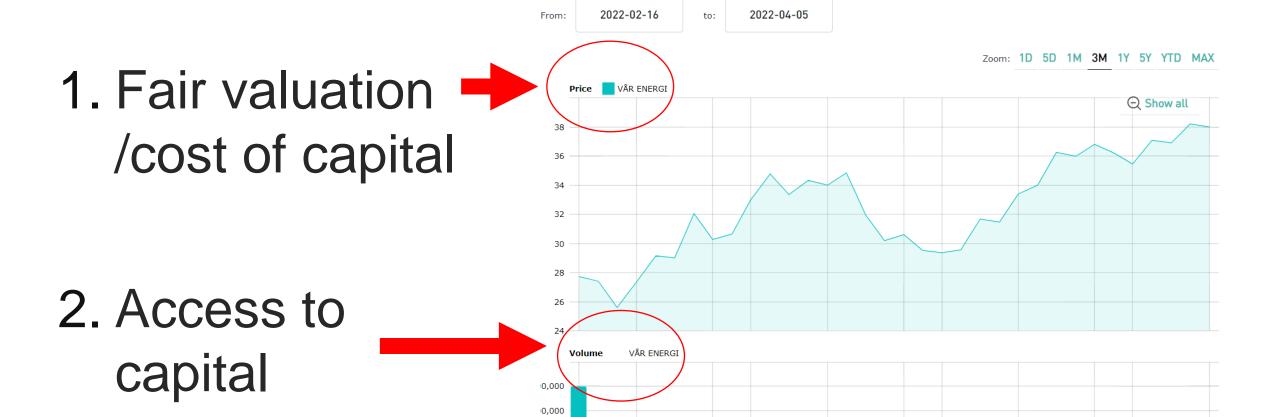


Building trust, confidence and stakeholder value

IR and communications towards an IPO and life as listed company IPO Ready | April 2022

Why do you need investor relations and communications?



Feb 21

Feb 25

Mar 07

Mar 11 Mar 15

Mar 21

Feb 16

Apr 04

Mar 25 Mar 29

IR and communication objectives of professional companies

#1



Ensure compliant and efficient IR

- Provide the right information in a timely manner to all stakeholders
- Reach out to the right investors and strategic stakeholders
- Use the right IR tools

#2



Build trust and stakeholder confidence

- Transparency and knowledge enable trust
- Quality information, communication and expectations management build trust
- Trust powers stakeholder confidence, collaboration and processes

#3



Attract and retain the right investors and capital

- The right equity, debt and strategic investors defined by company strategy
- The right investors, people and partners, will support long-term strategy execution or certain stages of company development

#4



Fair valuation / cost of capital

- The right information, trust, confidence and the right investors and lenders will reduce perceived risk and cost of capital
- Reduced perceived risk and investor demand will support fair valuation

IR is continuous execution of long-term strategy

How do you prepare and manage investor relations and communications?

With relevant, precise, transparent and timely information and communication

The market's assumptions regarding future cash flow

Relevant information (operations, outlook and strategies)

Market factors

CASH FLOW EXPECTATIONS

COMPANY VALUE
$$= \sum_{t=0}^{n} \frac{CF_t}{(1+r)^t}$$

Transparency and information timing External & internal risk factors Perceived risk of investing in the company



🦍 vår energi

About us Our business Sustainability Investor News & Media Careers Contact Q

FINANCIAL TIMES

E24

COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT

Oil & Gas industry

Oslo IPO

+ Add to myFT

Bloomberg

Bloomberg Terminal Demo Request | 🐺 Bloo

Bloomberg

Eni's Var Energi Plans IPO in Bet on Strong **Future for Gas**

- Decision follows strategic review announced last year
- Offering will consist of sale of stock by Eni and HitecVision

By Lars Erik Taraldsen

January 24, 2022, 7:58 AM GMT+1 Updated on January 24, 2022, 10:16 AM GMT+1

Watch Live TV > Listen to Live Radio

Company owned by Italy's Eni and private equity group HitecVision will test investor appetite in the sector

Norwegian oil and gas group Vaar Energi plans



REUTERS

DEALS - AMERICAS JANUARY 24, 2022 / 7:49 AM / UPDATED AN HOUR AGO

Eni plans to list Vaar unit to fund green drive

By Terje Solsvik, Stephen Jewkes

3 MIN READ f 🦋

Markets

OSLO (Reuters) -Energy group Eni is looking to list its Norwegian oil and gas joint venture Vaar Energi as part of moves to use cash from legacy fossil fuel businesses to fund its green drive.

Eni SpA's Norwegian join initial public offering in () Nyhetsstudio Fantasyfond Vår Energi-sjefen om for shares in oil and gas c

The company is consider in the listing, people fam target may change depen several proposed Europe two years as the pandem environmental concerns confidence has gained as

"Oil and gas will continue to come, and the current confirm our view that a r Norway to Europe will be executive officer. "An init next step for Var Energi i



Vår Energi-sjef Torger Rød tror på skyhøye olje- og gasspriser også de neste to årene. En perfekt timing for børsnotering av selskapet, mener han Finansavisen Min side

1 min Publisert: 24.01.22 - 10.45 Oppdatert: 2 minutter sider



Torger Rød, toppsjef i Vår Energi, tror timingen er perfekt for en børsnotering. (Foto: Marie von Krogh)



Norsk oljekjempe vil børsnoteres



år Energi, det nest største oljeselskapet på norsk sokkel, har bestemt seg for å på børs. - Det ligger i vår struktur at vi skal ha en god utbyttefilosofi, sier administrerende direktør Torger Rød.



seen on a booth stand during the Nigeria International REUTERS/Afolabi Sotunde

Crux Advisers

Leseliste

Morten Ånestad D Følg meg



What do you do then towards the IPO?

IR and communications towards an IPO and life as a listed company

18-12 months Hopefully soon!

Capital markets story development

Investor presentation development

Reporting and other disclosure preparations

Establish interim reporting structure: best-practice project plan, KPI selection, report presentation and news release template

Build IR function

- · IR organisation and planning
- IR governance and compliance including disclosure and communication policy
- IR web development

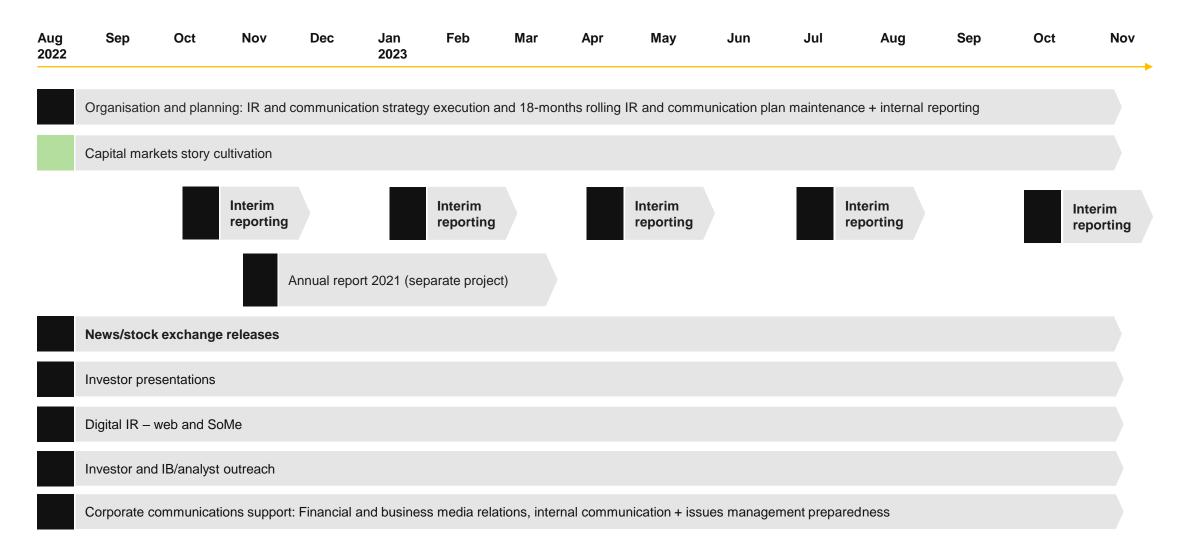
Internal and external communication

- · Communication organisation and planning
- · Internal communication activities to create support and engagement for listing
- External communication via media, own SoMe and web channels + B2B partners and stakeholders
- Issues management preparedness

IPO

And when listed?

IR and communications activities when listed...



IR and communication objectives of professional companies

#1



Ensure compliant and efficient IR

- Provide the right information in a timely manner to all stakeholders
- Reach out to the right investors and strategic stakeholders
- Use the right IR tools

#2



Build trust and stakeholder confidence

- Transparency and knowledge enable trust
- Quality information, communication and expectations management build trust
- Trust powers stakeholder confidence, collaboration and processes

#3



Attract and retain the right investors and capital

- The right equity, debt and strategic investors defined by company strategy
- The right investors, people and partners, will support long-term strategy execution or certain stages of company development

#4



Fair valuation / cost of capital

- The right information, trust, confidence and the right investors and lenders will reduce perceived risk and cost of capital
- Reduced perceived risk and investor demand will support fair valuation

IR is continuous execution of long-term strategy

"The reality is if you use a discounted-cash-flow method, 70 to 90 percent of the value of most companies is beyond a three-year time horizon"

Strategy + numbers + story + investors = valuation / cost of capital

Crux Advisers

What's your story?

IPO Ready | April 2022