



Welcome to IPOready Norway 2024



BAHR

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A pre-IPO programme preparing companies to attract capital and investors

IPOready is a programme for companies that have an ambition to grow and are considering an IPO within one to three years.

The objective of the programme is to ensure that the participating companies are well prepared for the IPO process, and what it will require of the organisation. Some of the topics on our agenda

- ❑ Understanding the capital market
- ❑ If an IPO are the right choice for your company
- ❑ How to prepare your business for an IPO
- ❑ How to succeed as a listed company

The programme is run by Oslo Børs in partnership with DNB Markets, BAHR, Deloitte and First House.



Partners for IPOready Norway

DNB
Markets

BAHR

Deloitte.

FIRSTHOUSE

Partner presentations



DNB Markets is Norway's largest and leading investment bank with approximately 800 employees in Oslo, Stockholm, London, New York and Singapore. Within investment banking, DNB Markets has approximately 160 employees. DNB Market offers financial advisory and capital raise. On a yearly basis, DNB Markets conducts over 400 transactions, which is twice as many as the closest competitor. The international presence secures access to investors and potential buyers globally. Clients in the Norwegian market ranks DNB Markets in leading positions within all products in the yearly Prospera survey. Within equity sawles and research, DNB Markets has the number 1 position on Oslo Børs in the yearly Prospera survey, and has the largest salesforce with approximately 60 brokers and approximately 50 experienced analysts. DNB Markets is involved in ~25% of the trades on Oslo Børs and has through this unique investor insights. For the sixth year in a row, DNB Markets was ranked as number 2 in the Nordics by Institutional Investors.



BAHR is a Norwegian firm of commercial lawyers and has since 1966 served as external counsel and legal advisor to Norwegian and international businesses and government bodies. The firm's practice encompasses all key areas of commercial law. One of the hallmarks of BAHR is seamless approach to large, complex and often multinational/ multijurisdictional transactions. Many leading Norwegian and international clients turn to BAHR for assistance in domestic and cross border matters, knowing that BAHR possesses the broad international experience, specific competence, and business acumen they require.



Deloitte is a leading global provider of audit and assurance, consulting, financial and risk advisory, tax and related services. Our capital markets team support companies with capital market transactions, IPOs and compliance to relevant requirements. Deloitte is regularly involved in a significant part of stock market listings in Norway, either as being the statutory auditor of the company or as independent financial advisor in the transaction.



First House is Norway's largest IR- and communications advisory firm with annual net revenues of NOK 130 million in 2022 and 45 employees. The company has a strong track record and is owned by partners and employees. Our expertise includes corporate communications, public affairs, investor relations and transaction support, issue management and crisis communications, media relations and politics at a national and local level. We work across all sectors with particularly strong expertise in real estate, energy and renewables, seafood, finance, health, industry, retail, transport, and technology. Seamless collaboration with other companies under the same ownership structure makes First House a one stop shop for advisory services also within sustainability, digital content, marketing communication and management consulting.



About the programme

IPOready runs from **January to June 2024**.

The programme starts with a kick-off on 23 January and continues **with three local meetings**.

We offer individual coaching - the company is offered **one-on-one meetings with all partners and Oslo Børs** to discuss their own situation and challenges.

You get access to monthly webinars on topics related to the **IPO process provided by INSEAD**.

You can attend a European gathering in Lisbon with more than 250 participants and partners engaged in IPOready programmes from nine other countries.



Kick off and workshops

January - March

Individual coaching

February - June

Webinar INSEAD

February - June

European Campus in Lisbon

INSEAD/Euronext

12 / 14 June

Programme overview

Together with our partners, we will organise interactive workshop sessions in Oslo, including:



INDIVIDUAL COACHING

During the programme, each participating company will be eligible for a one-to-one coaching session with the IPOready partners and Oslo Børs. This is a unique opportunity for companies to identify and discuss their main challenges with experienced professionals and receive tailored advice.



MONTHLY WEBINARS

INSEAD will provide you with monthly webinars on topics related to preparing for your IPO process.



EUROPEAN CAMPUS

In June we will participate in an academic campus provided by INSEAD and Euronext. The idea is to give an international perspective of the IPO process and life as a listed company. We also want to encourage networking between partners and participants on all Euronext pre-IPO programmes. The campus will include plenary keynotes, group workshops and insights from entrepreneurs, as well as interactions through breakout sessions, and discussions with entrepreneurs. One representative from each participating IPOready company will be invited to join.

Calendar - IPOready 2024

Kick off	Workshop#1	Workshop#2	Workshop#3	European campus
OSLO 23 JANUARY	OSLO 5 MARCH	OSLO 16 APRIL	OSLO 21 MAY	LISBON 12-14 JUNE
DNB Markets	BAHR	Deloitte	First House and Oslo Børs	
Introductions to IPOready 2024	How to prepare your business for an IPO	Getting the most out of your IPO	Succeeding as a publicly listed company	
<p>Welcome to IPOready Norway Presentation of partners and companies Why go public? The listing process – timeline, participants, roles, and responsibilities How ready is your company for an IPO?</p> <p>Dinner at DNB with participants and partners</p>	<p>More about listing and choosing the right market Who are the investors, and what are analysts and investors concerned about? How to build a good equity story, including ESG Necessary legal and financial preparations Board composition and corporate governance The necessity of "internal control over financial reporting" Preparations for a new everyday communication, and new roles for CEO/CFO</p>	<p>Follow-up of legal and other conditions that must be in place. Structuring the IPO process</p> <ul style="list-style-type: none"> work streams prospectus valuation timing <p>How to position the company, create interest and do the marketing of the IPO?</p>	<p>Regulatory compliance</p> <ul style="list-style-type: none"> Information management / inside information ESG Financial reporting <p>Liquidity and attention</p> <ul style="list-style-type: none"> News flow Effective IR Equity story as a listed company Sources of capital after a listing <p>Closing Bell ceremony and dinner at Oslo Børs</p>	<p>12 June Dinner for the Norwegian group in Lisbon</p> <p>13-14 June</p> <ul style="list-style-type: none"> ESG IPO roadshow European financial ecosystem Life as a listed company

How to join the programme

Who can apply

Companies with growth ambitions and a strategy that:

- **are likely to consider a stock exchange listing within 1 -3 years**
- **can commit two senior executives (typically CEO, CFO, founder) for the duration of the programme**

What is the cost

Attending the program is free for the companies. The company must cover costs for travel and accommodation to attend the Oslo workshops and the campus in Lisbon for the participants.

What is the cost

Online applications open until

22 November 2023

See link to application

[Welcome to IPOready | Connect \(euronext.com\)](#)

How to apply

Representatives from Oslo Børs and the programme partners will review all applications and make the final choice of companies suitable to participate in IPOready.



Testimonials



“ I would strongly recommend the program to others who want knowledge about access to the capital market. The workshops we had in Norway together with the partners and the other participants have been instructive and concrete, and it has been very inspiring to participate in the European campuses.

Nils Agnar Brunborg

CEO, Jøtul



“ We want to learn from the best: at IPOready Norway, all the speakers, both the partners and the invited guests, are extremely high-level.

Ove Thu

CEO Villa Seafood Group  **villa** SEAFOOD



“ IPOready provides you with knowledge that is difficult to gain elsewhere. I found the programme interesting and very educational. Although I have studied finance, I learned a lot by participating in the IPOready programme.

Anders Hagestande

CFO Villa Seafood



“ The decision to go public would be a significant undertaking for our company. Through the IPOready programme, we have gained a good understanding of what is required in terms of systems, resources, and associated risks. Significant preparations need to be in place to be IPOready!

Øyvind Heradstveit

CEO FourPhase



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