



Shareholder Value & Telling a Great Investment Story

Member price: \$395
Non-member price: \$445

OUTCOMES

- ✓ Understand the concept of shareholder value and how value is created
- ✓ Appreciate the cost of capital and its impact on decision-making
- ✓ See how to tell a great investment story

PRE-REQUISITES

Capital Markets Essentials

PROGRAM – 4 hours including two short breaks

Shareholder Value

- Corporate funding reminder
- Shareholder value - what it really means
- The link to return on capital
- Capital allocation strategies and examples
- Metrics for executive compensation
- The role of sustainability

Cost of Capital & the Capital Structure

- Cost of equity, debt and WACC
- The capital mix and changing the capital structure
- Dividend policy and share buy-backs
- Capital management examples

Telling the Story

- Overview of company valuation
- Key elements of a great investment story
- Real company examples

ONLINE COURSE FOR FOLLOW-UP

Understanding Shareholder Value (Essentials Course)

