



EURONEXT'S PRE-IPO PROGRAMME 2023

NORWAY



OSLO BØRS

In partnership with

Crux
Advisers



Pareto
Securities

THOMMESSEN



PREPARING COMPANIES TO ATTRACT CAPITAL AND INVESTORS TO SUPPORT THEIR STRATEGY

IPOready Norway is one of the pre-IPO programme launched by **Euronext** covering the full IPO process, including the legal perspective, IPO valuation, equity story, financial communication, corporate governance and post-listing requirements. The programme is run by Oslo Børs in partnership with Pareto Securities, Thommessen, PwC and Crux Advisers, and builds on the success of such programmes in the other Euronext markets over the last eight years.

The objective of the programme is to equip participating companies with an in-depth understanding of all sources of finance available to them and determine which is most suited to their needs. On completion, the participating founders and entrepreneurs will have the skillsets required to get their businesses investment ready, refine their pitch for investors and form a valuable network of peers, advisors and investors.

PROGRAMME PARTNERS

Crux Advisers

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

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.



We are more than 276,000 people in 157 countries, and are among the leading professional networks in the world. In Norway our 2,000 employees from Kristiansand to Tromsø help hundreds of companies listed on different stock markets all over the world. We help organisations and individuals to succeed, by delivering quality in assurance, tax and advisory services.

In 2019 we provided service to 85% of the Global Fortune 500 companies and more than 100,000 entrepreneurial and private businesses.

We live for others to succeed.



THOMMESSEN

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 with 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 will share our knowledge of what it takes to grow into a successful listed company, delivering the best possible stakeholder value creation. We will 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 companies
- 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.

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

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.

HOW DO I APPLY?

Online applications open until 4 November 2022

euronext.com/raise-capital/sme/ipo-ready/norway

WHAT IS THE SELECTION PROCESS?

Representatives from Oslo Børs and the programme partners will review all applications and make the final choice of companies suitable to participate in IPOready. The selection process will take into account how well applicants are perceived to fit with other participants in the programme, in terms of sector, growth pattern and past evolution.

WHAT ARE THE MAIN ADVANTAGES?



understand **capital markets, strategic financing options** and which options are most suitable for your business



get your business **investment-ready** and understand the fund-raising process



build a **network** of investors, advisors and entrepreneurs

PROGRAMME OVERVIEW

IPOready Norway provides three modules of knowledge sharing: academic campuses, workshop sessions and individual coaching. From January to June, participants will attend European events and local group sessions, as well as one-to-one training sessions 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 participating IPOready company will be invited to join.

3 WORKSHOP SESSIONS

Together with our partners, Oslo Børs 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

During the programme, each participating company will be eligible for a one-to-one coaching session with the IPOready partners and Oslo Børs. This is a unique opportunity for companies to identify and discuss their main challenges with experienced professionals and receive tailored advice.

APPLICATION
AND SELECTION
OF CANDIDATES

SEPTEMBER
TO
NOVEMBER
2022

EUROPEAN
CAMPUS #1
ROTTERDAM
KICK-OFF

JANUARY
2023

3 SEMINARS
HOSTED BY
OSLO BØRS

MARCH TO MAY
2023

INDIVIDUAL
COACHING SESSIONS

EUROPEAN
CAMPUS #2
LISBON

JUNE
2023



PROGRAMME OVERVIEW



MODULE 1

Growing a successful company

25 January
IPOready Norway kick-off and dinner event, starting in the afternoon of 25 January.

26/27 January

European campus:

- Leading strategic growth
- Ownership strategy
- Sustaining high growth
- Breakout sessions including:
 - Identity and legitimacy of the firm
 - Digital strategy and analytical capabilities
 - Recruiting and retaining talented people
 - Scaling beyond borders

Rotterdam
Weds 25 – Fri 27
January

Erasmus School of Economics

MODULE 2

How to prepare your business for an IPO

The right market for your company

What investors look for

Legal preparations

Quality financial reporting

IR and communication towards an IPO

ESG as part of your overall strategy

Oslo
Tuesday 7 March
Pareto Securities

MODULE 3

Getting the most out of your IPO

IPO process and timeline

Valuation and investor landscape

IPO offer and marketing

IR and communication strategy:

- Preparing communication
- Visibility

Oslo
Tuesday 18 April
Thommessen

MODULE 4

Succeeding as a publicly listed company

Playing by the rulebook for listed companies

Successful reporting for a newly listed company

Using your financial options

Investor communication and delivering on your promises

Oslo
Thursday 1 June
PwC

MODULE 5

Governance & Post Listing

European campus:

- Manage your relationships with the financial market
- Key challenges for technology companies
- Breakout sessions including:
 - Business model innovation
 - Tech4Good – Future and Impact
 - Leadership for impact

Lisbon
Thurs 22 - Fri 23 June
NOVA School of Business & Economics

Closing Dinner at Oslo Børs

Oslo
October
Oslo Børs

ACADEMIC CAMPUSES TOP-TIER BUSINESS SCHOOLS

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.



**PLENARY
KEYNOTES**



**PANEL
DISCUSSIONS**



**GROUP
WORKSHOPS**



IPOready



TechShare

The European campus sessions are a networking enabler, connecting entrepreneurs from 9 European countries with each other and with capital markets advisors



TESTIMONIALS FROM PREVIOUS PARTICIPANTS



**Anders
Hagestande,**
CFO
Villa Seafood

IPOready provides you with knowledge that is difficult to gain elsewhere. I found the programme interesting and very educational. Although I have studied finance, I learned a lot by participating in the IPOready programme.



**Øyvind
Heradstveit,**
CEO
FourPhase

The decision to go public would be a significant undertaking for our company. Through the IPOready programme, we have gained a good understanding of what is required in terms of systems, resources and associated risks. Significant preparations need to be in place in order to be IPOready!



**Tatiana
Moguchaya
Brandt,**
CEO
Earth Science
Analytics

IPOready is about learning, access to the right network, and expertise. It is definitely a preparation for a potential IPO in the future.



Ove Thu,
CEO
Villa Seafood
Group

We want to learn from the best: at IPOready Norway, all the speakers, both the partners and the invited guests, are extremely high-level.

EURONEXT: THE PAN-EUROPEAN STOCK EXCHANGE

Euronext is the leading pan-European market infrastructure, operating regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal, with more than 1,900 listed issuers and around €5.9 trillion in market capitalisation as of end June 2022.

Euronext has an SME franchise of more than 1,500 issuers, an unmatched blue-chip franchise including over 400 large listed companies, and is the largest listing venue for Tech SMEs in Europe with 700+ Tech issuers. Euronext also operates Euronext Growth, a market simplifying access to capital markets for SMEs.

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

€5.9tn

aggregated market
capitalisation

7

exchanges

128k+

listed
securities

6,000+

institutional
investors

1

cutting-edge trading
platform Optiq®

EURONEXT: A VIBRANT FRANCHISE OF LISTED SME AND TECH COMPANIES

Oslo Børs has listed 130 companies from a wide range of sectors over the past year and provides them with an active platform for raising capital.

A wide community of SMEs

1,500+

SMEs

#1

listing venue
for SMEs in
Continental
Europe

€78bn

raised by SMEs
through equity
since 2017

€45m

raised on average
by SMEs at IPO
since 2017

€1.1tn

aggregated
market
capitalisation
for the Tech
sector

more than
1,900
LISTED COMPANIES

1500

LISTED
SMEs

67

ENERGY
LISTINGS

42

SHIPPING
LISTINGS

700+

LISTED
TECH
COMPANIES

28

SEAFOOD
LISTINGS





Apply to join the IPOready programme online at:

euronext.com/ipo-ready/norway

Contact us

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Securities**



THOMMESSEN



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 **1,949 issuers** and **€5.9 trillion** in market capitalisation as of end June 2022, 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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