

17 MARCH – 9 JULY 2026

Investor Relations Certification Programme

A certification programme by



Core course detailed agenda

MODULE 1: Understanding the financial ecosystem: putting investor relations into context

Day 1

17 March 2026

Milan – Euronext Offices

9.30am - **Welcome and course introduction**

Understanding the financial ecosystem: putting the IR function into context

9.45am - **The purpose and value of the Investor Relations role**

- The Evolution of the role of Investor Relations as a results of the development of capital markets
- Value and purpose of Investor Relations within a company
- Identifying key internal and external audiences

Nicolas Meunier

Chief Revenue Officer – IR&C

Euronext Corporate Solutions

11.00am - **Coffee Break**

Understanding the investment industry and the financial ecosystem

11.15am - **Key Features of the investment industry**

- Equity Market Investors
- Debt Investors
- Market participants: a closer look at the buy side and sell side

12.45 pm - **Lunch**

2.00pm - **Discussion zone and group-works**

Nicolas Meunier

Chief Revenue Officer – IR&C

Euronext Corporate Solutions

3.00pm - **Coffee break**

3.15pm - **The Rise of MiFID II and its Impact on Equity Research**

Nicolas Meunier

Chief Revenue Officer – IR&C

Euronext Corporate Solutions

4.15pm - **Wrap up and close of day 1**

Day 2

18 March 2026

Milan – Euronext Offices

Sources of EU Regulation for IPOs and for listed companies

9.30am - The EU prospectus regime

- Guidelines on disclosure requirements under the Prospectus Regulation
- Overview of how local authorities comply with the directive

Key principles of the Transparency Directive

Overview of the SRDII and its application in the EU member states

Thomaz Braga de Arruda
Lawyer, Associate
Annunziata&Conso Law Firm

11.15am - Coffee break

11.30am - Market Abuse Regulation

- Focus on the Market Abuse Regulation (MAR)
- The prohibitions against market manipulation and insider trading
- Definition of inside information

Daniele Minniti
Lawyer, Associate
BonelliErede Law Firm

1.00pm – Wrap up and close of Day 2

MODULE 2:

Implementing effective Investor Relations: organisation, strategy design and execution

Day 1

27 March 2026 | Online

Knowing your target audience and managing effective Investor Relations

9.30am - The set up of an Investor Relations office

- The required skillset
- The ideal IR office structure for small to large sized organizations

10.00am - Identifying internal stakeholders and key internal IR activities

- Managing the reporting flow for Boards
- Interactions with the Corporate Responsibility and other internal departments

Micaela Capelli
Executive Director and IR
Growens

11.00am - Coffee Break

11.15am - Shareholders and external stakeholders targeting: IR funds and their investment styles

- Major buy-side players
 - Institutional fund managers
 - Responsible and impact investing
 - Sovereign funds
 - Alternative funds (Hedge Funds)
- The structure of a buy-side firm
- Private and retail investors

- The increasing role of passive investors
- Understanding and managing and the buy-side expectations
- Understanding and managing the sell side expectations: the relevance of perception studies

12.15pm - **Coffee Break**

12.30pm - **Group works and discussion zone: analysis of your main target audiences**

Nicolas Meunier

Chief Revenue Officer – IR&C

Euronext Corporate Solutions

1.00pm - **Close of Day 1**

Day 2

17 April 2026 | Online

Effective IR strategy and execution: how to develop an IR plan

9.30am - **Developing an effective IR strategy**

- The role of IR and IR strategy: a combination of finance, communication and marketing
- Investor Relations plan construction
- Dos and don'ts in the IR plan implementation
- Qualification of investor contact
- Insourcing or outsourcing your Investor Perception study: which is the best choice for your company?

Group works and discussion zone

11.30am - **Coffee Break**

11.45am - **Preparation and impact analysis of financial and strategic releases**

- Shareholder Identification
- Designing an IR strategy in occasion of:
 - AGMs
 - Preliminary results
 - Institutional Investors Meetings
 - Meetings with the sell side
 - Capital Markets Days

Nicolas Meunier

Chief Revenue Officer – IR&C

Euronext Corporate Solutions

1.00pm - **Wrap up and close Day 2**

Day 3**24 April 2026 | Online****Communicating your company value through your Equity Story****Writing and presenting your company's equity story**

Day three will support delegates' understanding of the investors point of view, showing why a clear equity story is key for a successful fund raising process.

9.30am - Communicating value to the market

- Getting efficiently to the market
- Areas of intervention

11.30am - Coffee Break**11.45am - Equity Story: Investor Targeting and messaging**

- Engaging with the financial community
- Key steps
- Tools for investor engagement

12.30pm - Discussion zone**Micaela Capelli**

Executive Director and IR

Growens**1.00pm - Wrap up and close Day 3****Day 4****8 May 2026 | Online****9.30am - Group works and discussion zone****Micaela Capelli**

Executive Director and IR

Growens**10.30am - Coffee Break****10.45am - Post-Listing Reporting: use cases and group works**

- IR plan design
- Monitoring and reporting
- Strategic evaluations

11.30am - Group works and discussion zone: drafting the structure Board report**Micaela Capelli**

Executive Director and IR

Growens**1.00pm - Wrap up and close of Day 4**

MODULE 3: Benchmarking effective IR practices

Day 1
15 May 2026 | Online

Benchmarking best IR practices

9.30am - Real time markets disclosures and implications for the IR function

- What moves your share price?
- Managing the Price sensitive information

Implications for the Investor Relations activity

Nicolas Meunier
Chief Revenue Officer – IR&C
Euronext Corporate Solutions

Massimo Giorgini
Senior Director, Italy & Iberia, Continental
Cash Equity Sales
Borsa Italiana
Euronext Group

10.45am - **Coffee Break**

11.00am - **Guest Lecture** Investor Relations from in house role to consultancy

Stefano De Caterina
MBA, Certified Investor Relations Manager

11.00am Round Table

A round table with different types of interlocutors will help delegates focusing on their specific needs in terms of disclosures and IR practices.

Moderator and Panelists for the Round Table:

Moderator:
Stefano De Caterina
MBA, Certified Investor Relations Manager

Panelists:

Chrysoula Zervoudakis
NED and Board Advisor

Massimo Fuggetta
CIO
Bayes Investments

12.30/45pm - **Wrap up and close**

Day 2

22 May 2026 | Online

Building an IR toolkit

9.30am - **Building an IR toolkit: review of best practices and examples**

- Preparation and impact analysis of financial and strategic releases

Bart Verhulst

CommTech Entrepreneur

11.15am - **Coffee Break**

11.30 - Digital Investor Communications

- The digital IR landscape
- The digital IR narrative
- The IR website
- Managing the disclosure workflow
- Tactics for implementing digital comms in times of crisis

12.30pm - Group works and discussion zone

Bart Verhulst

SaaS Founder – Investor Relations & Artificial Intelligence

1.00pm - **Close of Day 2**

MODULE 4: IR and ESG

Day 1

29 May 2026 | Online

9.30am – **Outside-in: How investors integrate sustainability into their investment decisions**

- ESG investment diversity & the ESG eco-system
- Regulation & key market players: who is driving ESG investments
- A focus on responsible and impact investing: a closer look at the buy-side
- Relating sustainability to long-term value creation and value drivers

10.45am - **Coffee Break**

11.00am – **Inside-out: Communicating with sustainability minded investors**

- Knowing your shareholders & stakeholders
- Data & communication: targets, KPIs, pathways, and double materiality
- Best practices in integrating sustainability in IR

12.15pm - Discussion zone

Willem Schramade

Professor of Finance & Sustainable Investing Advisory

Nyenrode Business University

12.30pm - **Close of day 1**

Day 2**5 June 2026 | Online****Non-Financial Reporting and ESG Disclosures****9.30am From NFRD to CSRD: the evolution of the regulatory framework****10.30am - Non-financial reporting**

- What is non-financial reporting
- Risk and materiality analysis
- Data collection
- CR report drafting: international frameworks

Lucy Lau

Executive Board ESG Consulting

5W**11.30 am - Coffee Break****11.45am - Drafting a CR Report: the IR perspective and role**

- Engaging with responsible investors
- Liasing with internal stakeholders in the process

Use Case**12.15pm - Group works and discussion zone****Micaela Capelli**

Executive Director and IR

Growens**1.00pm - Course summary, wrap up and close****Final EXAMINATION and closing certificate ceremony****Milan – Euronext Offices****9 July 2026****9.30am - Online Exam Session****11.00am - Coffee Break****11.15am - Project works discussion****1.00pm - Lunch****2.00pm - Project works discussion, Part 2**

Afternoon

Closing Certificate Ceremony

Academy

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