

# IPOready



## EURONEXT'S PRE-IPO PROGRAMME

2022

NORWAY



OSLO BØRS

In partnership with



THOMMESSEN

## 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.

## 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.



**We are more than 276 000 people in 157 countries, and are among the leading professional networks in the world.**

In Norway our 2000 employees from Kristiansand to Tromsø help hundreds of companies listed in different stock markets all over the world. We help organisations and individuals to succeed, by delivering quality in assurance, tax and advisory services.

In FY19 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 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.



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

## 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](https://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

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.

## EUROPEAN CAMPUSES

## WORKSHOP SESSIONS

## INDIVIDUAL COACHING



# 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

### Growing a successful company

#### MODULE 2

OSLO  
15 February

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

### How to prepare your business for an IPO ?

#### MODULE 3

OSLO  
15 March

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

### Getting the most out of your IPO

#### 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

### Succeeding as a publicly listed company

#### 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

### Governance & Post Listing

#### 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

# 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**



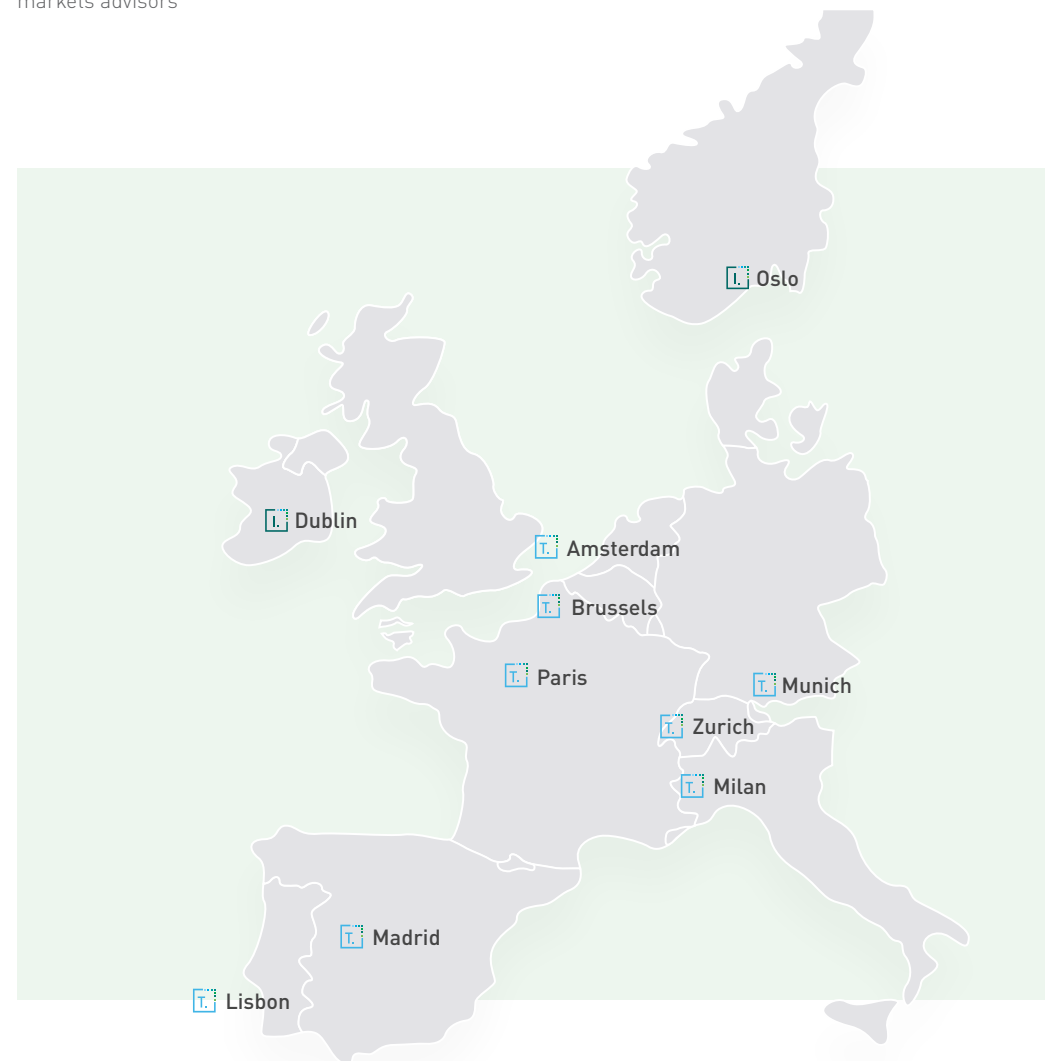
**PANEL  
DISCUSSIONS**





**GROUP  
WORKSHOPS**



The European campus sessions are a networking enabler, connecting entrepreneurs from 10 European countries with each other and capital markets advisors



 IPOready  
 TechShare

## EURONEXT: A 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 **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.

**close to  
1,900**  
LISTED COMPANIES

**€6.5tn**

aggregated market capitalisation

**6,200**

institutional investors

**7**

Local ecosystems with **global** reach

**29**

of EuroStoxx50

**128k+**

listed securities

**1**

cutting-edge trading platform Optiq®

## EURONEXT: A VIBRANT FRANCHISE OF LISTED SME AND TECH COMPANIES

Oslo Børs has listed over 100 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

**€82bn**

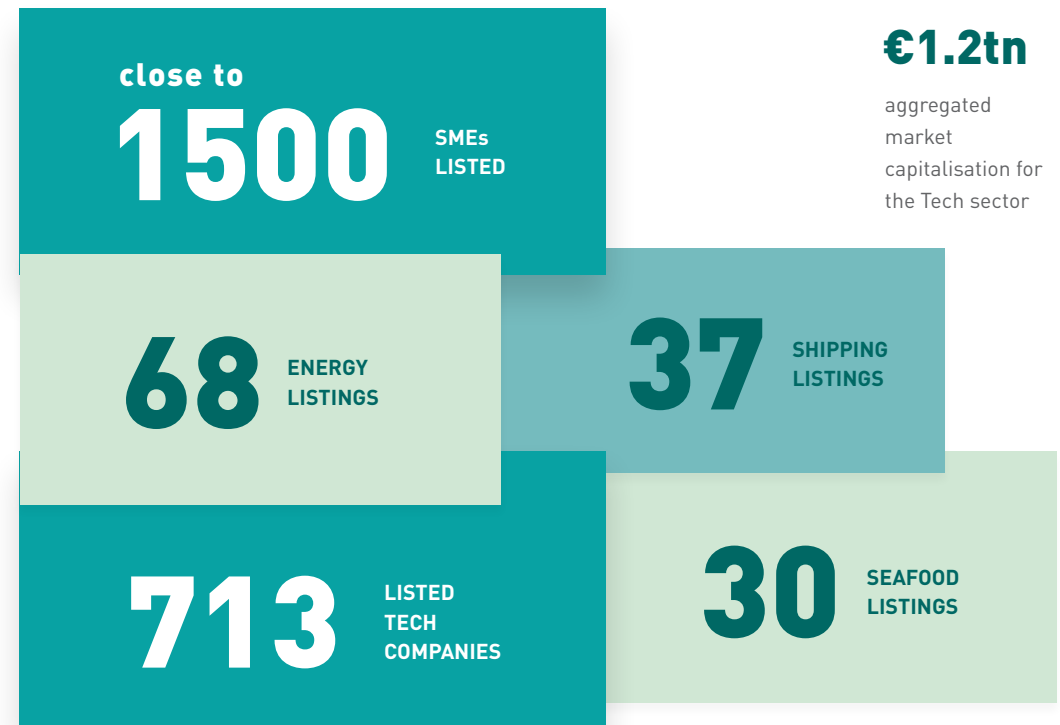
raised by SMEs through equity since January 2015

**€47m**

amount raised on average at IPO by SMEs since January 2015

**€1.2tn**

aggregated market capitalisation for the Tech sector



Visit our website where  
you can **complete the  
application online**

[euronext.com/ipo-ready/norway](https://euronext.com/ipo-ready/norway)

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### 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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