In partnership with
PREPARING COMPANIES TO ATTRACT CAPITAL AND INVESTORS TO SUPPORT THEIR STRATEGY

As of 2015, Euronext has offered pre-IPO educational training programmes. The programmes were launched to let companies familiarise themselves with the public capital markets and garner an understanding of how and when to raise equity and debt capital to secure strategic financing for their long-term development. The purpose of the programme is to help companies prepare for a listing operation and become investor ready. Individual participants will also build skills within capital markets strategy, good governance, quality reporting and efficient investor relations, and communication.

Oslo Børs will now take part in this initiative together with our partners:

**Crux Advisers** is a capital markets advisory and professional IR services firm. Our multidisciplinary team of seasoned advisers and IR talents help top management and boards formulate their capital markets story and communicate effectively to attract capital, people and partners. We enter into long-term partnerships with our clients to help them build meaningful relationships with capital markets stakeholders and succeed only when the value of our clients’ companies is recognised by stakeholders. Crux has a growth strategy founded on developing industry leading IP and deploying IR best practice methodology, tools and technology.

Crux Advisers was founded in 2005, we are based in Norway and operate across the Nordics, Europe, North and South Americas.

**Pareto Securities** is an independent full-service investment bank with a leading position in the Nordic capital markets, a strong international presence and global placing power across industry sectors.

Pareto Securities is headquartered in Oslo, Norway, with more than 450 employees located in offices in Norway, Sweden, Denmark, Finland, United Kingdom, Germany, Switzerland, USA, Singapore and Australia.

**Thommessen** is one of Norway’s leading business law firms with offices in Oslo, Bergen, Stavanger and London. Thommessen has a leading position within capital markets transactions in Norway and has one of Norway’s largest and most experienced teams assisting clients both with IPOs and the whole range of legal issues relevant to listed companies. Every year Thommessen is involved in a significant number of IPOs on Oslo Børs and Euronext Expand (previously Oslo Axess).

Thommessen understands clients and their opportunities and challenges, so that they reach their goals. The advice is clear, well-founded and practical, and stems from a broad understanding of the factors that affect clients’ interests: the business, the technological, the social, the political and the global.

HOW WILL THE PROGRAMME BENEFIT ME?

Together we would like to share our knowledge of what it takes to grow into a successful listed company, delivering the best possible stakeholder value creation. We want to support you along your strategic and financial journey, and help you learn more about:

- How the capital markets work and how your company can use them practically and efficiently
- How to develop your capital market strategy and the use of different financing sources available to publicly listed company
- How to report and communicate with investors and other stakeholders and raise your business’s public profile
- How to plan, prepare and structure your business to get ready to attract investors and raise new capital

Throughout the duration of IPOready, you will be able to connect with growing companies and expert partners based in Norway, while participating in the academic campuses will give you an international perspective and allow for rich networking opportunities.
IPOready provides three modules of knowledge sharing: academic campuses, workshop sessions and individual coaching. From January to June, participants will attend European events, local group sessions, as well as one-to-one trainings for customised advice.

EUROPEAN CAMPUSES
Two campuses are organised in collaboration with prestigious European business schools, to encourage networking between partners and participants on all Euronext pre-IPO programmes. These campuses include plenary keynotes, group workshops and insights from entrepreneurs, as well as interactions through breakout sessions, and discussions with entrepreneurs. One representative from each IPOready participating company will be invited to join.

4 WORKSHOP SESSIONS
Oslo Børs and our partners will organise interactive workshop sessions in Oslo. Topics will include:

- How public markets and Oslo Børs support growth and value creation
- Why and when to go public
- IPO and listing preparations best practices
- Succeeding as a publicly listed company

INDIVIDUAL COACHING
Throughout the programme, each participating companies will be eligible to two one-to-one coaching sessions with the IPOready partners. This is a unique opportunity for companies to identify and discuss their main challenges with experienced professionals and receive tailored advice.

WHO CAN APPLY?
Companies with growth ambitions and a clear strategy that:

- are likely to consider a stock exchange listing within 1-3 years
- can commit two senior executives (typically CEO, CFO, founder) for the duration of the programme

HOW DO I APPLY?
You can apply to IPOready online on euronext.com/en/raise-capital/sme/ipo-ready/norway

WHAT IS THE COST OF THE PROGRAMME?
The fee to participate in IPOready is NOK 50,000 for two senior executives from each company. The fee covers all training, mentoring and course material and is payable upon acceptance of a place in the programme. This fee does not include travel costs to participate in the international academic campuses or in the Oslo workshops.

WHAT IS THE SELECTION PROCESS?
Representatives from Oslo Børs and the programme partners will review all applications and make the final choice of companies suited to participate in IPOready. Applicants who will be perceived to fit in well with other participants of the programme (in terms of sector, growth pattern and past evolution) will be taken into account in the selection process.
PROGRAMME OVERVIEW

APPLICATION AND SELECTION OF CANDIDATES

ACADEMIC CAMPUS SEMINAR 1

WORKSHOP SESSIONS AND INDIVIDUAL COACHING

ACADEMIC CAMPUS SEMINAR 2

Growth strategy

MODULE 1
ROTTERDAM
27/28 January

- Entrepreneurial mindset
- Scaling
- IPO - a long term strategy
- Company identity and culture

MODULE 2
OSLO
15 February

- The capital market
- Strategic financial options
- When and why go public
- Investor perspective
- Communicate your strategy

MODULE 3
OSLO
15 March

- The right market for your company
- Legal preparations
- Being compliant while telling your equity story with financial figures

MODULE 4
OSLO
20 April

- IPO process and time-line
- Valuation and investor landscape
- IPO Offer and marketing
- IR and communication strategy:
  - Preparing communication
  - Visibility

MODULE 5
OSLO
11 May

- Playing by the rulebook for listed companies
- Successful reporting for newly listed company
- Using your financing options
- Investor communication and delivering on your promises

Succeeding as a publicly listed company

MODULE 6
LISBON
27/28 June

- Plenary keynotes, breakour sessions and discussions with entrepreneurs on
  - ESG
  - IPO Roadshow
  - European financial ecosystem
  - Life as a listed company

Growing a successful company

Growth strategy

How to prepare your business for an IPO?

Getting the most out of your IPO

Succeeding as a publicly listed company

Governance & Post Listing
Together with top-tier business schools, Euronext organises campus sessions to bring together participants from all of our pre-IPO programmes - IPOready and TechShare.

One representative from each IPOready participant company will be invited to join the campus sessions with international companies and experts. The campuses are organised with leading European business schools to encourage discussions with entrepreneurs and interactions through break-out sessions and plenary keynotes.

The European campus sessions are a networking enabler, connecting entrepreneurs from 10 European countries with each other and capital markets advisors.
Euronext is the leading pan-European market infrastructure, operating regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal, with close to 1,920 listed issuers and around €6.5 trillion in market capitalisation as of end September 2021.

With a SME franchise of more than 1,500 issuers, Euronext has also an unmatched bluechip franchise including over 300 large listed companies, and is the largest listing venue for Tech SMEs in Europe with 713 Tech issuers.

In order to facilitate fast growing SMEs to access capital markets, Euronext Growth is a tailor-made market compartment with asset managers and retail investors providing liquidity to small and midcaps.

Euronext offers the most diverse and international investor base, connecting our issuers to more than 6,000 institutional investors.

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Visit our website where you can complete the application online
euronext.com/ipo-ready/norway

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In partnership with

EURONEXT: A PAN-EUROPEAN STOCK EXCHANGE
Euronext is the leading pan-European market infrastructure, connecting local economies to global capital markets, to accelerate innovation and sustainable growth. It operates regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal. With close to 1,920 listed issuers and around €6.5 trillion in market capitalisation as of end September 2021, it has an unmatched blue chip franchise and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets, one of Europe’s leading electronic fixed income trading markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, FX, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. In addition to its main regulated market, it also operates a number of junior markets, simplifying access to listing for SMEs. Euronext provides custody and settlement services through central securities depositories in Denmark, Italy, Norway and Portugal.

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