GO Public Amsterdam is presented through five different methods: a series of academic & business courses, interactive workshops, one-on-one coaching and pitching sessions. Programme content is provided by leading partners from the financial industry: investment banks, legal and financial advisors, independent specialist advisors and communication agencies.

From February to May 2021, the participants will convene for a monthly meeting.

**WHO CAN APPLY**
Participants are selected for their ability to become a dominant player in their respective field, based on their size, sector of operation and desire to accelerate growth.

Companies that meet the following criteria can apply:
- Have reached maturity in their business model
- Operate outside the field of fast-growing technology
- With an aspiration to grow
- Likely to consider capital markets within 18-24 months
- Can commit two senior executives per session (typically CEO or CFO although this may vary based on the module focus i.e. HR or legal manager).

**SEMINARS**
Participants will join a cohort of GO Public peers who will follow each module collectively over a period of six months. A combination of theoretical and practical seminars will be presented by programme partners.

**ACADEMIC BUSINESS COURSES**
A series of academic business courses offered by one of Europe’s leading business schools, Rotterdam School of Management, in combination with RSM’s centre of entrepreneurship.

**MENTORING/ONE-ON-ONE COACHING**
Throughout the programme, you will receive individual and tailor-made training with dedicated professionals to receive customised advice for your company’s needs.

**WORKSHOPS**
Practical sessions presented by industry specialists on how to accelerate your business strategy, create and develop your company’s equity story, establish accounting principles and M&A best practices.

**INVESTOR PITCHING**
Test what you have learned during the GO Public programme by pitching your equity story in front of a variety of investors.

**Listing ceremony of CM.com**

GO Public Amsterdam is an executive educational course launching in 2021 with the ambition to further educate established companies about capital markets. This educational programme provides the necessary preparatory tools and knowledge to assist a mature company in potentially going public.
What will you learn?

## PROGRAMME TOPICS

### INTRODUCTION TO IPOs
- What is an IPO?
- Benefits of an IPO / why go public?
- Who is involved in the process?
- Phases of the IPO
- Where and how to list

### FINANCING FOR GROWTH
- Use data and business insights to build financial models to quantify and evaluate strategic directions, forecast specific business operations and refine restructuring models

### IPO READINESS
- Key elements of a successful IPO
- Organisational structure & governance
- Tax and other legal implications
- Internal controls framework

### PREPARING FOR THE IPO
- Details of an IPO timetable and key milestones
- Selecting advisors
- Making management public-ready
- Financial due diligence; long form, working capital financial position and prospects

### MARKETING THE IPO
- How to develop a compelling corporate story for your company
- What makes a compelling equity story
- How to engage investors most effectively

### EXECUTING THE DEAL
- Different techniques used in valuing the company;
- The investor roadshow and allocation of shares during the bookbuilding
- Post listing: over-allotment and after-market trading

### MERGERS & ACQUISITION
- Targeting the right company
- M&A valuation
- Financing & executing M&As through the public markets
- Legal implications during M&As

### CULTURE, LEADERSHIP & TALENT MANAGEMENT
- Defining your company’s culture and values
- Hiring A-players
- Developing leaders within your organisation

### COMMUNICATING WITH THE PUBLIC MARKETS
- Official and unofficial communication before the IPO
- Communicating as a public company
- How to stay relevant with investors through communication
- Developing an IR calendar, roadshow management and public sharing of company information

### HOW TO PITCH TO INVESTORS
- How to create an exciting pitch that communicates your company’s most important value proposition
- Learn what an investor looks for in a business pitch

### LAW AND PUBLIC MARKETS
- Corporate and tax restructuring
- Changes in share capital
- Governance systems; one-tier vs two-tier
- Protective measures
Preventing for the IPO
The first module focuses on the different financing options available and how these can impact your company. This is introduced by topics such as leading strategic growth models and how to develop and implement them in your company. The module is concluded by an introduction to IPOs and what steps your company can take to start acting like a public company.

Accessing the Capital Markets
Module two dives into the IPO with participating companies following courses on current capital market environment, developing an equity story, how to tackle early look investor meetings, how to value your company and issuing shares when going public. This is followed by how an IPO can help your company finance M&A activity through the public markets.

Life as a listed company
The ‘Life as a listed company’ module focuses on three areas: the legal impacts that can affect your company when undertaking an IPO (in terms of corporate and governance structure), building a company culture and managing talent, and communicating with the public markets through the best investor relation practices.

Pitching your company
The final module provides companies with the opportunity to pitch their newly developed Equity Story to a panel of real institutional investors to gain concrete feedback.
Oaklins

The dedicated Oaklins team in the Netherlands offers deep industry knowledge leveraging the capabilities of 850 passionate colleagues around the world. By seamlessly collaborating across borders, Oaklins uses its global strength in sell- and buy-side mergers and acquisitions, debt, growth equity and equity capital markets advisory. Great teamwork and collaboration are the foundation for this success and the reason Oaklins can achieve extraordinary results. This has made it a leading M&A and financial advisory firm with an extremely high deal flow and many impressive deals.

Stibbe

With main offices in Amsterdam, Brussels and Luxembourg, together with branch offices in Dubai, London and New York, Stibbe handles clients’ complex legal challenges both locally and cross-border. As a specialist firm, its lawyers work in multidisciplinary teams with the aim to deliver pragmatic advice, building close business relationships with clients that range from local and multinational corporations to state organisations and public authorities.

Stibbe’s international presence and expertise guarantees efficient coordination on cross-border transactions throughout a multitude of legal areas, whatever their complexity and nature.

ING

ING Equity Capital Markets advises and assists clients in raising equity capital on local and international stock exchanges. ING offers a wide range of activities, including transaction structuring, preparation and coordination as well as marketing and distributing shares to investors globally.

Deloitte

Deloitte Netherlands is the DTTL member firm in the Netherlands. Deloitte provides audit & assurance, consulting, financial advisory, risk advisory, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories bringing world-class capabilities, insights and service to address clients most complex business challenges.

Hill+Knowlton Strategies

Hill+Knowlton Strategies is a leading financial communications and PR consultancy in the Netherlands. Its team of skilled advisors has been involved in large IPO deals such as VolkerWessels, Alfen and TakeAway.com. H+K supports companies in building a strong equity story combined with a strategy-based communication approach towards important stakeholders, in order to gain maximum value and corporate image.

PwC

PwC’s purpose is to build trust in society and solve important problems. A network of firms in 157 countries with more than 276,000 people, PwC Netherlands counts over 5,400 people working together. PwC is committed to delivering quality in assurance, tax and advisory services.

Rotterdam School of Management, Erasmus University (RSM)

RSM is one of Europe’s top-ranked business schools, helping students, academics and people in business become a force for positive change.

Scale Up Company

Scale Up Company implements the Scaling Up method in your organisation, using the Scale Up Growth Program where rhythm is key. Through work with the ScaleUp Leadership team, including the entrepreneur, Scale Up coaches, mentors, inspires and trains the leadership team, both on content and process.
Euronext, the leading pan-European exchange

Financing the real economy

Euronext is the leading pan-European stock exchange in the Eurozone with nearly 1,500 listed issuers worth 3 trillion in market capitalisation.

Operating in Belgium, France, Ireland, the Netherlands, Norway and Portugal, Euronext has helped companies raise over €154bn through the equity capital markets. Euronext’s extensive global network allows companies to access capital from a wide variety of investors ranging from asset managers to retail investors.

With 46 new listings across its platforms in 2019, Euronext is one of the most dynamic exchanges in Europe for companies from all sectors and sizes.

Euronext offers the most diverse and international investor base, having more than 5,000+ institutional investors connected to the Euronext platform, of which approximately half are from the US.

1,416 Listed companies
€3.3bn aggregated market capitalisation
322 new listings since 2015
€36.4bn raised by companies
€140m raised on average at IPO by companies
5,000+ institutional investors financing companies on Euronext

A vibrant franchise of companies listed on Euronext markets

184 Consumer Services
86 Oil & Gas
169 Consumer Goods
68 Basic Materials
130 Health Care
14 Telecommunications
168 Technology
280 Financials
304 Industrials
Join our programme

HOW DO I APPLY?
Applications are open from July to October 2020
The application form can be downloaded through www.euronext.com/markets/amsterdam and submitted to your local Euronext representative by 23 October 2020

What is the selection process?
Applicants will be reviewed by a selection committee composed of GO Public Netherlands partners.

What is the cost of this programme?
GO Public Netherlands is sponsored by affiliated partners and Euronext, and is therefore free of charge for participating companies.

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Please contact your local representative for more information.

Bob van Dijk, Group CEO of Prosus, sounds the gong with his team to mark the listing of the company.