

Nordic IR Conference
Oslo 14 June 2011

Nordic IR Conference in Oslo – 14 June 2011

The 13th annual Nordic IR Conference will be held at the Holmenkollen Park Hotel in Oslo on 14 June 2011.

NIRA (Norwegian Investor Relations Association) and Oslo Børs would like to invite everyone who works related to IR in the Nordic countries to an exciting day with a varied program. The evening event will offer excellent opportunities for networking with others.

We will spend the day at the beautifully located Holmenkollen Park Hotel in the Holmenkollen area, overlooking the city of Oslo. Our evening starts with dinner at the restaurant *De Fem Stuer*, with a high level international kitchen, located at the hotel. After dinner we will enjoy a few minutes walk to the Holmenkollen Ski Jump. The rest of the evening will be spent at the ski jump where everybody can enjoy the spectacular view.

The conference is being arranged jointly by NIRA and Oslo Børs, and is a result of a long-standing cooperation between the Nordic IR associations of Finland, Denmark, Sweden and Norway.

Welcome to Oslo!

Program

Opening

Conference moderator: *Per Arne Totland, Executive Chairman, Axxept*

- 09:30** Registration and coffee
- 10:00** Opening of the conference,
Rune Helland, Chairman NIRA
- 16:45** End of conference
- 18:00** Dinner at the restaurant
De Fem Stuer
- 20:00** Holmenkollen Ski Jump

Sponsors:



IR 'best practice'

IR from a CEO view

Managing SAS in and out of the crisis from a communication and IR perspective.

Former CEO of SAS Mats G. Jansson

IR from a global investors view

Norges Bank Investment Management (NBIM), Chief Strategic Relations Officer, Dag Dyrdal

Highlighting and comparing best IR practice in the Nordic region and Europe

Extel Europe 2011 Survey, MD Extel/Thomson Reuters, Steve Kelly

Results from the Extel Europe 2011 Survey

Proactive IR

Electrolux, IRO, Peter Nyquist

Improving trading volume in the share of a small cap company

Sevan Marine, VP Finance, Birte Norheim

Expectation Management – what can we do?

ALK Abelló A/S, Director Investor Relations, Per Plotnikof

Challenges and experiences from an IPO

Tikkurila, Group Vice President, Communications & IR, Susanna Aaltonen

Lunch

Valuation

Understand the Investors perspective on valuation

Ex fund manager and founder of Shirlaws, London, Darran Shirlaw

On the road in Asia

Brief economic status and trends in Asia

Strategist, Royal Bank of Scotland, London, Graham Bishop

How to set up an effective road show in Asia for a Nordic company

*Country Manager Nordics, Corporate Marketing Services, RBS Equities, London,
Peter Niklewicz*

*Country Manager APAC, Corporate Marketing Services, RBS Equities, Hong Kong,
Nick Carlton*

A perspective on Asian investments trends in EU stocks and how they are influenced

MD Taylor Rafferty Asia, Hong Kong, Mahmoud Siddig

16:45 Closing remarks

Networking

18:00 Dinner at the restaurant *De Fem Stuer*

20:00 Holmenkollen Ski Jump

Conference fee

Members of Investor Relations associations in The Nordic countries: NOK 3,500

Others: NOK 4,500

Networking dinner and entertainment at Holmenkollen Ski Jump: NOK 600

Registration

Please register **within June 1th** on the attached pdf-document.

It is also possible to download the registration document from the stock exchange's web-site: [Nordic IR Conference 2011](#)

Cancellation

The registration is binding. In case of cancellation, a cancellation fee will be charged according to the following:

- *Before May 23th: No fee*
- *After June 1th: 50% of registration fee*
- *After June 6th: Full registration fee*

Transportation

We will arrange for busses to pick up Nordic participants at Oslo Gardermoen airport at 08:30 a.m. Tuesday June 14th.

Accommodation

Holmenkollen Park Hotel Rica is an impressive hotel complex which enjoys a hillside location near the famous Holmenkollen ski jump, from where you can look down on the City of Oslo from an altitude of 350 metres. The hotel is located right next to the Holmenkollen Ski Arena and Nordmarka forest.

Holmenkollen Park Hotel Rica, Kongsveien 26, 0787 Oslo, Norway

www.holmenkollenparkhotel.no

Booking: phone +47 22 92 20 00, or send an e-mail to: eli.hafseld@rica.no

Please specify that your booking is to the Nordic IR Conference 2011.

Accommodation price at Holmenkollen Park Hotel Rica:

Standard room: NOK 1,395 per night, breakfast included.

Superior room: NOK 1,595 per night, breakfast included.

PLEASE NOTICE:

If you choose to stay at Holmenkollen Park Hotel to the price mentioned above, please make your reservation before June 1th. Registration after June 1th will be charged according to standard accommodation price.

If you have any questions to the program, the registration or anything else please contact Mrs. Hilde Brænna

Phone: +47 22 34 17 41

E-mail: hilde.braenna@oslobors.no

Location

3 kilometers to city centre

45 kilometers to the airport (Oslo-Gardermoen)

10 minutes walk to the nearest metro station (Holmenkollen)

10 km to the nearest station (Oslo central station)

Yes, I would like to attend the Nordic IR Conference in Oslo - June 14th 2011

(please fill in your details directly in this form)

First / last name:

Position:

Company:

Billing address:

Postcode / city / country:

Phone:

E-mail:

I would like **transportation** from Gardermoen airport at 8:30 a.m. Tuesday June 14th

Yes No

I would like to join **dinner** at the restaurant *De fem Stuer*

Yes No

I would like to join the event at **Holmenkollen Ski Jump**

Yes No

I am a member of the Investor Relations Association in:

Norway
Denmark

Sweden
Finland

To submit your registration please press the SEND button

Please direct any questions to Mrs. Hilde Brænna hilde.braenna@oslobors.no / +47 22 34 17 41

We kindly ask you to register before Tuesday June 1th 2011