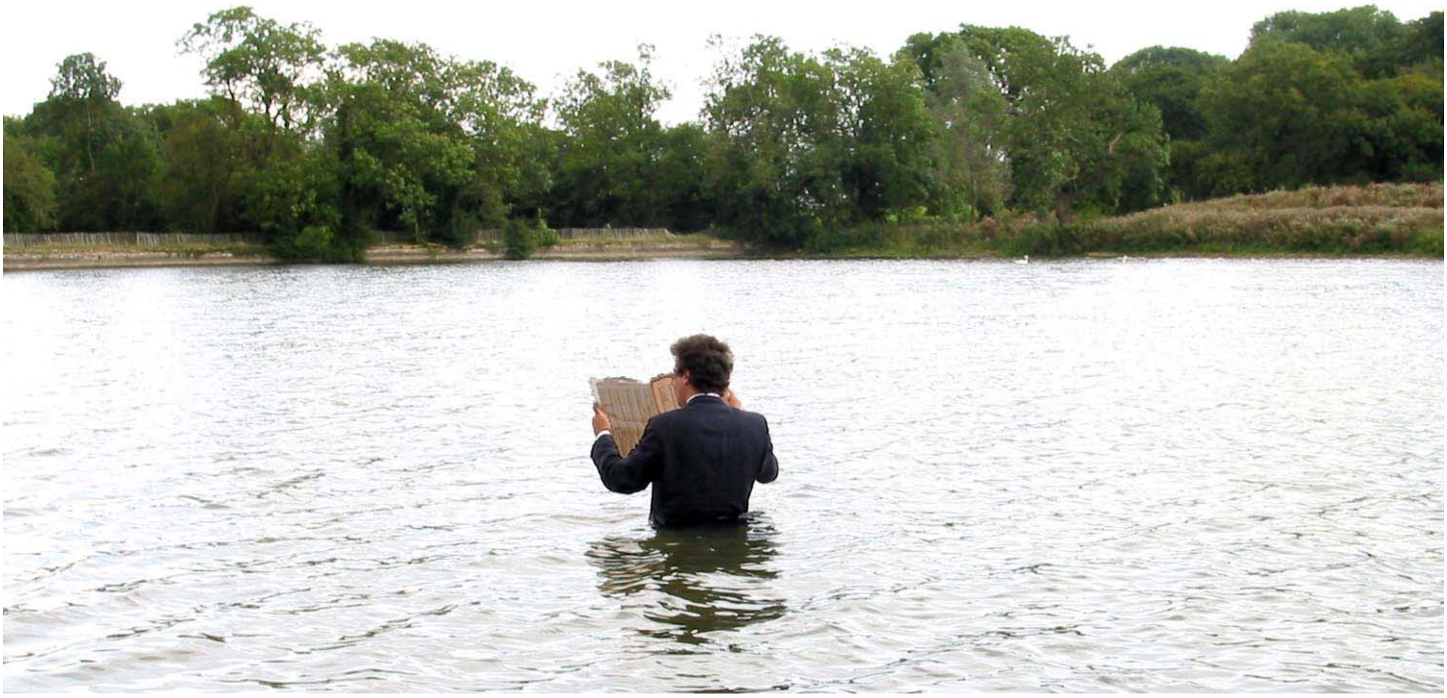
Making financial markets, accounts, corporate finance & valuation accessible to all



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 Ltd
T: +44 (0) 1572 717000
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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 (in association with the Australasian Investor Relations Association), South Africa and CIS Countries

Find Out More

For more information, call Miranda Lane on +44 (0)1572 717000

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

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 Miranda Lane on +44 (0)1572 717000 or email info@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

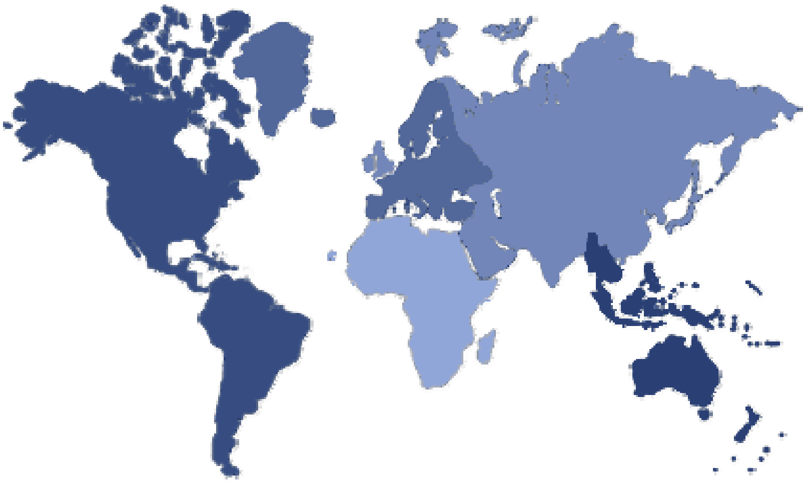
David qualified as a solicitor and worked for Linklaters & Paines, specialising in capital markets and corporate law. He worked in corporate finance at Robert Fleming in London and Australia and then in Financial PR, specialising in the Life Sciences sector. David's deep knowledge of and interest in 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.

FinanceTalking Australasia

"Nicola was an excellent teacher, enthusiastic and knew her materials"

Nicola Dorling joined FinanceTalking in 2010 as a director of the Australasia business.

Nicola has a strong operational background. She has 12 years experience working in the Accounting, Finance and Corporate Strategy field.

Nicola is based in Australia.

FinanceTalking CIS Countries

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

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.

FinanceTalking Africa

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

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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