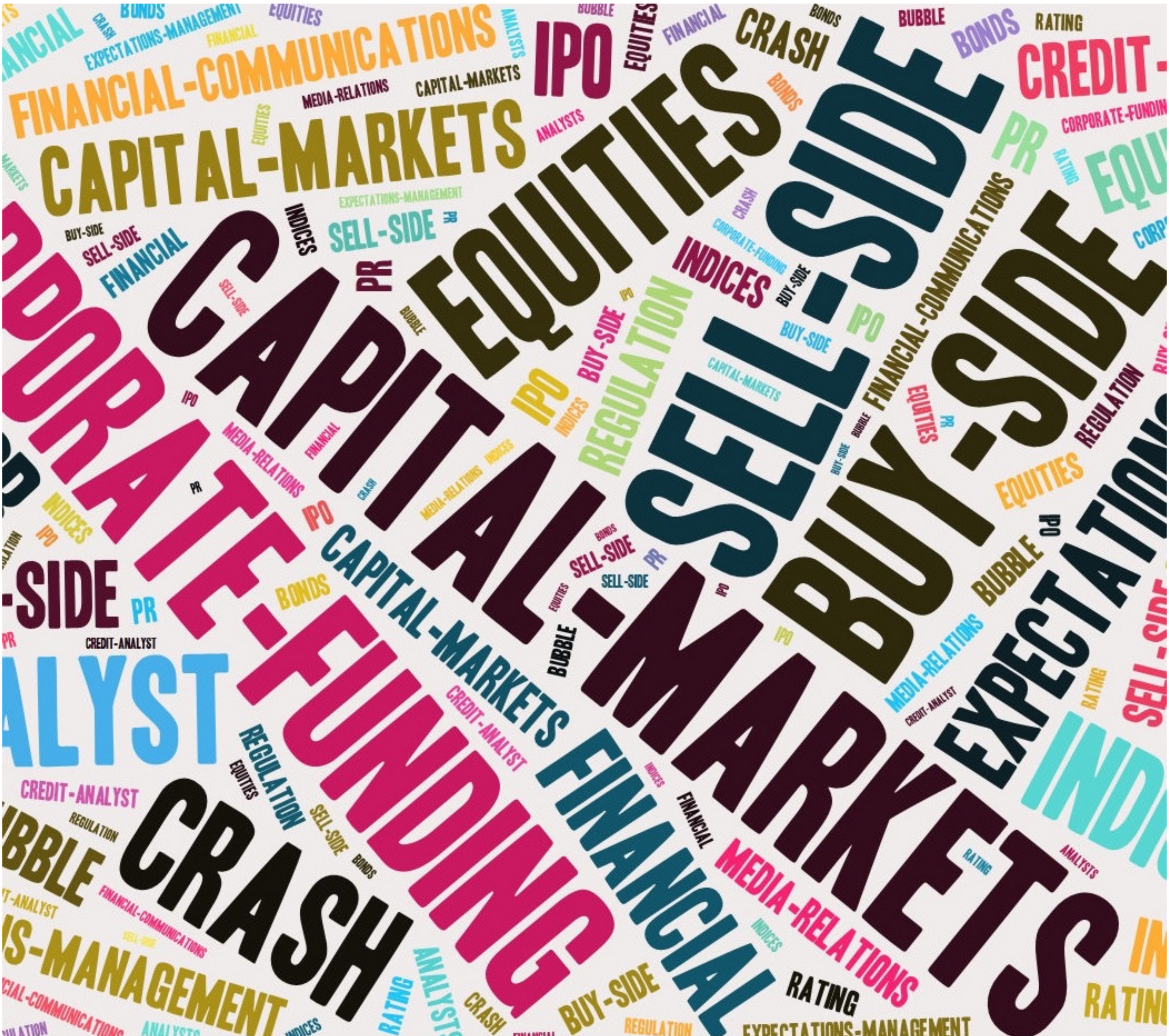
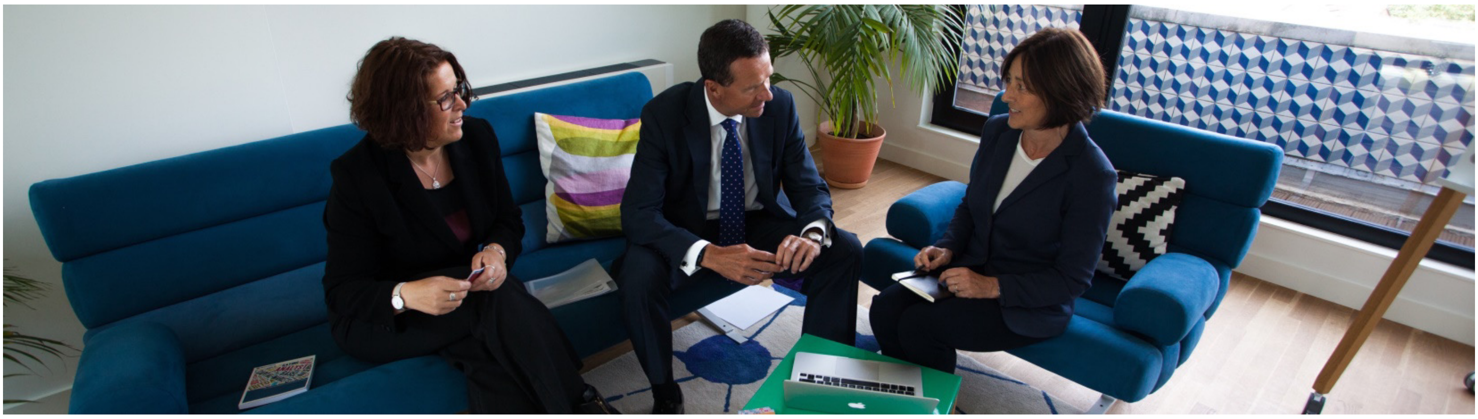
FinanceTalking

www.financetalking.com info@financetalking.com +44 (0)1572 717000



Financial Training for Corporate Communicators

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



Why Us?

The way we do it really works. We understand corporate communications and IR and design our courses specifically to meet your needs.

Our focus is always on developing practical, interesting, engaging ways for people to learn, ensuring that delegates return to work with the tools in place to implement their learning and really make a difference.

- ✓ We use interactive games and quizzes to simulate real life scenarios, such as media/analyst conferences.
- ✓ We have our own very simple business simulation (involving a board and monopoly money) which is a powerful tool for learning how the accounts fit together.
- ✓ Wherever possible we use live examples from real companies to bring the learning to life.
- ✓ We send you away with practical skills that you can put into practice back at work, ensuring long-lasting learning

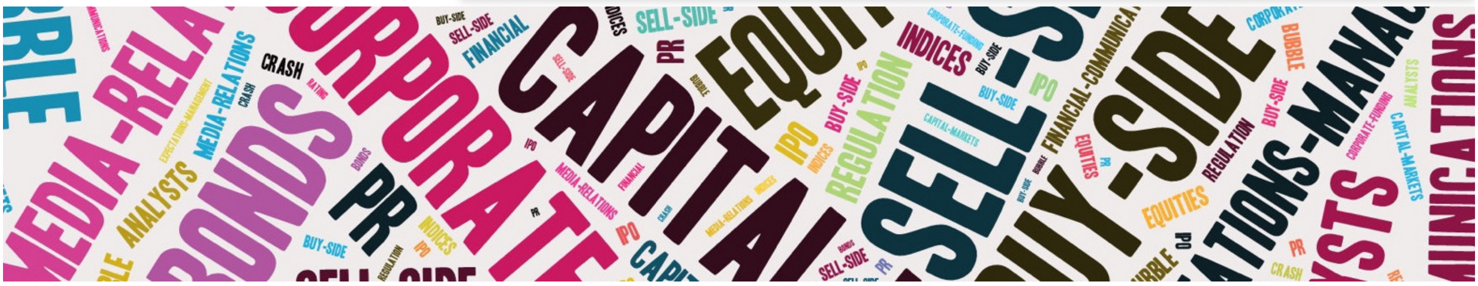
> “All the case studies were excellent teaching aids. The balance sheet game was a real winner.”

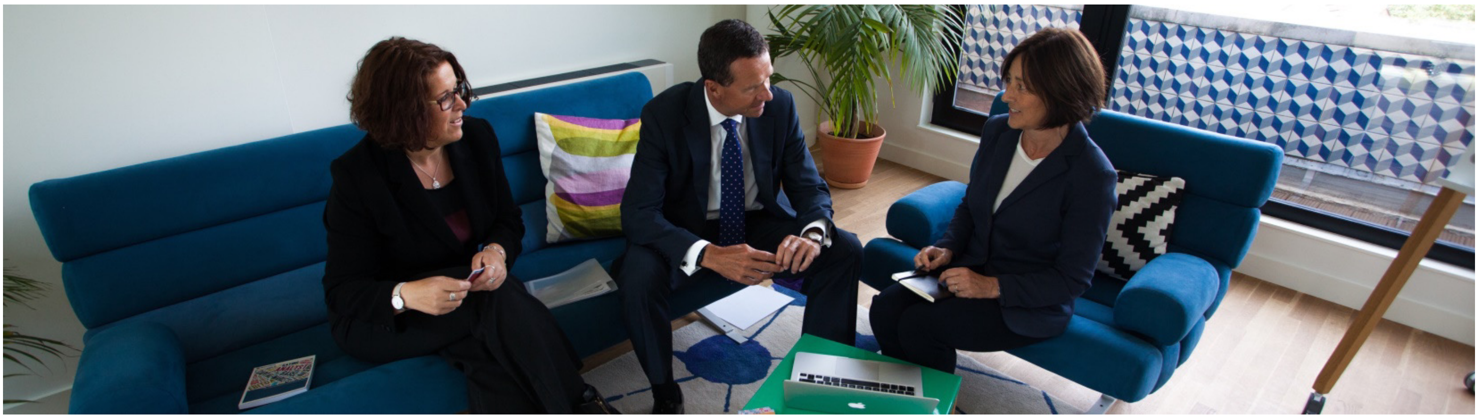
Some of Our Clients

Ahold | Antofagasta | Aviva | AstraZeneca | Barclays | Brunswick | BT | Buchanan Communications | Diageo | FTI Consulting | Lansons | Lloyds Banking Group | M&S | MHP Communications | Mubadala | Pearson | Sainsbury’s | Shell | Teneo

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

Call Miranda Lane on +44 (0)1572 717000 Or email info@financetalking.com





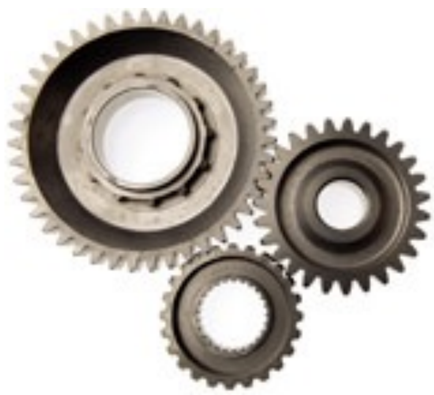
How We Can Help

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), it is also about understanding the big picture and the language of the boardroom.

Training Options

- ✓ Open courses – regular courses in the UK and in the USA (in association with NIRI).
- ✓ In-house tailored training – group workshops and individual coaching
- ✓ Webinars (standard courses or tailored training)
- ✓ Online courses (standard courses, or tailored eLearning)
- ✓ Blended learning (courses/workshops + online)
- ✓ Pre and post-course testing and formal examinations



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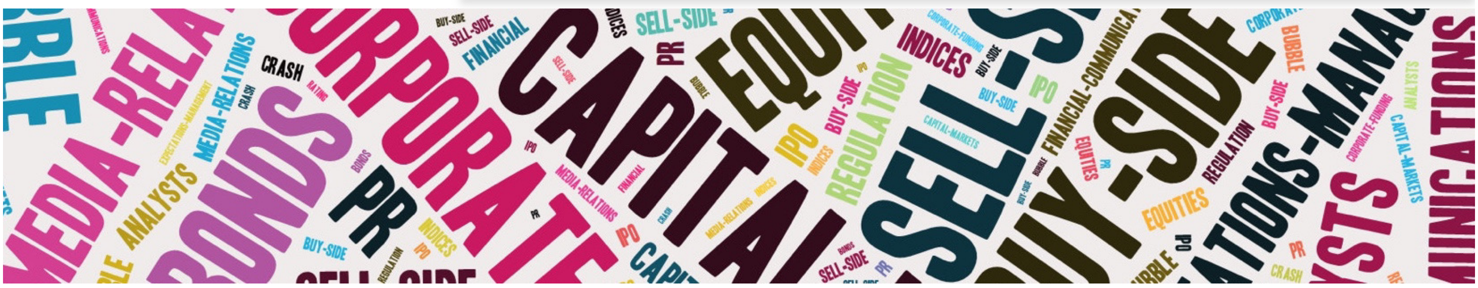

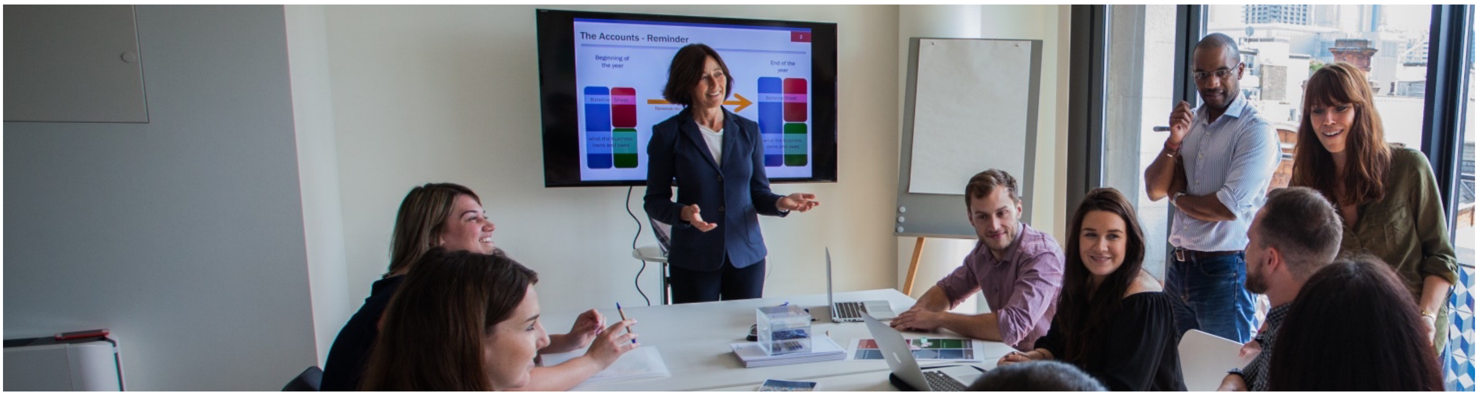

Typical In-House Assignments

FINANCIAL MARKETS AND COMMUNICATIONS

“We’re looking for a training course that would suit a combined corporate comms and company secretarial audience to help us develop a common understanding of the regulations and best practices of being a listed company”

FINANCIAL RESULTS AND ANNUAL REPORTS

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

CORPORATE FINANCE , VALUATION 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”

UNDERSTANDING BANKS

“We would like to develop a better understanding of how banks make money, how performance is measured and how this fits with our new strategy”

> The course was tailored extremely well to cover the points I needed help on in a very methodical way

> Very useful. I had an understanding but not the terminology, in-depth knowledge or confidence. Helped me really understand what I need to focus on when looking at listed companies

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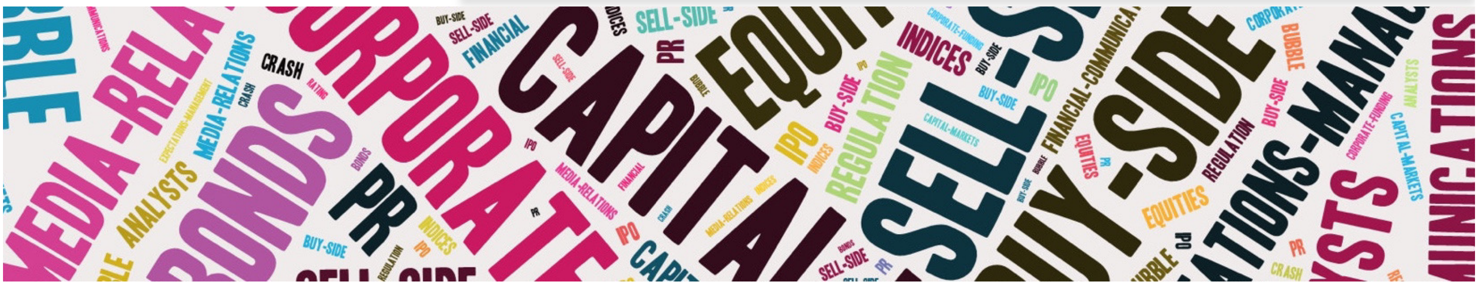
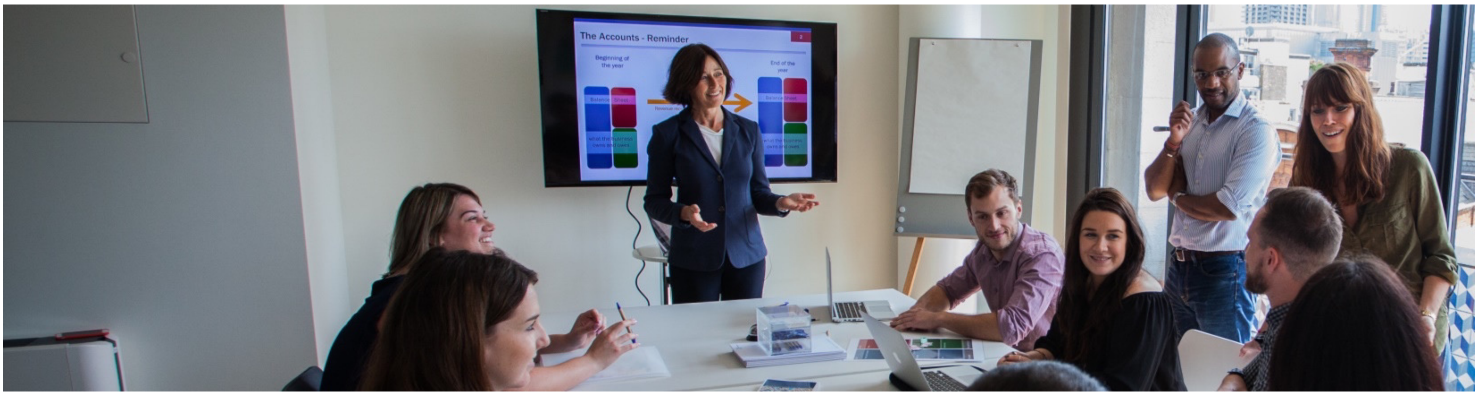




Programme Menus for Tailored Courses

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/disclosing inside information
- Dealing with rumour & speculation
- Formulating disclosure policy
- Financial calendar – rules and best practice
- Share purchases & remuneration disclosure

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 terms & conditions
- Credit ratings and pricing risk
- The ratings process and key ratios
- 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 / ESG
- 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 & reviewing models
- Profit warnings and rebuilding trust

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

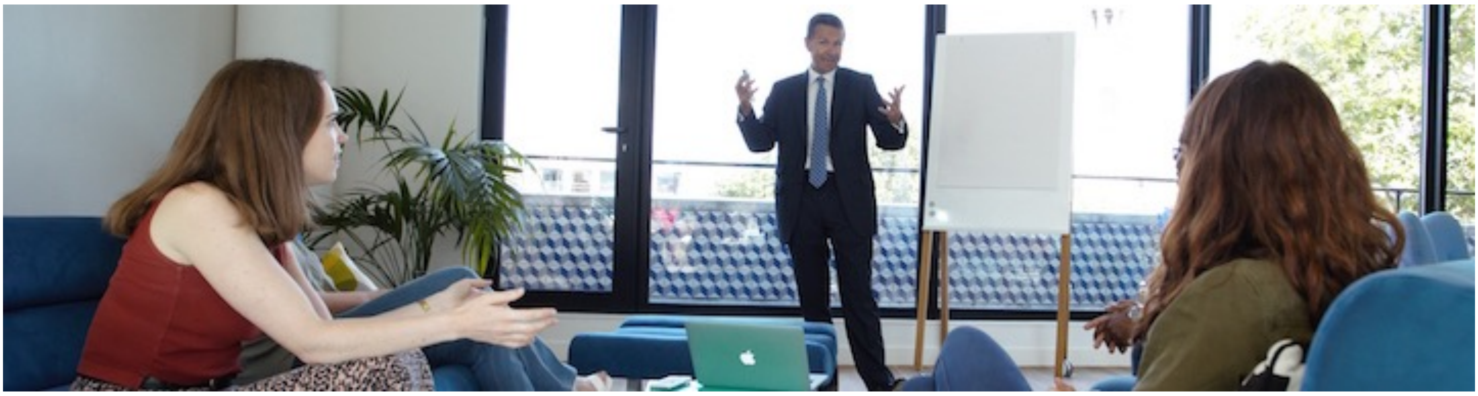
Documentation
- Results announcements best practice
- Annual reports best practice
- IR websites best practice

Understanding the Accounts
- The key financial statements
- How financial audiences use accounts
- Assets and measuring efficiency
- Funding and measuring capital structure
- Understanding/analysing profits
- Cash flow analysis
- Ratio analysis
- Red flags for analysts and investors

Valuation & Investment Decision-Making
- Evaluating sector and company prospects
- 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

Call Miranda Lane to discuss an in-house programme, on +44 (0)1572 717000



Open Courses

PRACTICAL, INTERESTING & ENGAGING COURSES

We run our public courses in small groups with experienced tutors who are adept at adjusting the course material to suit the delegates on the day.

Your tutor will be enthusiastic and knowledgeable, with a talent for making complex concepts simple. And, most importantly, people leave our courses with the tools in place to use what they have learnt back at work.

MATERIALS & POST-COURSE SUPPORT

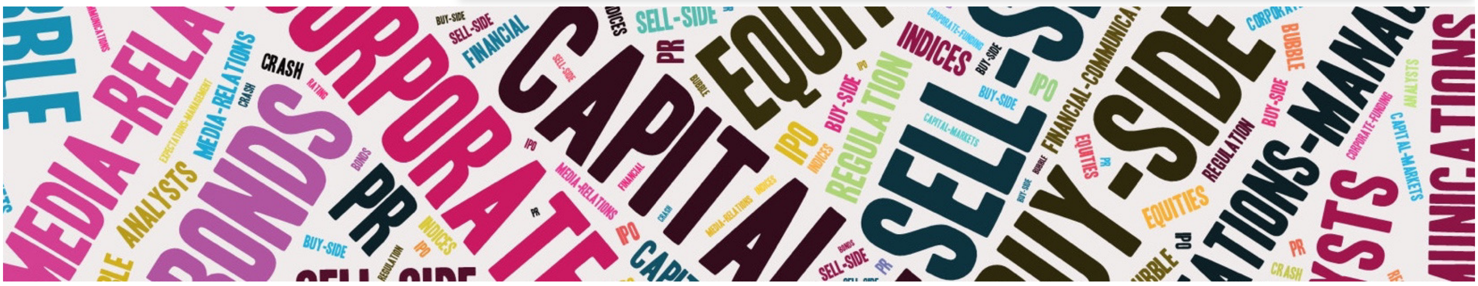
You will take away:

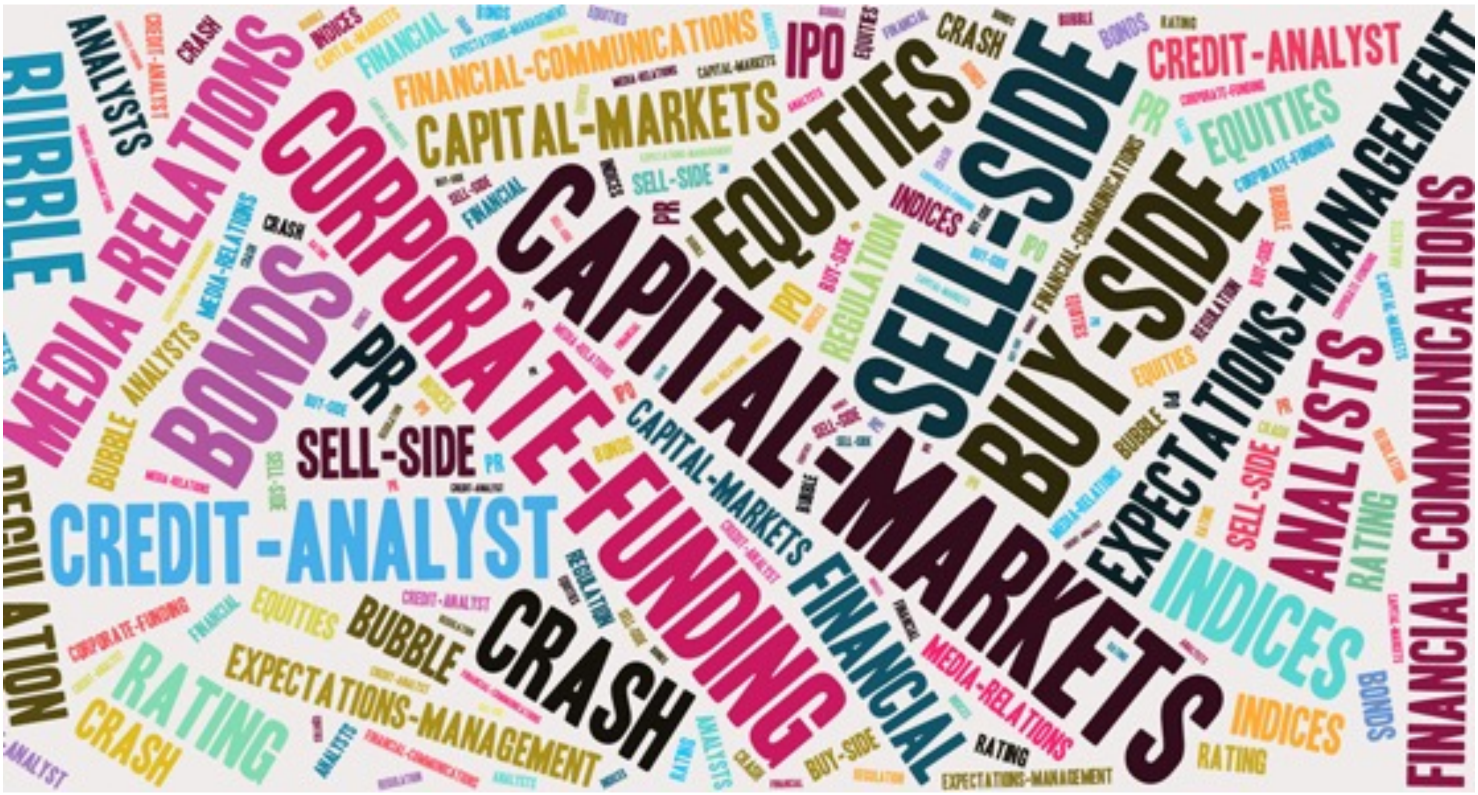
- ✓ Access to a virtual classroom with a series of online courses to help you consolidate your learning (including briefing papers & jargon summaries)
- ✓ Colour-coded course materials
- ✓ A copy of The FinanceTalking Financial Glossary
- ✓ Email or phone your tutor if you have questions or you'd like to discuss further any concepts covered on the course

EXCELLENT VENUES

We hold our UK courses at wallacespace in central London. Like us, wallacespace believes that learning needs a stimulating environment that shrugs off the constraints of the typical office.

- ✓ Central London locations within walking distance of mainline stations
- ✓ Airy spaces flooded with natural daylight designed to energise and inspire
- ✓ A wonderful selection of delicious food.





Introduction to Capital Markets, Financial PR & Investor Relations

1 Day (for dates see www.financetalking.com)

SUMMARY

If you are just getting started in financial PR or IR or if you need to understand capital 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 capital 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.

OUTCOMES

- 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

WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following online courses which will help you consolidate your knowledge:

- Introduction to Companies, Funding & the Capital Markets
- Initial Public Offers
- Right's Issues

WHAT YOU WILL LEARN

Companies & Funding
- Raising capital - bonds and shares
- Share issues from IPOs to rights issues and placings
- Shareholders - institutional and retail
- Investment game round 1

Capital Markets
- Financial markets and instruments
- Capital markets big picture
- Understanding investors
- The role of investment banks
- Key regulations for listed companies
- Financial calendar requirements
- Investment game round 2

Understanding Investment Performance
- How financial instruments are valued - overview
- Economic indicators, interest rates and exchange rates
- Indices and why they matter
- Bubbles and crashes
- Investment game round 3

Key Financial Audiences
- Fund managers and what they want
- Sell-side analysts, rating agencies, credit and other analysts
- The importance of managing expectations
- Financial media relations
- Writing financial news releases
- Investment game round 4

Financial PR & IR
- Corporate communications - key audiences and who talks to who
- Typical reporting lines in-house
- Typical financial communications programme
- Financial communications objectives
- Investment game round 5

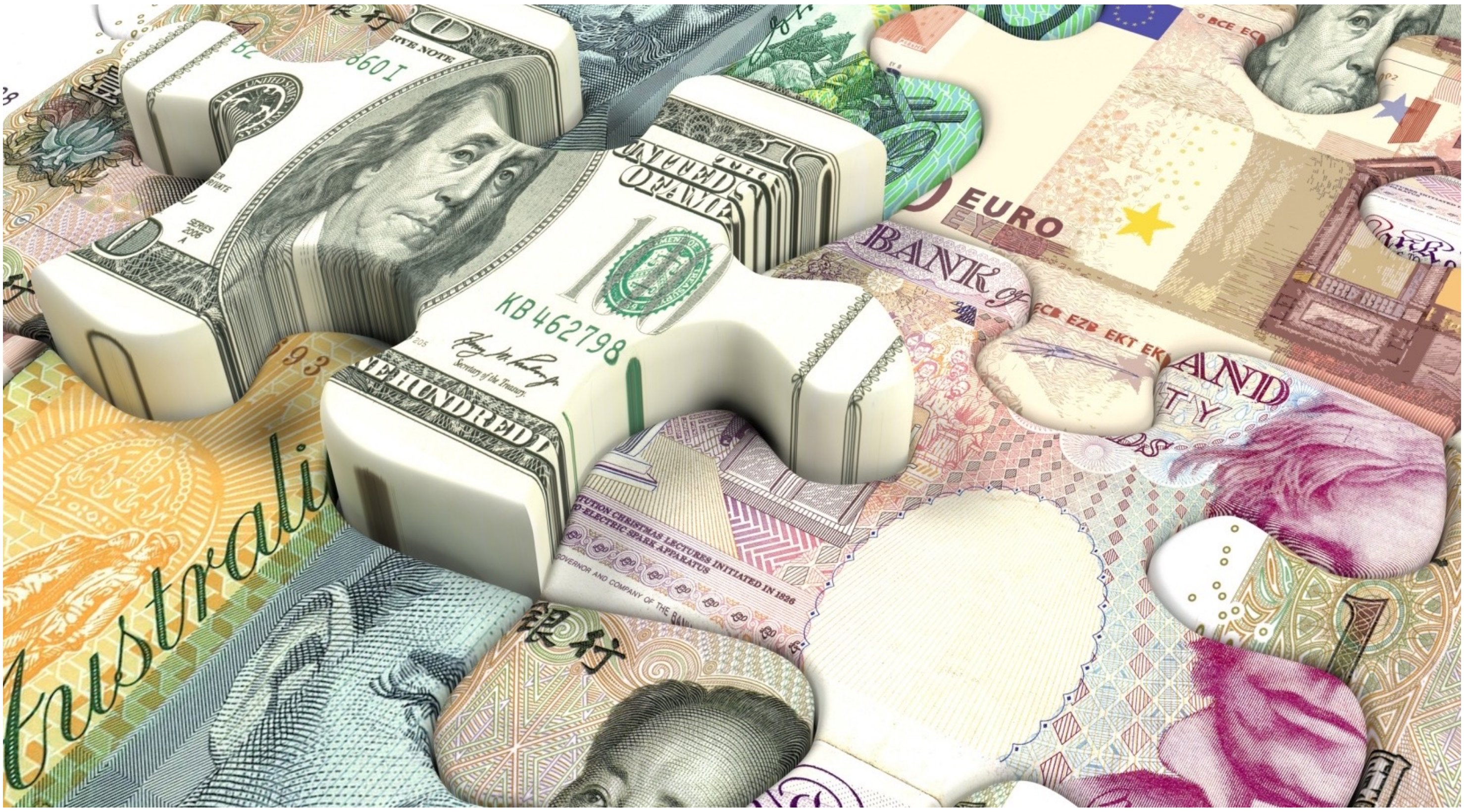
Summary and Conclusion
- Investment game final prices
- Reading the FT - a tool for understanding the markets
- Where to go from here

HOW YOU WILL LEARN

You will learn through engaging, interactive case studies from a range of sectors and practical exercises designed to simulate real life scenarios.

COURSE FEE

£770 + VAT



Finance Essentials for Communicators

2 Days (for dates see www.financetalking.com)

SUMMARY

This 2-day programme is designed to help you understand the essentials of finance that you'll need to communicate your company's financial story effectively. We cover the big picture, shareholder value, accounting, corporate finance and company valuation - all in an accessible way for corporation communicators.

OUTCOMES

- Develop your financial fluency
- Gain a comprehensive understanding of corporate finance and accounting concepts
- Understand how to use numbers and KPIs to tell your financial story
- Learn to communicate in a way that helps your company achieve fair value

WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following online courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Understanding Shareholder Value
- Adjusted Profits
- Understanding Cash Flows
- Leverage & How Much is Too Much?
- How to Analyse a Company
- Understanding DCF Valuation
- Understanding Valuation Using Multiples

WHAT YOU WILL LEARN

The Big Picture
- Capital markets overview
- The perspectives of financial audiences
- Sell-side analysts and the role of guidance

Corporate Finance Essentials
- Creating shareholder value - what it really means
- The link to return on capital
- Metrics for executive compensation
- Characteristics of debt and equity funding
- Cost of capital and the capital mix
- The impact of leverage/gearing
- Changing the capital structure
- Telling the story

Accounting Essentials
- The key financial statements and how they fit together
- The FinanceTalking accounting board game
- The difference between profits and cash
- Depreciation, amortisation and EBITDA
- Goodwill and impairment
- Using adjusted/non-GAAP numbers
- Annual reports & earnings releases - how analysts, investors and journalists use your financial information

Analysing Financial Information
- Reviewing the balance sheet
- Gearing/leverage ratios
- Working capital management
- Communicating balance sheet strength
- Views of ratings agencies and other credit analysts

Analysing Financial Information Cont'd
- Income statement headline numbers
- Analysing the income statement and asking questions
- Establishing a trend - how analysts adjust your numbers
- Constant currency and other underlying numbers
- Growth and margins, operational leverage/gearing
- Earnings per share and dividends
- How the numbers tell the story
- Building a story using key performance indicators

Valuation
- Context for investment decision-making (economics)
- Evaluating growth potential
- Valuation basics – discounted cash flow techniques
- Analysts' models – how they work
- The importance of managing expectations
- Using communications to influence DCF valuation
- Valuing a company using multiples
- What might change a multiple?
- Using communications to influence multiples

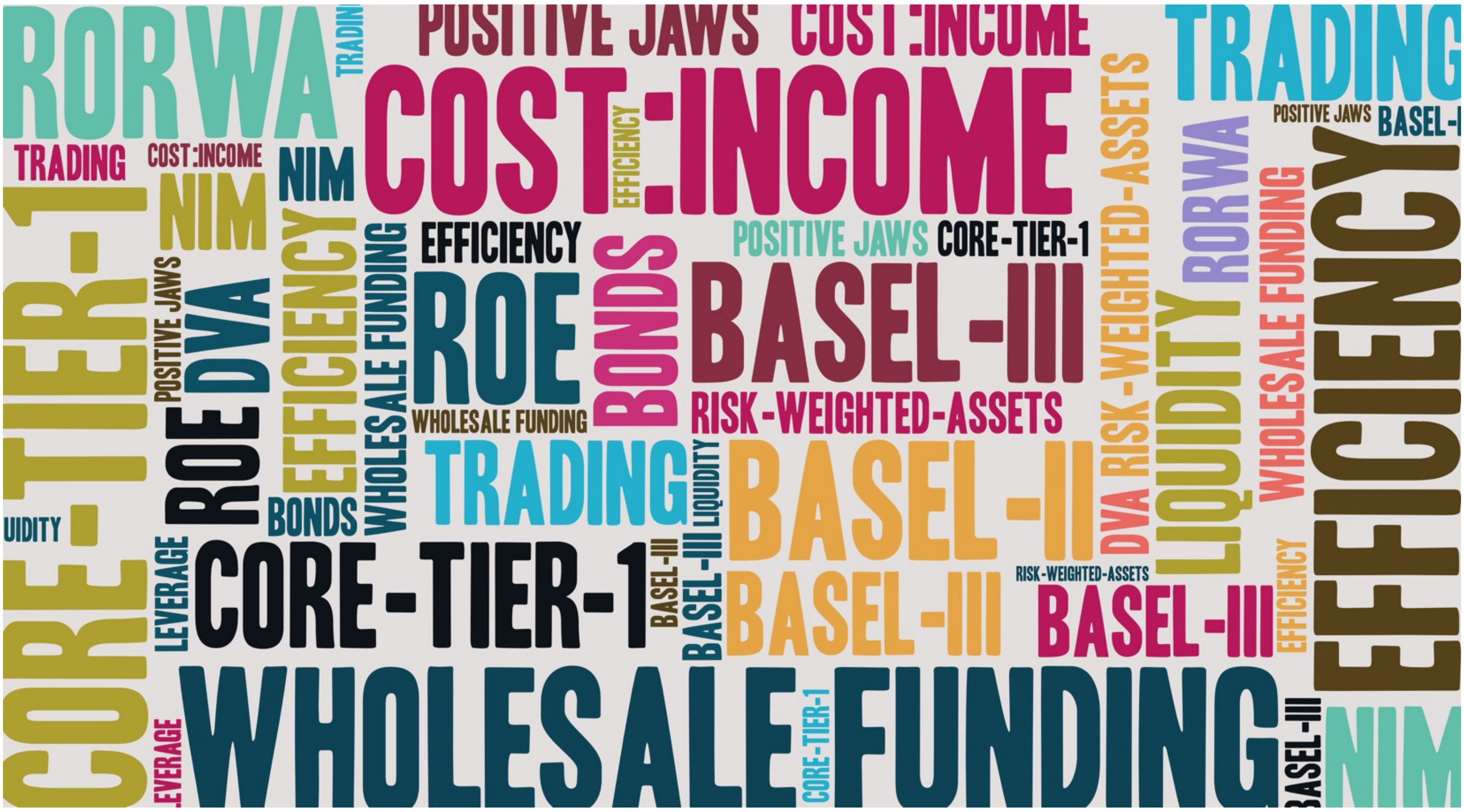
How to Tell your Investment Story
- Management's task
- Telling the story in terms of what really matters

Summary and Conclusion
- Where to go from here

HOW YOU WILL LEARN

You will learn through engaging, interactive case studies from a range of sectors and practical exercises designed to simulate real life scenarios.

COURSE FEE - £1,540 + VAT



Finance Essentials for Banks

1 Day (for dates see www.financetalking.com)

SUMMARY

This concise, one day course will enable you to gain a working knowledge of how banks make money and create value for their shareholders. We will cover bank strategy and key performance indicators; how the income statement and balance sheet work for a bank and the headline numbers for results; how banks are regulated and the impact this has on strategy and performance. We will use a major bank as our main example and compare to a range of others.

PRE-REQUISITES

Introduction to Financial Markets, Financial PR and IR Course; or *Introduction to Companies, Funding and the Capital Markets* online course; or equivalent knowledge.

OUTCOMES

- Become conversant with the language of a bank's senior management
- Understand the business of banking and how banks make money
- Appreciate how banks create value for shareholders and how this drives strategy
- Understand bank balance sheets and income statements
- See how banks are regulated, including capital ratios, leverage, liquidity etc
- Be able to use key performance indicators to tell your financial story

WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following online courses which will help you consolidate your knowledge:

- Introduction to Companies, Funding & the Capital Markets
- Finance Essentials for Banks

WHAT YOU WILL LEARN

The Big Picture
- Context – economic overview
- Capital markets essentials including the yield curve & funding
- Why banks are highly leveraged
- How banks create value
- Example bank strategy – how it fits in

Banking and Accounting Essentials
- How banks make profits
- Exercise: Banks accounting game

Bank Regulations
- Exercise: Banking risks
- Basel I, II and III overview
- Capital, risk-weighted assets and capital ratios
- Other Basel III measures
- Impact of regulatory landscape on profitability
- Capital and leverage ratios compared

Key Performance Indicators
- Exercise: How KPIs tell the story

Example Bank Review
- Understanding financial strength
- Understanding growth and profitability
- Segment performance
- Key performance Indicators vs peers

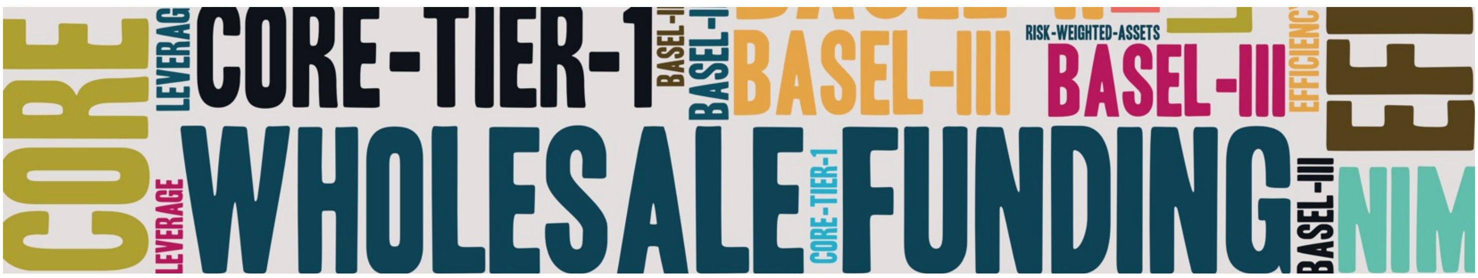
Summary and Conclusion
- Telling the story – the link with strategy
- The future for the banking sector
- How to learn more

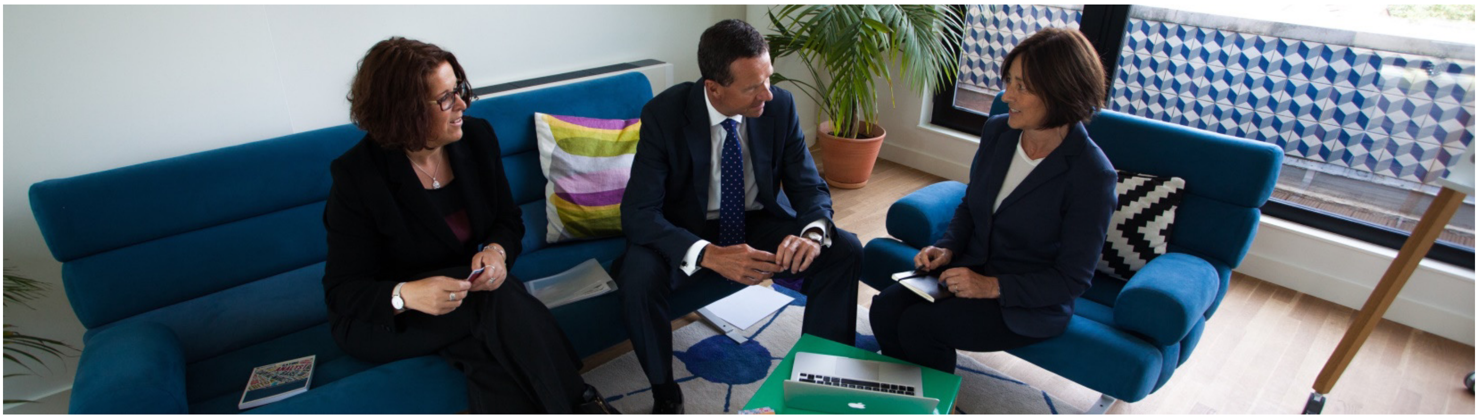
HOW YOU WILL LEARN

This course uses real bank examples and a collaborative approach to learning.

COURSE FEE

£770 + VAT





Learn Online In Your Own Time

We design and produce our online courses in-house, so you'll find the same approach, experienced tutors and colour-coded materials that you may have already experienced on our other courses.

- ✓ Use our eLearning as a standalone or as a pre-course requirement to ensure that all delegates are starting from the same point
- ✓ We can tailor the courses to meet your learning needs
- ✓ Our online courses are web-based, so you can do them whenever and wherever you like. You simply need a phone, tablet or PC with speakers or headphones and an internet connection
- ✓ We use visuals, audio and plenty of interactivity to keep you interested and alert. You can control the pace and recap at any point . All courses come with a briefing paper for you to download and keep
- ✓ If you have questions or you'd like to discuss any aspect of the course, you are welcome to email or phone your tutor.

Concise Online Courses

Our essentials courses are designed to take 2-3 hours each including a final quiz. Specialist short courses take an hour or slightly less.

Essentials Courses

- Introduction to Companies, Funding & the Capital Markets
- The Basics of Business Finance
- Understanding Shareholder Value
- Finance Essentials for Banks

Specialist Short Courses

- Initials Public Offers
- Rights Issues
- Adjusted Profits
- Understanding Cash Flows
- Leverage and How Much is Too Much?
- Understanding DCF Valuation
- Understanding Valuation Using Multiples
- Evaluating M&A from a Financial Point of View
- How to Analyse a Company (Coffee Break)

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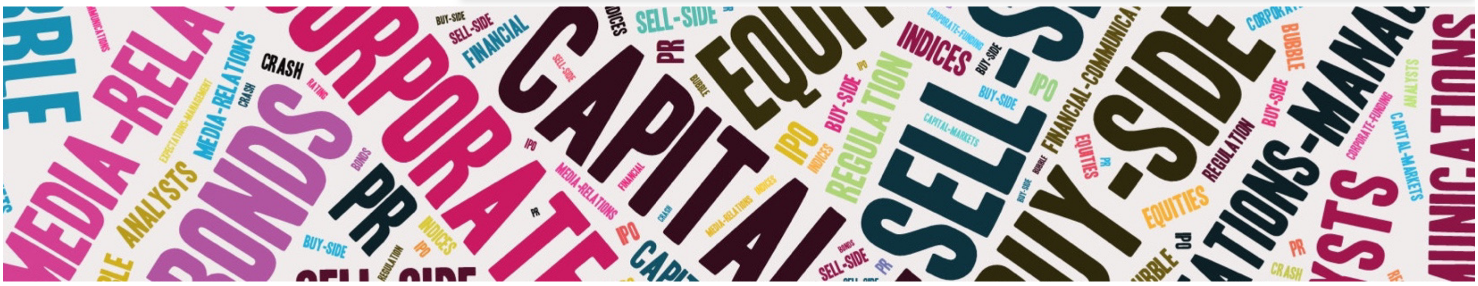

FinanceTalking Tutors

Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. We all love what we do and our clients tell us it shows.

MIRANDA LANE

Miranda, a 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.

> “Miranda was brilliant – great pace, broke things down into bite size chunks.”

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 is an excellent teacher – easily the best financial tutor I have had.”

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. As well as teaching, Helen also consults on financial reporting.

> “Energy, enthusiasm & very engaging style. Helen made the topic come alive.”

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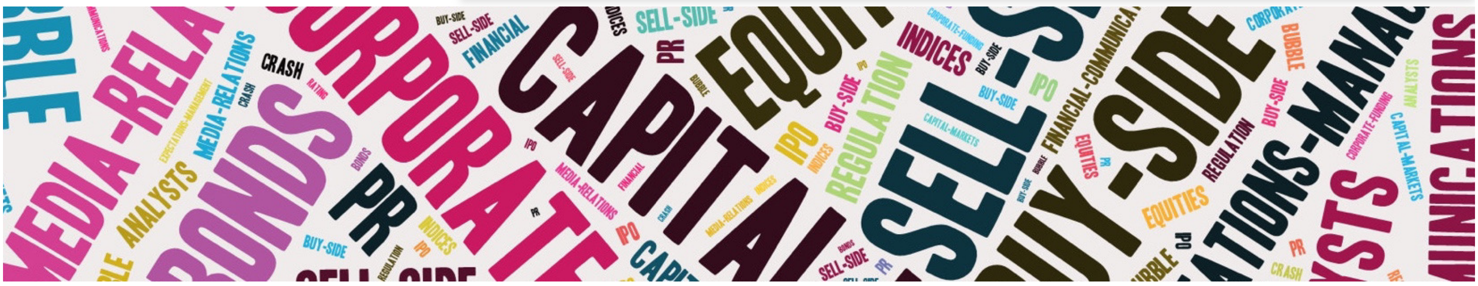

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