bespoke Investor Relations Coaching Programs



JUMPSTART

Start practicing IR confidently now



CATALYST

Extend your IR influence



ACCELERATOR

Leverage IR as a value driver

All IR coaching program include:

- Support in between sessions, online coaching advice
- Full access to FINEO's library of templates, checklists, articles, research

JUMPSTART:

Everything you need to start practicing Investor Relations confidently

If you have a good understanding of what Investor Relations is about, but lack first-hand experience, this program is for you. Unlike off-the-shelf training courses, the one-to-one bespoke Investor Relations coaching sessions are structured to answer your questions, nobody else's. It takes a practical, "how-to" approach guiding you to start practicing Investor Relations confidently.



What you will learn

- The secrets to successful Investor Relations strategies
- The critical success factors to generate positive R.O.I. on Investor Relations beyond the share price
- The ability to draw the line between disclosing too much and not enough, too early or too late
- The effective ways to optimize your IR function and budget without compromising on quality

What is included

- 4 one-to-one outcome-based sessions spread over a maximum of two months
- Course material
- Support in between sessions, online coaching advice
- Full access to FINEO's library of templates, checklists, articles, research

CATALYST:

Leveraging Investor Relations as an Asset

Are you feeling “stuck” in your IR practice? This program is designed to help you extend your influence, increase the impact of your Investor Relations processes, the productivity of your organization and develop a compelling strategy to optimize your company’s valuation. You will build more personal gravitas and be in a better position to attract the right investors for your company.



What you will learn

- How to increase investors’ appetite for your shares
- Which performance indicators best support the presentation of your company’s business model
- How to avoid profit warnings
- How to leverage Investor Relations to raise your profile with the Board or potential recruiters

What is included

- 8 one-to-one outcome-based sessions over a maximum of three months
- “The ABC of IR” or “IR & the IPO” online course (worth US\$ 450), including 1 session of 1:1 coaching
- Analysis of the Investor Relations collaterals of the competitor of your choice
- Benchmark analysis of the IR collateral of the company of your choice (press release or presentation)
- Support in between sessions, online coaching advice
- Full access to FINEO’s library of templates, checklists, articles, research

ACCELERATOR:

Leveraging Investor Relations to increase valuation

Our Accelerator program combines Investor Relations one-to-one coaching and on-demand advisory support for key corporate events: do you want to ensure the success of your I.P.O. with best-in-class Investor Relations? Are you struggling with the development of your equity story? Are you afraid of reporting a poor set of financials? You are considering organizing a Capital Markets Day, but you’re not so sure how to go about it? This program is designed to turn your Investor Relations practice into the strategic lever you need to win the competition for capital. What’s more, you can invite colleagues to join you in the program.



What you (and your colleagues) will learn

- How to leverage SWOT analysis to develop a compelling investment case
- Improving internal financial and operational reporting with investor feedback
- How integrated strategic communications can benefit your Company’s valuation
- Supporting the C-Suite and Board’s shareholder engagement efforts

What is included

- The “Count It Right” Program, or advisory services on the event of your choice (e.g. M&A, IPO, Capital Markets Day)
- 5 outcome-based sessions
- Invitation for colleagues (e.g; CFO, PR) to join you
- Course material
- Support in between sessions, online coaching advice
- Full access to FINEO’s library of templates, checklists, articles, research

Investor Relations Advisory and Support Programs



COUNT IT RIGHT

Master confidence-inspiring earnings in just 90 days



A LA CARTE

IR expertise when you need it, and only when you need it

COUNT IT RIGHT:

Master the secrets of confidence-inspiring results announcement in just 90 days

Earnings releases are the backbone of the financial year of a listed company and much more than just another disclosure requirement. They play a critical role in supporting your valuation over the long term. We have written over 500 earnings press releases and investor presentations for companies of all sizes and industries across the world before we created “Earnings To Go”. This specific 90-day program will give you all the Investor Relations expert advice and support your company needs to achieve confidence-inspiring earnings announcements. Whatever your results are. Note that this program is open to your Company’s earnings announcement project team (Finance, Corporate Communications, Media Relations, Corporate Secretary).

What you (and your colleagues) will learn

- The multi-dimensional analysis of KPIs that will reflect your Company’s progress on its strategic journey
- The skills to craft compelling messages that will appeal to all you target audiences and stakeholder groups
- The process to implement to deliver stress-free and fully compliant announcements

What is included

- Kick-off meeting with top management to discuss preliminary financials and objectives
- Assistance with the earnings project management: timeline, processes, deliverables, logistics
- Assistance with message development (press releases, presentation, script, Q&A bible)
- Rehearsal of analyst and investor meeting (with a strong emphasis on the Q&A session)
- Debriefing session after the announcement to ensure continuous process improvement

A LA CARTE:

Investor Relations expertise when you need it, and only when you need it

Sometimes, all you need is a reliable expert whom you can turn to when you have a pressing IR-related question, without being locked into long-term contract. Think on-demand, help desk. With FINEO, IR expertise is just a phone call (or an email) away.

Here is the (non-exhaustive) list of the topics that we help private and public companies with:

- Investment case & investor presentation
- Capital Markets Day brainstorming
- Peer benchmarking
- Investor Relations audit, measurement & reporting
- Guidance strategy
- Answering difficult investor questions
- Prepping Boards for investor meetings

How it works

- Contact us with your Investor Relations problem via email
- We will arrange a call within 48 hours and provide appropriate guidance and problem-solving support



4. | **BESPOKE INVESTOR RELATIONS**



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 Investor Relations to maximize chances of achieving fair valuation
 - ~ Success factors to efficient roadshows and the other investor meetings
 - ~ The role of Investor Relations in corporate strategy
 - ~ The role of the CEO and CFO in Investor Relations activities
 - ~ New trends in Investor Relations (e.g. social media, ESG)
 - ~ Investor Relations strategies 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 for the Chief Financial Officer

How to use Investor relations effectively within your organisation

- What is Investor Relations?
- The benefits of Investor Relations in the competition for capital
- The strategic role of Investor Relations in the organisation
- Positioning Investor Relations 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



5. | WHAT YOU WILL LEARN



What you will learn



Any topic not listed here? Ask us! We will customize courses to meet your own Investor Relations training requirements



- Improve the quality of your Investor Relations skills
- Apply international best practices to Investor Relations
- Optimize your time and resources
- Improve current Investor Relations programme and tools to adequately showcase financial and operating achievements
- Develop an impactful Investor Relations 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.

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 Investor Relations team and wish to add measurable value



6 Your budget does not allow you to travel to attend any Investor Relations 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 Investor Relations
- 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 Investor Relations principles, processes and goals and allows for the improvement of the current Investor Relations programme to align with global best practice.



6. | FORMATS & FEES



Course Formats

On-site or online 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
- Allows for team brainstorming on tactical and strategic issues

Pre-recorded online courses with one-to-one coaching

Visit our Investor Relations online courses hub

You have little time to attend in-person training? Yet, you have a pressing need to attract and retain the right investors to support your growth? This is why our proprietary pre-recorded Investor Relations courses are self-paced, pre-recorded trainings, packed with proven, actionable tips and tactics

Every course includes an 1:1 follow-up session with Anne Guimard, to be booked directly from our website.

This is the highest value-added, the most time and cost-effective opportunity to ensure you are equipped to:

- optimize time and resources spent engaging and retaining investors
- understand the rules governing price sensitive disclosure
- utilize shareholder value-enhancing strategies, metrics and messaging.



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



Course Fees



Please ask us for a quote

- FINEO's courses are competitively priced for the value they offer
- 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

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Book a call with an IR expert