



Nordic [Investor Relations](#) Conference [Stockholm 2010](#)

Welcome

to the 12th Nordic Investor Relations Conference

17 June, 2010

NASDAQ OMX, Tullvaktsvägen 15, Frihamnen STOCKHOLM

Investor Relations - taking a strategic role

Moderator: Pontus Schultz, Veckans Affärer

Agenda

Thursday, June 17, 2010

09.30 Registration and coffee, sponsored by NASDAQ OMX

10.00 Welcome

Jenny Rosberg, Senior Vice President Global Corporate Client
Group Listings & Capital Markets, NASDAQ OMX

Anne Rhenman-Eklund, chairman of the Swedish Investor
Relations Association

10.10 Strengthening the role of Investor Relations

Arne Karlsson, CEO Ratos

Why active IR work is important. How do the CEO and IR officers work together? How can Investor Relations be a good advisor to the CEO?

10.40 Capital Markets - The view on Investor Relations

Investor Insight - What's on the investors' mind?

IR survey presented by **Yiva Gnosse**, project manager, Regi

Peter Thelin, Partner, Brummer & Partners

Mats Andersson, CEO, 4th Swedish National Pension Fund (4:e AP-fonden)

Jonas Synnergren, Investment Professional, Cevian Capital

What does the buy side and sell side want from IR officers?

What do hedge funds and activist funds want?

What do one-to-one meetings focus on? How can reporting be improved?

11.40 Investor Relations and making your business more attractive

Margareta Lantz, Investor Relations &
Corporate Communications Manager, Axis

How can small and medium-sized companies make themselves visible and attractive?

12.15 Lunch sponsored by Capital Precision and Taylor Rafferty

13.15 Investor Targeting - what kind of shareholders does your company have?

Emmet Harrison, Senior Vice President IR Relations, Swedish Match

Mark Simms, CEO of Capital Precision
Representative from Ericsson

IR is an international function - how does it work in Sweden?

Is it important which shareholders a listed company has?

As an IR officer, do you map your target groups and investors?

14.00 Q&A

14.10 Corporate Governance - impact on Investor Relations

Caroline Weber, MiddleNext, talks about corporate governance from the point of view of the EU.

Per Lekvall, member of the Swedish Corporate Governance Board, talks about the Swedish Corporate Governance Code and its development.

14.55 Coffee Break sponsored by NASDAQ OMX

15.15 Social Media

How can listed companies use social media?

Should you monitor blogs, Twitter, etc.?

How do investors and analysts use social media and digital channels?

16.05 Q&A

16.15 Board of Directors - their role in Investor Relations and how to reinforce the IR function

Concluding panel debate

16.45 Closing remarks

Chairman of the Swedish Investor Relations Association

A very special thank you to all our sponsors and media partners and all the participants in the programme for their contribution to the conference.



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