

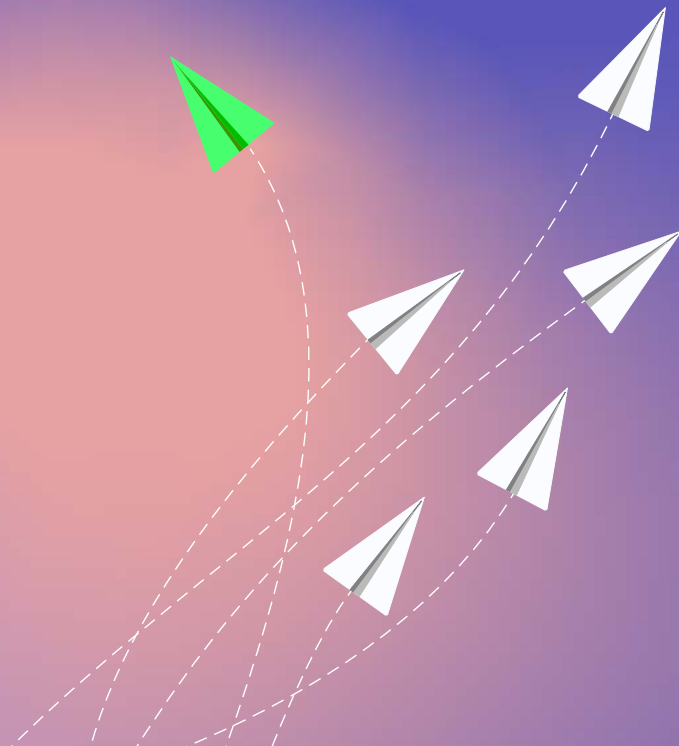
DIRF*dagen*
2022

DIRF
Dansk Investor
Relations Forening

IR – now and **beyond**

19 September 2022

DI, Industriens Hus, Copenhagen



Programme

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09.00 Welcome

Rachel Curtis Gravesen, Moderator

Claus Ingar Jensen, DIRF Chairman

Tina Aggerholm, Chief Consultant, DI

09.15 Creating the largest Scandinavian non-life insurer – 20 years in the making

Barbara Plucnar Jensen, CFO, Tryg

Gianandrea Roberti, Head of IR and External Reporting, Tryg

The acquisition of RSA Scandinavia is a game changer for Tryg. Barbara Plucnar Jensen (Group CFO) and Gianandrea Roberti (Head of IR and External Reporting) will take us through this transformative journey from a strategic, financial and operational perspective.

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10.00 **The changing landscape of ESG: Latest trends, new regulation and the role of IR**

*Lars Rasmussen, Chairman of the Committee for Good Corporate Governance,
Chairman of Board in Coloplast and Lundbeck*

Focus on ethics, moral and avoiding greenwashing in times with increased focus on sustainability, much regulatory change and most recently also much criticism.

ESG and the board – what works

Jeanette Fangel Løgstrup, non-executive director of JP Politikens Hus, Andel Energi etc. and author of ”Bæredygtig ledelse – ESG som den nye ABC for ledelser og bestyrelser”.

How to ensure that ESG is not only focused on risk but is balanced with opportunities for companies and their stakeholders.

DSV – the ESG landscape seen from the driver’s seat of a truck

*Flemming O. Nielsen, Executive Vice President, Head of IR
Martin Andreasen, Executive Vice President, Group Sustainability & Compliance*

Investors, proxy advisors, rating agencies, regulators etc. – there are many stakeholders across the ESG landscape, and you cannot make everybody happy. Martin and Flemming share DSV’s top learnings from the past years.

Programme

DIRFdagen
2022

11.00 **Coffee break** ☕

11.30 **The economy on the threshold of slowdown**

Las Olsen, Chief Economist, Danske Bank

Very high inflation means that an economic slowdown is coming, and that will have a significant impact on both earnings and everyday life in many businesses over the coming year.

12.00 **Break-out sessions** 🗨️

DIRF intro – best practice:

Cristina Rønde Hefting, Head of Investor Relations & Press, HusCompagniet

Anders Hjort, VP, Head of Investor Relations, SimCorp

New to DIRF and the network? This session will give you a brief introduction to our best practice guide and other services.

S&P Global – Charting the ESG Roadmap – Insights from IR:

Helen Wood-Gush, Senior ESG & Sustainability Consultant, S&P Global Marketing

Amidst growing stakeholder expectations on ESG, having a clear strategy and roadmap is key to long-term success. S&P Global brings an outside in view from the perspective of the ESG Advisory Team on what constitutes a holistic and tactical approach to meeting investor expectations.

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12.30 Lunch 

13.15 **Asset manager approach to active ownership, stewardship, proxy and risk management**

Benjamin Friedrich, Director, BlackRock Investment Stewardship

As one of the world's leading providers of investment, advisory and risk management solutions, Benjamin Friedrich will give an insight to BlackRock's approach to active ownership, stewardship, approach to over-boarding, remuneration, diversity, and other important topics.

Claus Wiinblad, Senior VP, ATP

ATP is Denmark's largest investor with DKK 460 bn invested.
Risk diversification is a priority and green investments is a growing focus area. Learn more about ATP's approach.

14.00 **The never-ending search for funding**

Carsten Borring, AVP, Nasdaq CPH Listing
Mikael Bak, CEO, Danish Shareholder Association
Tue Østergaard, Founder and CEO, HCA Capital
Niels Buus, CEO, GomSpace

How to get funding, the right coverage and the role of retail investors.

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14.30 **Coffee break** ☕

15.00 **Break-out sessions** 🗨️

Simon Taylor, Managing Director Denmark, Position Green
Anders de Lichtenberg, Managing Director Denmark, Position Green

How do the top 100 companies on Nasdaq Copenhagen rank in ESG reporting. What are the gaps to investor needs and upcoming regulatory requirements? What are the top ESG reporting trends for listed companies in Scandinavia? Find out more at the presentation of the first ESG100 Nordic report in Denmark.

Alexandra Hall, Head of Investor Relations Sales - EMEA & APAC, AlphaSense
Felix Weston, Investor Relations, AlphaSense

How IR teams are utilising AI to craft external comms in challenging times.

15.30 **The changing role of IR**

Jannick Lindegaard Denholt, Head of IR, FLSmidth
Mathias Holten Møller, Head of Investor Relations, Demant
Lea Vindvad Hansen, Investor Relations & Communications, Everfuel
Cristina Rønde Hefting, Head of IR & Press, HusCompagniet

Panel of IR professionals highlighting the changes seen the past year, and what has changed in their current role

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16.00 The reporting landscape is changing – impact on IR now and beyond

Kristian Koktvedgaard, Head of VAT, Accounting & Auditing at DI; EFRAG SR board member, EFRAG FR Deputy Board member


Update on the latest developments on the reporting frontier and line up the key challenges for the IR-teams

*Thomas Steen Hansen, Director, KPMG Investor Relations Services
Philip Linnemann, Executive Creative Director & Partner, Kontrapunkt
Kristian Koktvedgaard, Head of VAT, Accounting & Auditing at DI*

Operationalisation of key challenges by explaining the market trends and building on practical recommendations.

17.00 Take-aways from the day - thank you for joining us

Rachel Curtis Gravesen

Drinks reception - Networking 

09.00-09.15

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2022

Welcome

**Rachel Curtis
Gravesen**
Moderator

Claus Ingar Jensen
DIRF Chairman

Tina Aggerholm
Chief Consultant, DI



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09.15-10.00

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Creating the largest Scandinavian non-life insurer – 20 years in the making

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**Barbara Plucnar
Jensen**
CFO, Tryg

**Gianandrea
Roberti**
Head of IR and
External Reporting,
Tryg



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**Jeanette Fangel
Løgstrup**

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Flemming O. Nielsen
Executive Vice
President, Head of IR

Martin Andreasen
Executive Vice
President, Group
Sustainability &
Compliance



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Coffee break



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DI is a private business and employers' organisation representing approximately 19,000 companies in Denmark. We aim to provide the best possible corporate conditions for our member companies. Every day, DI helps Danish companies turn global opportunities into successful business results – locally, nationally and internationally.

Read more at www.danskindustri.dk

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Euronext Corporate Services offers a unique suite of services and solutions to help organisations achieve their goals. We combine our extensive knowledge across the financial, legal and advisory landscape with our passion for purpose-driven technology to offer to organisations a holistic approach that simplifies the ambiguity and complexities of the capital markets.

Read more at www.euronext.com/en/corporate-services

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“Som såvel allerede noteret selskab, eller helt ny-noteret selskab på børsen, kan det opleves tidskrævende at skulle udarbejde og udsende selskabsmeddelelser til alle stakeholders. Hertil kommer, at det også kan føles lidt usikkert at skulle overholde alle regler og krav til korrekt kommunikation til markedet.

Med kommunikationsplatformen Via Ritzau slipper du for bekymringer – vi har her samlet alle relevante interessenter, medier og journalister i ét system.

Read more at www.ritzau.com/selskabsmeddelelser

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“CMI2i provides unique capital markets intelligence to issuers and their advisors. CMI2i is known for the world’s most accurate share and debtholder identification service, supporting both corporates and their advisors with investor relations, ESG, shareholder activism, capital restructuring and proxy solicitation. Our team has provided intelligence and advice to over 500 of the largest, most structurally complex companies in the world, and supported numerous corporate transactions and general meetings. As a result, we offer clients a unique combination of skills, experience and methodologies within the following areas:

- Capital Market Intelligence & Investor Relations Support
- ESG & Corporate Governance Analysis
- Proxy Solicitation
- Capital Markets Advisory & Engagement “

We specialise in on-going reporting for IR teams, as well as high profile mergers and acquisitions, takeovers, activist campaign defences, capital raising, and other events that inevitably lead to change in a company’s shareholder structure. Uniquely, CMI2i is the only company armed with the methodology and proprietary intelligence tools needed to truly accurately identify share and bondholders. Our reports have been specifically designed to provide near real-time insights and guidance on the evolution of a company’s share ownership, whether that change is prompted by a capital event or by a shifting capital market story.

Read more at www.cmi2i.com

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BystedFFW

BystedFFW designs brands and visual experiences and helps them live through strong visual identities and design programs. For more than 30 years, we have been a trusted partner to some of the largest Danish and international companies and public institutions within the areas of corporate branding, corporate reporting and digital experiences and design. We work across analogue and digital media with a strict effort on quality down to the smallest detail, and we are recognised by our insights, focus on strategy, and effective project management throughout the whole co-operation. Our focus is on visualising key messages in a way that is thoroughly aligned with the corporate identity and strategy, as we help our clients design strong brands and communicate vision and purpose through long lasting visual identities.

Read more at www.bystedffw.dk

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S&P Global

Market Intelligence

S&P Global Market Intelligence is a division of S&P Global (NYSE: SPGI), the world's foremost provider of financial information and services to the capital markets. Trusted by more than 2,500 corporate issuers, our market-leading data and expertise drive workflows across your organization so you can effectively monitor the markets, obtain, and retain shareholders, manage stock valuation, and decrease volatility — all from a trusted source dedicated to investor relations.

Read more at www.spglobal.com/marketintelligence

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Position Green^o

We help companies build resilient and sustainable organisations. Our integrated ESG offering combine specialised advisory services with data-driven software, e-learning and executive training. Trusted by 400 clients worldwide.

Read more at www.positiongreen.com

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AlphaSense

AlphaSense is an AI powered search platform used by over 900 Investor Relations Teams, 70% of the world's 50 largest funds, and sell side equity research teams. Since 2011, our technology has helped IR professionals enhance their programmes by working smarter. Our award winning broker research offering Wall Street Insights, providing IR teams with access to 1000+ research firms without the need for entitlements has been widely praised, and is the first of its kind. We include exclusives like Goldman Sachs, Citi, BofA and others. Alongside our market leading analyst research we aggregate — company filings, event transcripts, expert call transcripts/buy side interviews, news, and trade journals.

As an investor relations professional, managing analyst perceptions often feels like relentless work. Between staying on top of industry and competitive research, conducting earnings script preparation, press releases, C-suite updates and building relationships with investors and analysts, the pressure to perform is astronomical. With a never ending task list, AlphaSense and its intuitive AI platform is dramatically changing the way IROs conduct efficient research and proactively monitor market updates, and communication to investors.

Having recently closed on our Series D, led by Viking Global, Goldman Sachs and BlackRock we are rapidly expanding. AlphaSense employs over 1,200 people across offices in the U.S, U.K., Germany, Finland, and India.

Read more at www.alpha-sense.com

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Q4

Q4 is a leading IR platform provider that is transforming the way publicly traded companies make decisions to efficiently discover, communicate, and engage with investors. The Q4 end-to-end technology platform facilitates interactions across the capital markets and helps IR professionals add value to their company's IR programme. Q4's services include IR & corporate websites, virtual events solutions, IR CRM, investor targeting, shareholder identification and market analytics tools. Q4 is a trusted partner to over 2,400 public companies including 50% of the S&P 500. Q4 is based in Toronto, with offices in Copenhagen, New York and London.

Read more at www.q4inc.com

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“Computershare (ASX: CPU) is a global market leader in transfer agency and share registration, employee equity plans, mortgage servicing, proxy solicitation and stakeholder communications. We also specialise in corporate trust, bankruptcy, class action and a range of other diversified financial and governance services.

Founded in 1978, Computershare is renowned for its expertise in high integrity data management, high volume transaction processing and reconciliations, payments and stakeholder engagement. Many of the world’s leading organisations use us to streamline and maximise the value of relationships with their investors, employees, creditors and customers. Computershare is represented in all major financial markets and has over 14,000 employees worldwide.

Read more at www.computershare.com

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Nasdaq IR Insight

Purpose built IR platform to streamline complex workflows, access premium content, engage shareholders and measure your ROI.

Equity Surveillance & Shareholder Analysis

Identify & Understand Shareholder activity in near real-time to pinpoint key trends and prioritize engagement intra quarter.

Investor Engagement & Global Perception

Experts design strategies for investor engagement, aid in meeting preparation and enhance your investment case through focused messaging differentiation.

ESG Advisory, Nasdaq OneReport ® & Metrio

Internally streamline & enhance ESG operations as well as communicate ESG undertakings to stakeholders as competitive advantages.

Read more at www.nasdaq.com

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Noted is a design agency specialised in visual branding and design of investor communication. We are all senior-level professional advisers.

We create visuals, that can work across all platforms, making the key messaging even stronger.

Every year, we assist many businesses in planning, developing and designing best practice corporate reports. Thanks to our 25+ years in the business, we know what it takes to produce reports that stands out from humdrum reports – as well as being spot on and consistent with the rest of your company's communications.

Read more at www.noted.dk

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Passion and professionalism are keywords in everything we do. At Get Visual we take care of your communication and presentation needs. We customize solutions that matches your events with regards to creativity and technical solution. At Get Visual, you will meet the most experienced corporate production team in Denmark. Regardless the size of your company and the type of event, be assured, Get Visual will deliver the right solution – and make you, your message and brand stand out. We offer equipment, technicians, project management, creative sparring and production for meetings and events – from boardroom to ballroom. Our focus is always on the customer, thus having an eye on costs. The distinguishing characteristic of Get Visual is passion, professionalism, and creativity. Get Visual is ready to meet your challenge – are you ready to meet us?

Read more at www.getvisual.dk

11.30-12.00

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The economy on the threshold of slowdown

Las Olsen
Chief Economist,
Danske Bank

Very high inflation means that an economic slowdown is coming, and that will have a significant impact on both earnings and everyday life in many businesses over the coming year.



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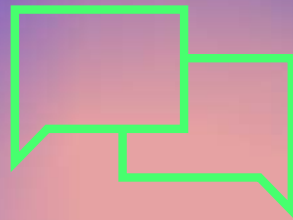
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12.00-12.30

Break-out sessions



DIRF intro - best practice:

New to DIRF and the network? This session will give you a brief introduction to our best practice guide and other services.

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Cristina Rønde Hefting

Head of Investor Relations & Press,
HusCompagniet

Anders Hjort

VP, Head of Investor Relations, SimCorp

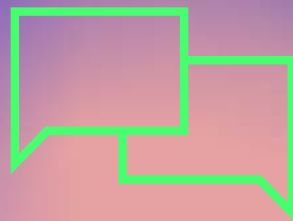


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12.00-12.30

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Break-out sessions



S&P Global – Charting the ESG Roadmap – Insights from IR:

Amidst growing stakeholder expectations on ESG, having a clear strategy and roadmap is key to long-term success. S&P Global brings an outside in view from the perspective of the ESG Advisory Team on what constitutes a holistic and tactical approach to meeting investor expectations.

Helen Wood-Gush
Senior ESG &
Sustainability
Consultant, S&P
Global Marketing

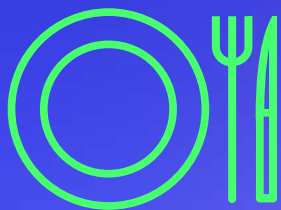


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12.30-13.15

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Lunch



13.15-14.00

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Asset manager approach to active ownership, stewardship, proxy and risk management

As one of the world's leading providers of investment, advisory and risk management solutions, Benjamin Friedrich will give an insight to BlackRock's approach to active ownership, stewardship, approach to over-boarding, remuneration, diversity, and other important topics.

ATP is Denmark's largest investor with DKK 460 bn invested. Risk diversification is a priority and green investments is a growing focus area. Learn more about ATP's approach.

Benjamin Friedrich
Director, BlackRock
Investment
Stewardship

Claus Wiinblad
Senior VP, ATP



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14.00-14.30

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The never-ending search for funding

How to get funding, the right coverage and the role of retail investors.

Carsten Barring
AVP, Nasdaq CPH
Listing

Mikael Bak
CEO, Danish
Shareholder
Association

Tue Østergaard
Founder and CEO,
HCA Capital

Niels Buus
CEO, GomSpace



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14.30-15.00

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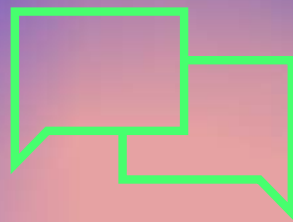
Coffee break



15.00-15.30

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Break-out sessions



Position Green

How do the top 100 companies on Nasdaq Copenhagen rank in ESG reporting. What are the gaps to investor needs and upcoming regulatory requirements? What are the top ESG reporting trends for listed companies in Scandinavia? Find out more at the presentation of the first ESG100 Nordic report in Denmark.

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Managing Director
Denmark, Position
Green

Anders de Lichtenberg

Managing Director
Denmark, Position
Green

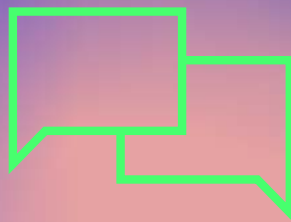


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15.00-15.30

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Break-out sessions



AlphaSense

How IR teams are utilising AI to craft external comms in challenging times.

Alexandra Hall

Head of Investor
Relations Sales
– EMEA & APAC,
AlphaSense

Felix Weston

Investor Relations,
AlphaSense



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15.30-16.00

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The changing role of IR

Panel of IR professionals highlighting the changes seen the past year, and what has changed in their current role.

Jannick Lindegaard Denholt

Head of IR, FLSmidth

Mathias Holten Møller

Head of Investor Relations, Demant

Lea Vindvad Hansen

Investor Relations & Communications, Everfuel

Cristina Rønde Hefting

Head of IR & Press, HusCompagniet



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16.00-17.00

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The reporting landscape is changing – impact on IR now and beyond

Update on the latest developments on the reporting frontier and line up the key challenges for the IR-teams.

Operationalisation of key challenges by explaining the market trends and building on practical recommendations.

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Thomas Steen Hansen

Director, KPMG Investor Relations Services

Philip Linnemann

Executive Creative Director & Partner, Kontrapunkt

Kristian Koktvedgaard

Head of VAT, Accounting & Auditing at DI



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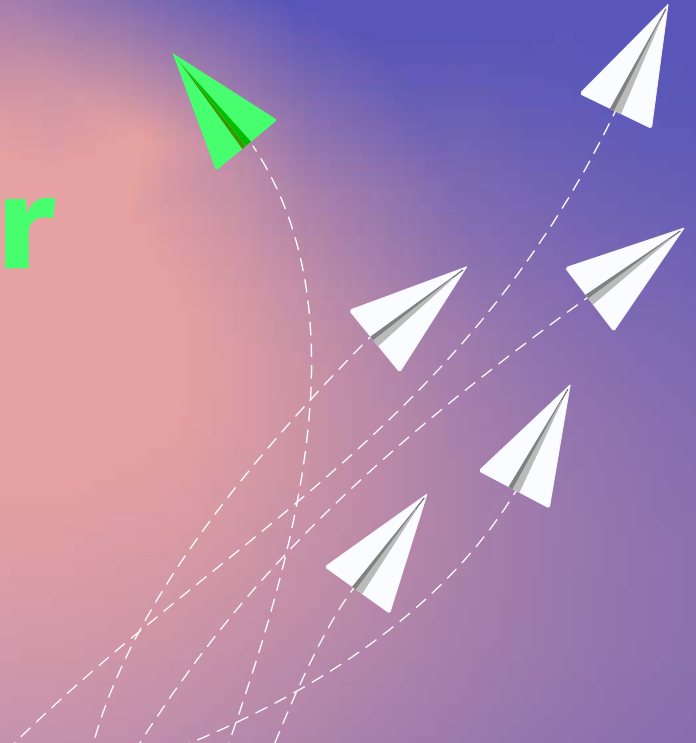
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17.00

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Take-aways from the day – thank you for joining us

Rachel Curtis Gravesen



Drinks reception - Networking



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Alessandro Belluschi	S&P Global
Alexander Plenborg	DSV
Alexandria Hall	AlphaSense
Anders Christensen	Chr. Hansen
Anders De Lichtenberg	Position Green
Anders Hjort	SimCorp
Anders Michelsen	Q4 Denmark
Anna Fricke	Tryg
Anna Krassowska	Zealand Pharma
Anne Louise Erichsen	Ritzau
Anne-Louise Dam-Rasmussen	NORDEN
Arent Rønn	Ritzau
Astrid Marker Hansen	A.P. Møller - Mærsk
Barbara Plucnar Jensen	Tryg
Benjamin Friedrich	BlackRock
Bettina Køhlert	Guidance

Camilla Lydom	NTG Nordic Transport Group
Carsten Borring	Nasdaq
Chris Jones	Q4 Denmark
Claus Ingar Jensen	Danske Bank
Claus Wiinblad	ATP
Cristina Rønde Hefting	HusCompagniet
Dennis Callesen	Solar
Diana Grimberg	Grimberg Communications
Disa Tuominen	Chr. Hansen
Dorte Samuelson	Guidance
Edward Harding	AlphaSense
Elnaz Ghasemi	Danske Bank
Emilie Bernth	Livehouse
Emilie Brüsck	A.P. Møller - Mærsk
Erik Berggren	Karnov Group
Felix Barnard-Weston	AlphaSense
Flemming O. Nielsen	DSV

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Frederikke Linde	Matas
Gianandrea Roberti	Tryg
Gitte Krag Møller	Euronext Secutities
Gorm Ravn-Jensen	Axion
Helle Dyhrfjeld	GN Store Nord
Helle Mayor	Nasdaq
Helen Wood-Gush	S&P Global Marketing
Henriette Stenderup	Ørsted
Iben Steiness	Carlsberg
Jannick Lindegaard Denholt	FLSmidth
Jeanette Fangel Løgstrup	
Jens Binger	Green Hydrogen Systems
Jesper Buris Larsen	Get Visual
Jonas Mathiesen Bang	BlackRock
Karin Hammer	GreenMobility
Kasper Okkels	Schouw & Co.
Katrine Lykke Strøbech	Danske Bank

Khoi Nguyen	Tryg
Kristian Koktvedgaard	DI
Kristian Tankred	ISS
Kristine Henningsen	S&P Global
Lars Rasmussen	
Lars Sandstrøm	Corporate Relations
Las Olsen	Danske Bank
Lea Vindvad Hansen	Everfuel
Ludmila Cebanov	Novozymes
Luise Gramkov De Kort	Karnov Group
Mads Thinggaard	Alm. Brand Group
Marianne Benedict	Euronext Securities
Marlene Selmer	Computershare
Martin Andreasen	DSV
Martin Egenhardt	Bang & Olufsen
Martin Schmidt	KPMG
Mathias Holten Møller	Demant

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Mathilde Gram	DIRF
Matt Robinson	Wavecast
Mette Godiksen	Vestas Wind Systems
Mia Mørk	SP Group
Mie Halse	HC Andersen Capital
Mikael Bak	DAF - Danish Shareholders
Mo Terki	NNIT
Naja Wivel	Novozymes
Natasja Thyren	Livehouse
Nicolai Tvernø	Danske Bank
Niels Buus	GomSpace
Nikolaj Thalbitzer	Tryg
Olav Jorgensen	Danske bank
Per Bech Thomsen	Impact Partners
Pernille Friis Andersen	HC Andersen Capital
Peter Kondrup	Carlsberg
Peter Legind-Hansen	Nasdaq

Philip Linnemann	Kontrapunkt
Pia Helsted	FFW Bysted
Poul Lykkesfeldt	Reliance
Rachel Curtis Gravesen	Curtis Consult
Randie Atto	Nordea
Rasmus Hærvig	Ørsted
Rasmus Kjørborg	HC Andersen Capital
Rasmus Lindeblad Jessen	Get Visual
Rasmus Plambech	Livehouse
Roel Jacobs	Rivel
Ronni Olsen	Boozt
Rune Sandager	GN Store Nord
Sabine Lohse	Ørsted
Sebastian Rosborg	DSV
Simon Falk	Jyske Bank
Simon Taylor	Position Green
Simon Tønnesen	KPMG P/S

List of attendees

DIRF*dagen*
2022

Steen Juul Jensen	Impact Partners
Søren Brøndholt Nielsen	DFDS
Søren Kirkeby Andersen	Computershare
Søren Milbregt	Euronext Securities Copenhagen
Thea Strange Andersen	DIRF
Thomas France	NORDEN
Thomas Steen Hansen	KPMG
Tilde Kejlhof	SP Group
Tina Aggerholm	DI
Tina Højlund Pedersen	DIRF
Tina Norske	Noted
Tor Larsson	Noted
Troels Dalsgaard	GomSpace Group AB
Tue Østergaard	HC Andersen Capital
Valdemar Andersen	Ørsted