



GO Public

2021

EURONEXT
AMSTERDAM'S IPO
PREPARATION PROGRAMME

DE BRAUW
BLACKSTONE
WESTBROEK

Deloitte.

H&K Hill + Knowlton
Strategies

ING 

Oaklins

 pwc

RSM  ERASMUS
UNIVERSITY

 scaleup
company

Stibbe



EURONEXT

GO Public Programme Description



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.

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).

The format

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.

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.

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 RSMs' centre of entrepreneurship.

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.

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.

INVESTOR PITCHING

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

● JULY TO OCTOBER 2020

Application and selection of candidates

● FEBRUARY 2021

Preparing for an IPO

● MARCH 2021

Accessing the Markets

● APRIL 2021

Life as a listed company

● MAY 2021

Pitch your company

What will you learn?

PROGRAMME TOPICS

Amsterdam
Sep 11, 2019
9:03:57



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



LAW AND PUBLIC MARKETS

- Corporate and tax restructuring
- Changes in share capital
- Governance systems; one-tier vs two-tier
- Protective measures



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

Programme structure

FEBRUARY 2021

Preparing 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.

MARCH 2021

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.

APRIL 2021

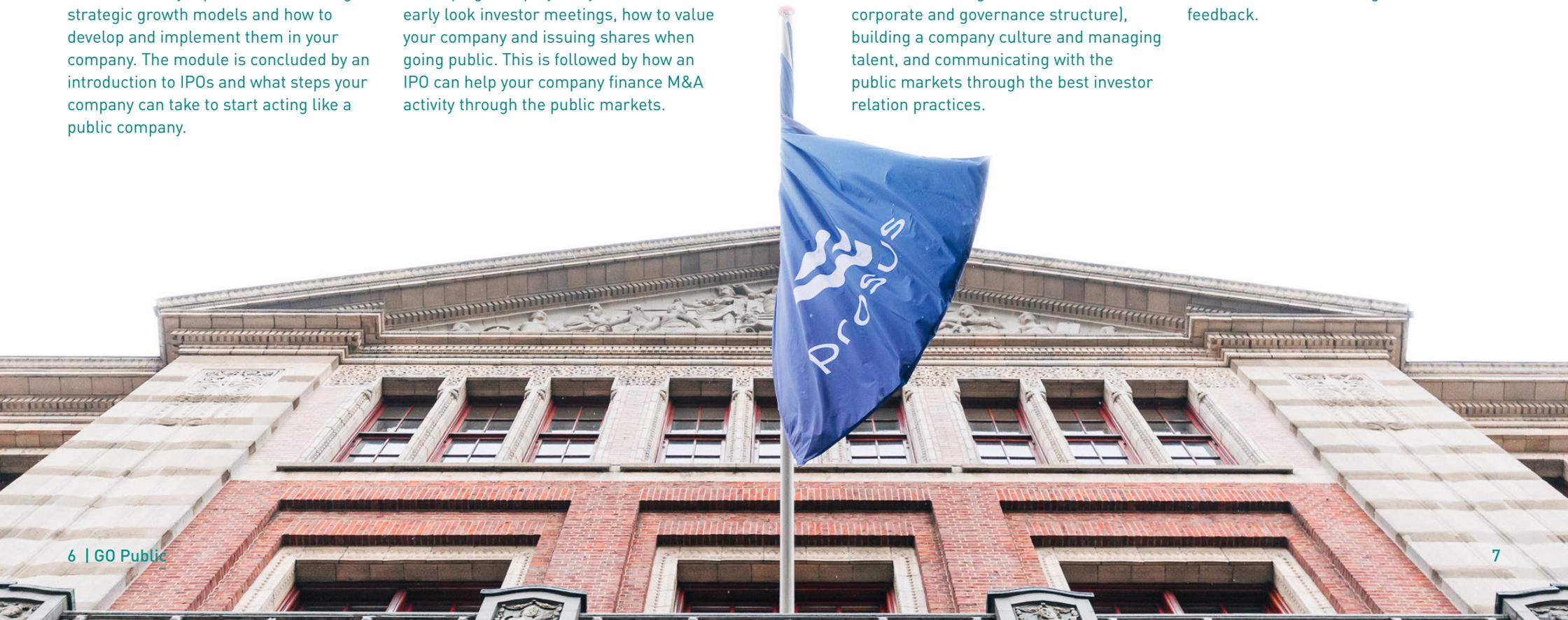
Life as a listed company

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.

MAY 2021

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.



Programme Partners

DE BRAUW BLACKSTONE WESTBROEK

De Brauw Blackstone Westbroek has acted as legal counsel for issuers in almost all major Dutch IPOs in the last decade. With what it believes to be the largest pure-play equity capital markets team in the Netherlands, De Brauw is often involved in complex deals where it displays its transaction management skills, its capacity for thinking out-of-the-box and its ability to propose innovative solutions. The firm represents large multinationals as well as scale-ups in transformational transactions and through its first-rate corporate and litigation practice groups provides its clients with fully integrated legal advice of the highest quality.

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.

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.

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.

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.

RSM ERASMUS UNIVERSITY

Rotterdam School of Management, Erasmus University (RSM) is one of Europe's top-ranked business schools, helping students, academics and people in business become a force for positive change.

scaleup 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.

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.

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

24

Utilities

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.



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

Contact details



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