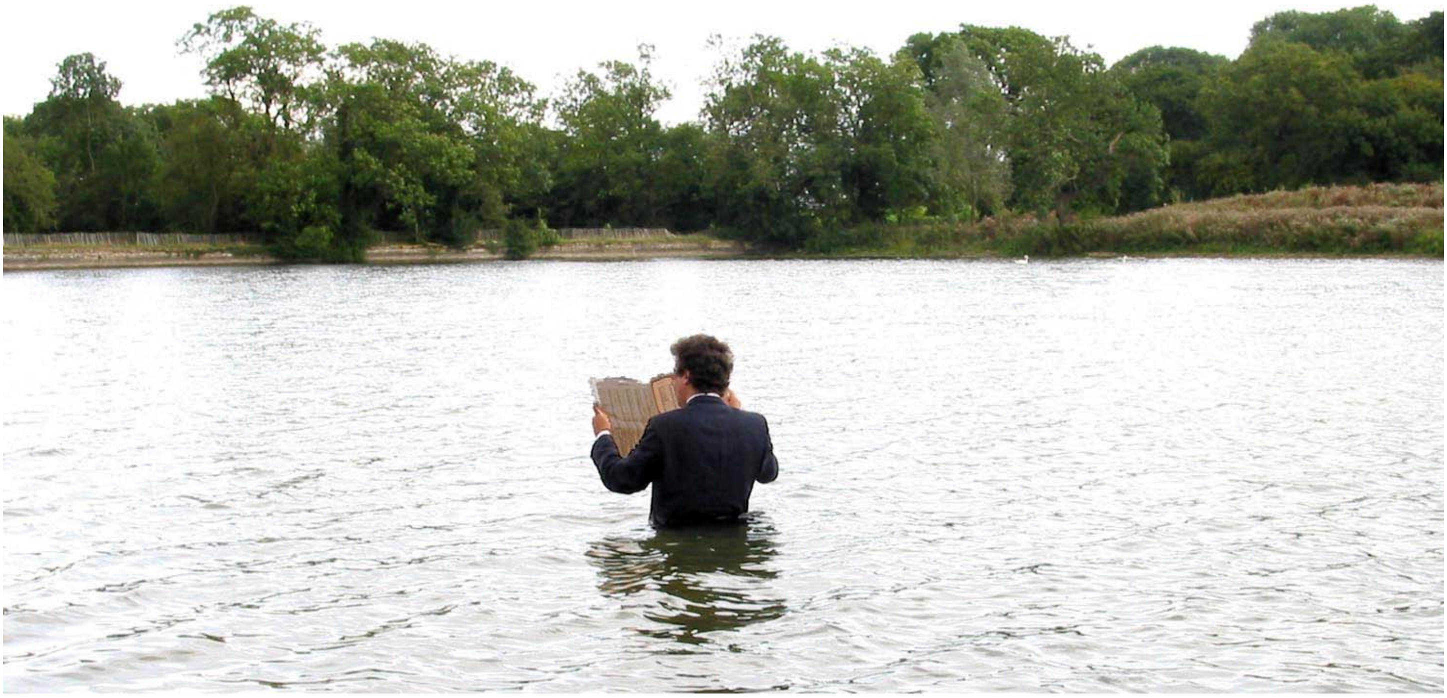
Making financial markets, accounts, corporate finance & valuation accessible to all



Practical, Engaging Financial Training for Corporate Communications People

Courses to help you develop financial fluency

Tailored in-company training • One-to-one coaching
Open courses • On-demand eLearning • Webinars

FinanceTalking Pty Ltd
T: +61 (0) 415 455 755
F: +61 (0) 2 9361 0053
E: australia@financetalking.com
W: www.financetalking.com.au

Why Financial Training and Why Now?

"The training has definitely made a difference to me - I can talk much more confidently and am showing more interest in financial issues because I understand better."

In the current environment, it is more important than ever for communicators to add value. Understanding how financial audiences think will give you confidence and ensure that your advice is robust. And financial fluency will help you build credibility with those financial audiences and with the board.

We can help build your team's financial acumen. This is not just about being able to read an income statement and balance sheet (although, of course this helps) but it is about understanding the big picture and the language of the boardroom.

"I've loved it. Probably the most useful & interesting course I've been on since joining my company 7 years ago"

Why Choose Us?

The way we do it really works.

Why? Because we understand corporate communications and design our courses specifically for communicators. And we've spent years developing practical, interesting, engaging ways for people to learn – and have developed multiple ways to make the learning stick.

Most importantly, people leave our courses with the tools in place to use what they have learnt back at work – and make a difference.

Training Options

"Fantastic, made us realise things and showed us how to improve in areas we wouldn't have thought possible"

We can offer you the following options:

- ✓ Open courses – run in small groups
- ✓ In-house tailored training – group workshops and individual coaching
- ✓ ELearning (standard courses, or tailored elearning)
- ✓ Blended learning (courses/workshops + elearning)
- ✓ Pre and post-course testing and formal examinations
- ✓ We deliver regular courses in the UK, USA (in association with the US National Investor Relations Institute), Australia and New Zealand, South Africa and CIS Countries

Find Out More

For more information, call Nicola Gray on +61 (0)415 455 755

Or email nicola@financetalking.com

You can find open course programmes and dates on our website:

www.financetalking.com

What Can I Expect from a FinanceTalking Course?

"Balance sheets made simple! Very helpful and practical"

"All the case studies were excellent teaching aids. The balance sheet game was a real winner."

- ✓ Interactive games and quizzes to simulate real life scenarios such as media/analyst conferences
- ✓ A simple business simulation (involving a board and monopoly money) which is a powerful tool for learning how the accounts fit together
- ✓ Current examples from real companies to bring the learning to life
- ✓ Practical skills that you can put into practice back at work which will ensure long-lasting learning

"I now understand basic accounting, business & finance in a way I never thought I would!"

Typical Assignments

Financial Markets and Communications

"It's essential that all our corporate communicators understand the demands of the financial markets on us as a listed company"

"We have a new CFO and we'd like to give him a day's training on rules and regulations and the expectations of institutional investors"

Financial Results and Annual Reports

"We want to ensure that everyone in corporate comms is conversant with our KPIs and can communicate key messages around results with conviction"

Corporate Finance, Valuations and M&A

""We would like to understand how our company is likely to be valued for IPO and how we can best tell our investment story"

"Clear concepts very well explained and well paced. Very current, reflected the real world with topical issues"

Recent Clients

3i	Gem Diamonds	Merlin
AMP	Grainger	National Grid
Arm Holdings	GSK	New World Resources
Aviva	HSBC	Premier Foods
Barclays	ING	Prudential
Brunswick	Inmarsat	Reed Elsevier
Centrica	Joele Frank	RSA
Citigate	Kazakhmys	SABMiller
Dragon Oil	Kingfisher	Shell
Evraz	Lloyds Banking Group	Stockland Property Group
Finsbury	Maitland	Zurich

What Our Customers Say

"I must take this opportunity to thank you for an excellent two day training that was carried out by you. Both sessions were rich, informative and highly useful"

Investor Relations & External Affairs, energy sector, Gulf region

"I thought the workshop was excellent! The style, pace, energy, clarity – exceeded expectations"

Global Communications Director, multinational with listings in Amsterdam, London & New York

"Its not easy to make topics around finance both interesting and understandable, but fortunately you did, and as a result I felt I learnt a lot"

Senior Press Officer, FTSE 100 company

Let us know if you would like to speak to one or more of our clients.

Open Courses – Introductory Level

R1: Introduction to Financial Markets for IR & PR

About this 1-day course

If you are just getting started in financial PR or IR or if you need to understand financial markets and audiences in order to be effective in a corporate communications role, then this course is a must.

We will help you see how the financial markets big picture fits together. You'll understand how and why companies issue shares and bonds, how they are traded and how listed companies are expected to communicate.

The course will help you to

- ✓ See the big picture - the context for your role
- ✓ Get to grips with financial markets jargon
- ✓ Communicate with the key players - appreciating how they think and how they operate
- ✓ Understand the regulatory framework and the financial calendar.

R1, A1 & V1 are suitable for:

Newcomers to financial comms & IR
Senior communicators without a financial background

R1, A1 and V1 work well as a series

ELearning versions available

A1: Introduction to Financial Results & Annual Reports

About this 1-day course

If you are involved in communicating financial results or you work with financial presentations or annual reports, this course is a perfect introduction to understanding the numbers.

We will help you to get to grips with financial jargon and concepts, help you understand the balance sheet and income statement and show you how the numbers tell your company's story.

The course will help you to

- ✓ Understand the income statement, balance sheet and cash flows
- ✓ Be able to identify the key headlines and see why certain numbers are important
- ✓ Get to grips with accounting jargon and financial language
- ✓ Use the numbers to tell your company's financial story

V1: Introduction to Corporate Finance & Valuation

About this 1-day course

If you talk to analysts, investors or commentators in the financial media as part of your role, then understanding how the market values companies is essential.

We will help you understand how companies are valued by the market, using both DCF and relative valuation metrics such as P/E ratios. We'll help you understand what shareholder value really means. And we'll explain how you can use communications to influence value.

The course will help you to

- ✓ Understand key concepts such as shareholder value and the cost of capital
- ✓ Appreciate the impact of company funding and the right mix of debt and equity
- ✓ Understand the concept of absolute valuation, including DCF models
- ✓ Get to grips with P/E ratios and other metrics and see how to influence them
- ✓ Appreciate what moves share prices and the importance of good communications

Open Courses – Intermediate Level

R2: Best Practice & Compliance in Financial Communications

About this 2-day course

This course is designed to give you a complete view of financial communications, spanning IR, analyst relations, media relations, special situations and debt communications.

This course offers you a great opportunity to share best practices and provides a thorough understanding of the regulations. It delivers the information you need in a practical way, using plenty of real life examples.

The course will help you to

- ✓ Understand key audiences perspectives and concerns
- ✓ Formulate a compelling investment case
- ✓ Take away lots of ideas for implementing best practice
- ✓ Gain a clear, practical perspective on regulations
- ✓ Be able to deal confidently with price sensitive information and avoid market abuse

R2, A2 & V2 are suitable for:
Corporate communications practitioners including corporate affairs, IR and media relations

R2, A2 and V2 work well as a series

A2: Understand Your Company's Results & Annual Report

About this 2-day course

This course offers you the opportunity to look at your company's most recent results announcement and annual report through the eyes of your target audiences.

Our experienced tutor will take you through your numbers and help you complete our analysis workbook in a group of no more than 6 people.

The course will help you to

- ✓ Understand your company's financial statements and find the key numbers quickly and efficiently
- ✓ Analyse the financial statements to determine company performance
- ✓ Use Key Performance Indicators to tell your financial story
- ✓ Anticipate likely market issues and questions around financial results

V2: Corporate Finance, Valuation and M&A Principles & Practice

About this 2-day course

If you are involved in capital raising, M&A or talking to investors/analysts about your company's share price/valuation, then this course is ideal.

We cover the key corporate finance concepts that form the basis of many board room discussions - shareholder value, cost of capital, dividend and buy-back policy etc. And we help you to understand how companies are valued by the market, for IPO and in M&A situations, using both DCF and relative valuation metrics. We also cover how the market reacts to announcements and the key drivers of company valuation.

The course will help you to

- ✓ Appreciate the context for valuation – market conditions, economic outlook, sector
- ✓ Understand how analysts build models and how to provide effective guidance
- ✓ Understand valuation – DCF, P/E ratios, EV ratios, dividend yield, NAV and SOTP
- ✓ See how analysts' models work and how to influence them
- ✓ Appreciate how M&A deals are evaluated
- ✓ Understand company funding and its impact

B2: Understanding Banks

This course is designed for
Corporate communicators working within banks, especially those who do not have a financial background.

About this 1-day course

This course will enable you to gain a working knowledge of how banks make money, the balance sheet, income statement, headline numbers and key performance indicators. We also cover the impact of the financial crisis, the changing Basel regulations and future challenges.

We will compare major banks in terms of how they tell their financial story and major bank KPIs and targets for the future. Finally, we will cover key bank valuation drivers .

The course will help you to

- ✓ Appreciate the big picture – how banks create value for shareholders
- ✓ Understand bank balance sheets and income statements
- ✓ See how banks are regulated, including capital ratios, leverage, liquidity etc
- ✓ Use Key Performance Indicators to tell your financial story and compare across the sector
- ✓ Anticipate likely market issues and questions around financial results
- ✓ Understand what drives bank valuations.

Dates, programmes & bookings
www.financetalking.com

Programme Menus for Tailored Courses

FinanceTalking is headquartered in the UK.

We have tutors based in Australia, South Africa & Ukraine.

We also teach regularly in the USA and the Middle East

We usually start the course design process with an analysis of your team's needs. Below you can see a list of the subjects that we cover regularly.

We work across a wide range of sectors, including those that have more complex accounting and regulatory issues such as banks and life insurance.

The Big Picture
Financial markets architecture
Shares and share issues (including IPOs)
Bonds and bond ratings
The buy-side and the sell-side
The role of investment banks
The role of PR/IR advisers and in-house

Being a Listed Company – Key Obligations
Key obligations – Europe and USA
Identifying and disclosing inside information
Regulated announcements – what is required
Dealing with rumours or unusual market activity
Formulating disclosure policy
Financial calendar – rules and best practice
Purchase of company shares by directors etc

Financial Communications Essentials
Shareholder value – what it really means
Capital structure – debt and equity
Efficient balance sheets
Cost of capital
Communicating value creation

Understanding Shareholders
Identifying shareholders
Types of investor and their perspectives
Understanding investor needs
The importance of managing expectations
Portfolio management trends
The ideal shareholder base
Where to focus your IR efforts
Conventional versus hedge funds
Choosing and managing investment banks
Retail investor relations

Understanding Lenders
Types of debt and normal terms & conditions
Credit ratings and pricing risk
The ratings process and key ratios
Complex financial instruments
Key concerns for lenders
Best practice debt IR

Intermediary Relations – Analysts & Media
Who influences who?
Improving analyst coverage
Managing consensus
Understanding analysts' models
Writing press releases
Financial media relations

Corporate Governance
Codes & legislation - what is required
Disclosing directors' compensation
Independent non-executive directors
Corporate Social Responsibility
Corporate responsibility monitoring

Earnings Guidance
Guiding on the future – best practice
Monitoring market expectations
Analysts' forecasts – what goes wrong and why
Reviewing analysts' models
Profit warnings – downgrades and upgrades

Raising Capital & Dealing with Surplus Cash
Rights issues
Placings and open offers
Dividend policy
Share buy-backs

Documentation
Results announcements best practice
Annual reports best practice
IR websites best practice

Understanding the Accounts
Financial statements & how they fit together
How financial audiences use accounts
Assets and measuring efficiency
Funding and measuring capital structure
Income statement – analysing sales and profits
Cash flow analysis
Ratio analysis
Red flags for analysts and investors

Valuation & Investment Decision-Making
How analysts look at sectors and companies
Models for analysis – SWOT, BCG, Porter etc
Earnings valuation
Cash flow valuation including DCF
Income and the importance of yield
Asset-based valuations
Enterprise value concepts and ratios
How an investment decision is made
Key factors - risk/reward, timescale
Investment styles

Telling your investment story
Building the investment case
Strategy and strategy statements
Addressing a low stock price
Communicating a growth strategy
Creating momentum
Driving a re-rating

Putting together your plan
IR policy issues
The IR plan
Measuring IR success

Influencing Skills & Presentation Training
Investor & media presentations
Improving your presentation skills
Influencing internally and externally

Call Nicola Gray on +61 (0)415 455 755 or email nicola@financetalking.com to discuss a tailored programme for your company

FinanceTalking Partners

"Excellent - incredibly knowledgeable, entertaining and easy to learn from. "

Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. We collaborate on course development so that our clients benefit from our mix of experiences. We all love what we do and our clients tell us it shows.

"Miranda was brilliant – great pace and broke things down into bite size chunks."

Miranda Lane

Miranda, a qualified Chartered Accountant, worked in investment banking and Investor Relations/Financial PR consultancy before pursuing a career in financial training. Her particular interest is course design - developing courses that get the best out of people and work for a full range of learning styles. Miranda founded FinanceTalking in 2000.

"David is an excellent teacher – easily the best financial tutor I have ever had"

David Yates

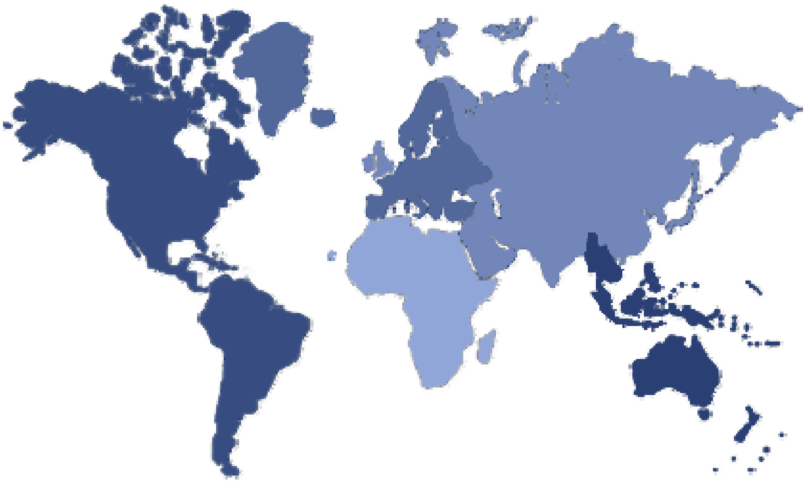
David qualified as a solicitor and worked for Linklaters & Paines, specialising in capital markets and corporate law. He worked in corporate finance at Robert Fleming in London and Australia and then in Financial PR, specialising in the Life Sciences sector. David's deep knowledge of and interest in the financial markets and experience of advising companies in M&A and IPO situations helps him bring finance to life. David joined FinanceTalking in 2009.

"Energy, enthusiasm and a very engaging style. Helen made the topic come alive"

Helen Varley

Helen, a Chartered Accountant by training, was formerly director of group accounting developments at Unilever. She has first class operational experience in a range of sectors and her corporate background gives her a good insight into the practical issues surrounding accounting and reporting. Helen's 4 years with FinanceTalking has given her a strong understanding of corporate communications.

FinanceTalking Outside the UK



We have tutors based in Australia, South Africa and Eastern Europe, as well as the UK. We also run courses regularly in the USA and the Middle East.

"Both Rachel and Nicola were excellent teachers, enthusiastic and knew their materials"

FinanceTalking Australasia

Nicola Gray and Rachel Knippers-Blake joined FinanceTalking in 2010.

Nicola and Rachel both have strong operational backgrounds. Nicola has worked in accounting, finance and corporate strategy and Rachel's background is in financial management.

Nicola and Rachel are based in Australia.

"Anna is a very natural teacher – engaging, knowledgeable and enthusiastic"

FinanceTalking CIS Countries

Anna Gorbenko is a managing director of AvantCapital ltd. She has nine years of experience in corporate finance and investment management. Anna specialises in Investor Relations and corporate finance and delivers training in Russian as a partner of FinanceTalking Ltd in CIS countries.

Anna is based in Ukraine.

"Nic is brilliant. He made the learning process fun and kept it alive and interesting."

FinanceTalking Africa

Nic Bennett joined Finance Talking in 2010 after over twenty five years as an investment banker and financial public relations specialist. He has a Masters in Economics, Certified Diploma in Finance and Accounting and is a Registered Representative of the London Stock Exchange.

Nic is based in South Africa.

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