

E.N.G.'s 4th senior executive summit

GLOBAL INVESTOR RELATIONS

22 & 23 February 2012 | Crowne Plaza | Amsterdam

Developing a diverse IR strategy that captivates today's investor

Strategic connections and communications that engage and excite your investor base

In 2012, the only thing we can be sure of, is continued uncertainty.

Economic volatility and capital shortages will remain an issue. Your investor relations team now faces growing trends in shareholder activism and greater demand for clarity and disclosure, making it more important than ever to optimise communications channels and explore new engagement tools.

So how do we strategically manage the Conveyance of financial news? How do we convey the good and the bad in a way that strengthens the investment proposition? Competition for new investment is strong. To succeed you must understand the profile of the new investor and opportunities within emerging markets.

This conference will prepare you to maximise your portion of the investor pool and maintain the trust of your historic investor base.

The critical issues to be discussed this year include:

- Reaching out to the shareholder base in times of market volatility
- Understanding your future investment pool and how to engage them in your company
- How to design a winning roadshow campaign that differentiates you from your competitors
- Assessing current trends in social media platforms and how to integrate them into the IR approach
- Communication is King: Prudent reporting and strategic conveyance
- Investor potential from emerging capital markets: Identify – Target – Collect

With leading senior executive speakers including

Tjerk Huysinga
Vice President Investor Relations Europe



Maria Victoria Zingoni
Investor Relations Senior Vice President



Christopher Welton
Senior Vice President Investor Relations



Fabrizio Rossini
Head of Investor Relations & Analyst Relations



Caroline Vogelzang
Director of Investor Relations



Unique investment gateway to emerging markets

Ian Roundell
Head of Investor Relations



Frederik Hoek
Head of Investor Relations



Lars Torstensson
Director of Corporate Communication



Alex Kamenskyi
Head of IR Directorate



Konstantinos Assimakopoulos
Account Executive



Klaus Aurich
Head of Investor Relations



Joachim Mueller
Global Head of Investor Relations

Deutsche Bank

Nick Arbutnott
Managing Director, Global Markets Intelligence



Gerbrand Nijman
Group Director Investor Relations



Vincent Gouley
President



Registration

Fax +34 91 535 9804 | Online www.engspain.com | Phone +34 91 535 7087 | Email ir@engspain.com

An E.N.G. summit



Sponsor



08:00 **Registration and welcome coffee**

09:00 **Opening remarks from E.N.G. and the chair**
Konstantinos Assimakopoulos, Account Executive
CHORUS CALL HELLAS

09:15 Strategic Insight

Creating the profile of today's investor

- ▶ Classifying an investor by their investment objectives – short, medium or long-term
- ▶ Tailoring a strategy based on three key investment philosophies: Time horizon, life-cycle phase and risk tolerance
- ▶ What questions are investors asking today? What does this tell the IR community?

Lars Torstensson, Director of Corporate Communication
TELE2

10:00 Case study

Incorporating social responsibility into the investor communications

- ▶ Using your company's story to build confidence in your brand
- ▶ Building your brand with credibility and honesty to project a strong company image that promotes investor confidence
- ▶ Looking outside your walls to learn and compare: The effect of other industries on your profits
- ▶ Do you appeal to the social, moral and business conscience of your most important investors?

Christopher Welton, Senior Vice President Investor Relations
VINCI

10:45 **Networking coffee break**

11:15 Case study

Running an intensive IR programme to captivate debt investors in a capital intensive industry at Vattenfall: Lessons learned from a state owned company

- ▶ Spotlight on Vattenfall: Facts, figures and strategy
- ▶ Integrating corporate governance, capital structure and financial targets into the IR strategy
- ▶ IR at Vattenfall: Activity and strategies for financial reporting, road shows and capital market days
- ▶ Taking a comparative approach: How does Vattenfall benchmark with peers?

Klaus Aurich, Head of Investor Relations
VATTENFALL

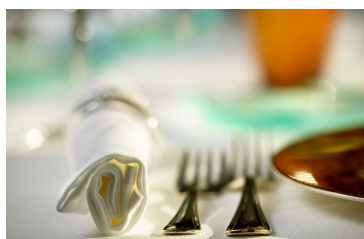
12:00 Case study

Using a strategic IR model to curtail shareholder activism

- ▶ Examining emerging trends in shareholder activism in the current market place
- ▶ Monitoring outlets for activism such as social media platforms in order to take immediate action
- ▶ Maintaining strong shareholder networks by effectively conveying complicated business decisions

Caroline Vogelzang, Director of Investor Relations
KARDAN

12:45 **Lunch**



14:00 Panel discussion

Investor relations secrets: A new look at the "disclosure techniques" employed in earning season

- ▶ Can and should a "bad story" be buried? Is there such a thing as end of day Friday in a global economy?
- ▶ Should communications be standardised to limit "cloaking devices"?
- ▶ How can positive info be best enhanced without being overstated? Avoiding the good news, bad news approach
- ▶ Is there a better way to mitigate rash decisions and a panic?

Facilitator:

Vincent Gouley, President

WATCHOWAH

Maria Victoria Zingoni, Investor Relations Senior Vice President

REPSOL

Christopher Welton, Senior Vice President Investor Relations

VINCI

Fabrizio Rossini, Head of Investor Relations & Analyst Relations

ST-ERICSSON

15:00 **Networking coffee break**

15:30 Case study

The role of IR as a strategic function of the global communication mix

- ▶ How a joint venture must cater to investor demands of the parent companies
- ▶ Creating a strategic link on the sell-side, buy-side investor relationship
- ▶ Moving from simple share price function to a global partner in market consensus and trend evolution

Fabrizio Rossini, Head of Investor Relations & Analyst Relations
ST-ERICSSON

16:15 Case study

Captivating the changing investor base using an online investor relations strategy and website best practice

- ▶ Assessing current trends in online investor relations: Differentiating between the needs of different investment pools
- ▶ Developing an enticing website that becomes a strategic factor of the overall IR strategy
- ▶ Becoming an online ambassador: Creating greater engagement in online communications

Alex Kamenskyi, Head of IR Directorate
GAZPROM NEFT

17:00 **Closing remarks from the chair**

19:30 **Social dinner for all E.N.G. guests at De Silveren Spiegel Restaurant**



08:00 **Registration and welcome coffee**

08:30 **Opening remarks from E.N.G. and the chair**
Vincent Gouley, President
WATCHOWAH

08:45 Case study

Investor Relations: The share price strategists

- ▶ Proactively set strategies and plans to attain an appropriate share price
- ▶ Help align business strategy to the non-financial elements of a portfolio manager's valuation model
- ▶ Develop objective tools to maintain consistent and effective messaging
- ▶ Advance your own career options

Ian Roundell, Head of Investor Relations
CREDIT SUISSE

09:30 Case study

Staying ahead or catching up?: Using social media technology to capture investor interest

- ▶ Understanding the additional capital that social media can bring to your business
- ▶ Shining your way through the social media jungle: Choosing the appropriate social media platform that engages your investor base
- ▶ Benefits of using social media to engage further investment

Tjerk Huysinga, Vice President Investor Relations
Europe
ROYAL DUTCH SHELL

10:15 **Networking coffee break**

10:45 Workshop

Eyes on the world: Analysing potential investor opportunities across the globe

This will be a one hour audience participation exercise to share experience and insight into the "emerging market" investor issue

- ▶ Using an innovative marketing approach to create campaigns that seduce investors from emerging markets
- ▶ Identifying which countries have the best business development potential
- ▶ Is it just a question of money? - Analysing and determining your ideal investors' profile
- ▶ Integrating your company's profile to local demands and investor behavior across different markets

Nick Arbuthnott
Managing Director, Global Markets Intelligence
IPREO

11:45 Case study

What, if and other inconvenient questions: IR in times of economic volatility

- ▶ Creating clarity in your investors' communication
- ▶ Choosing the right strategy to increase confidence
- ▶ Engaging constructive discussions with investors to explain complicated corporate actions

Frederik Hoek, Head of Investor Relations
RABOBANK

12:30 **Lunch**

13:45 Case study

Measuring success of IR strategy: The ROI of IR

- ▶ What KPIs need to be used by the IR community?
- ▶ Are positive results based on specific strategies or campaigns? How can this be demonstrated?
- ▶ Strategies for getting honest investor decision feedback: Direct contact, anonymous survey and activity analysis

Florence Triou, Head of Investor Relations
SAINT-GOBAIN

14:30 Panel discussion

Maximising communications with investors during times of corporate crisis

- ▶ Understanding the importance to be more clear and efficient in all communication processes during a specific company related crisis
- ▶ Breaking with the premise of "no news is good news": Communicating the positive and the negative well
- ▶ Working closely with analysts and board members to address investor concerns in times of crisis
- ▶ Incorporating the participation of the investor as part of the crisis team: Benefits of real time feedback in the current communication climate

Facilitated by:

Martin Ziegenbalg, EVP Investor Relations
DEUTSCHE POST DHL

Panellists:

Gerbrand Nijman, Group Director Investor Relations
VIMPELCOM
Joachim Mueller, Global Head of Investor Relations
DEUTSCHE BANK

15:30 **Networking coffee break**

16:00 Case study

Behavioral Finance and Investor Relations

- ▶ Does behavioral finance pave the way for a new thinking of investor relations?
- ▶ How can behavioral finance play a role in day-to-day investor relations practice?
- ▶ How to bypass analyst recommendations to better assess real market perception?
- ▶ How to make the most of your shareholders identification studies?

Vincent Gouley, President
WATCHOWAH

16:45 **Closing remarks from the chair and E.N.G**
Close of the conference

Thank you

E.N.G. would like to thank all who have assisted with the research and preparation of this event. In particular the speakers, sponsors and media partners who have supported the event through direct contribution. For further information, please refer to our website www.engspain.com

Attendees at our previous business summits include

Vice President, Investor Relations & Corporate Communications DONG ENERGY	Head of Investor Relations NESTLE	Vice President COMMERZBANK	Director Compliance AKZO NOBEL	Vice President and Counsel EMEA THE WALT DISNEY COMPANY
Head of Investor Relations REPSOL	Vice President of Investor Relations ROYAL DSM	Partner EMEA Financial Services ERNST & YOUNG	Vice President Compensation and Benefits ALCATEL-LUCENT	Director, Corporate Identity & Communications GLAXOSMITHKLINE
Director Investor Relations BANCO SANTANDER	Senior Vice President STORA ENSO	Executive Vice President Head of Global Stock Plan Management SIEMENS	Head of IP Legal BOREALIS	Director of Group Intellectual Property Department LAFARGE
Senior Vice President Investor Relations EADS	Manager Investor Relations KELLOGGS	Director of Financial Control BANCO SABADELL	Director Global Head of Corporate Governance HSBC	Head of Channel, Global Communications UNILEVER
Executive Vice President DEUTSCHE POST	Manager Investor Relations AKZO NOBEL	Deputy Research and Development Data Privacy Officer SANOVI AVENTIS	Executive Vice President Head of Global Stock Plan Management SIEMENS	Director Financial Integration and IFRS Specialist SCA
Executive Vice President DEUTSCHE POST	Investor Relations Officer GROUPE DANONE	Global Head of Internal Communications INBEV	J.D., M.P.A. Senior Corporate Counsel - International Operations and Compliance HYATT	Director Business Development ERICSSON
Vice President, Investor Relations & Financial Information ELECTROLUX	Managing Director Head of External Reporting DEUTSCHE BANK	Global Marketing Communications DOW CORNING CORPORATION	Director Communication Tools EUROPEAN COMMISSION	Director of Brand Development BETA BRANDS
Vice President Investor Relations INTEL	Global Head Intellectual Property SYNGENTA			
	Director, Advisory, Financial Risk Management KPMG			

Testimonials

Relevant, informative & engaging. Great return on my investment and time. Best IR conference I have ever attended

Manager Investor Relations
KELLOGG COMPANY

The only IR conference I thought worth attending

Head of Investor Relations
BP

Networking Dinner

E.N.G. would like to invite delegates, speakers and sponsors to join us for a networking dinner in a relaxed atmosphere to discuss the issues of the day, exchange ideas and make future contacts.

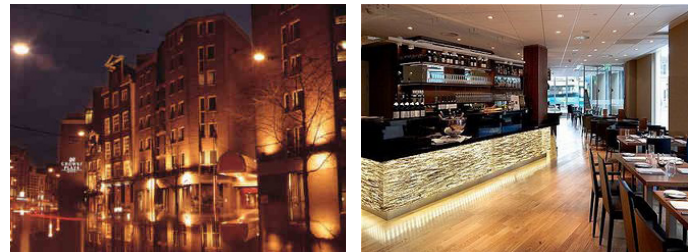
This evening will provide you with ample opportunity to network with your peers while enjoying a good glass of wine. Dinner will be held at the De Silveren Spiegel Restaurant.



Hotel Info

The newly renovated Crowne Plaza Amsterdam City Centre Hotel is located right in the city center of Amsterdam. Central train station is within walking distance with fast links to Amsterdam Schiphol International Airport.

Historic sights, great shopping, business districts and museums are on the doorstep of this 4 star stylish contemporary hotel.



Maintain

strong relationships in turbulent times

Gain

insight into communication platforms to engage your investors

Excel

in understanding the next generation of investor

Connect

with international IR professionals from around the globe

Join

key discussions and debates surrounding the future role of the IR professional

Enhancing

your investment proposition developing an accessible IR website

Overcoming

investor disengagement during times of economic crisis

Evaluating

the ROI and success of your investor relations campaign

Developing

a successful roadshow campaign which differentiates you from your competitors

Maximising

your share of a limited investor pool

Global Investor Relations

Name 1
 Position
 E-mail

Name 2
 Position
 E-mail

Name 3
 Position
 E-mail

Complete Organisation Name
 Company VAT Number
 Address

Postcode City

Country

Tel
 Fax

Date Signature

I agree with the Terms & Conditions
 This booking is invalid without a signature

Conference Fee

- 2 Day Conference Fee** €1995.00 + VAT
- Documentation Only** € 545.00

* **Groups of 3 or more booking on the same day will receive an additional 10% discount**

- * To qualify for discounts, these conditions apply:
- ▶ All delegates to be registered on the same form(s), at the same time.
- ▶ Delegates must be from the same company

Discounts are not reimbursed for previously purchased tickets.
 Prices include the conference documentation, lunches, refreshments, the social dinner and service charge but exclude hotel accommodation. VAT is charged at 20%.

Methods of Payment

- Please charge my credit card



Card holder's name

Card no.

MasterCard/VISA 3 DIGIT CIC last 3 digits, back of card

AMEX 4 DIGIT CIC 4 digits, front of card

Expiry Date (mth/yr) Signature

- For other payment options please contact E.N.G. at +34 91 535 7087

Payment is required within 5 days. Please quote SP58 as reference.

Hotel Accommodation

The conference fee does not include accommodation rates. Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation at the Crowne Plaza Hotel. Please note that after February 3rd rooms and rates will be subject to availability.



Business Opportunities

A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

Pam Walter, Sponsorship Manager
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pwalter@engspain.com

To Register

E-mail: **ir@engspain.com**
 Fax: **+34 91 535 9804**
 Tel: **+34 91 535 7087**

Register online at www.engspain.com

Who Should Attend

This programme has been researched extensively and designed with the cooperation of Senior Executives responsible for Investor Relations in all industries. The executives who will realise the greatest benefit through attendance include:

Vice Presidents, Directors, Heads, Managers, & Officers responsible for:

- ▶ Investor Relations
- ▶ Corporate Treasury
- ▶ Strategy Planning
- ▶ Financial Communications
- ▶ Corporate Communications
- ▶ Media Relations

Confirmation You will receive an email outlining the details two weeks before the event. For any further information please contact the Operations department at E.N.G.

Terms & Conditions By completing this registration form, I/we (the delegate/s) hereby agree to the following

Cancellations

E.N.G. will not be able to mitigate its losses for any less than 50% of each individual delegate registration, even if cancelled within 1 day after booking. Cancellations must be received by mail, fax or email three weeks before the conference. In case of cancellation thereafter the full conference fee is payable. No credit note will be issued if cancellation is received 3 weeks or less prior to an event. Delegate substitutions are welcome at any time prior to the dates of the conference.

If for any reason E.N.G. decides to amend or to cancel the conference, E.N.G. is not responsible for any costs and/or damages, such as covering airfare, hotel and/or other costs incurred by delegates. In the event that E.N.G. cancels the conference, E.N.G. reserves the right to provide a credit of an equivalent amount to another conference within the same sector.

E.N.G. does not bear responsibility for any conference/programme amendments and/or cancellations, such as speaker cancellation. E.N.G. also reserves the right to change the programme as it sees fit. E.N.G. does not provide refunds due to programme changes and cancellations. E.N.G. reserves the right to refuse at its discretion delegates and companies wishing to attend or register for any of its events.

Data

E.N.G. is allowed to pass on your delegate details to other companies who wish to communicate with you. If you do not wish to receive information from other companies, please contact us at info@engspain.com or +34 91 535 7087.

