

7TH INVESTOR RELATIONS CONGRESS 2015

Creating
communication
advantage



June 10-11, 2015
OSSA Hotel,
Ossa near Rawa Mazowiecka

Honorary Patronage



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Ladies and Gentlemen,

On behalf of the Polish Association of Listed Companies (SEG), I would like to invite you to the seventh Investor Relations Congress organised by us. The Congress will take place on June 10-11 in OSSA Hotel in Ossa, near Rawa Mazowiecka. As in previous years, the event will be a good opportunity to meet listed companies' representatives who are responsible for investor and media relations.

The main topic of this year's Congress is creating communication advantage. On the first day of the Congress, we will try to answer the questions on how to measure effectiveness of IR actions and what investors' expectations are. Additionally, we will present the most important changes in company reporting regulations, their effects, and ways to make their implementation easier.

After the topical part, you are invited to join SEGBieg – the Capital Market Charity Run. The minimal distance to run is one kilometre but it is possible to run the distance several times. The more kilometres we run, the more money we donate to charity!

The day will end with a Gala Night during which the award ceremony of the 8th edition of the Issuer Golden Website Contest and the Minister of Treasury Special Award will take place. After the official part, I would like to invite you to the music party which is a good opportunity to integrate.

On the second day of the Congress, as usual, we will organise workshops dedicated to increasing the quality of IR, after which you are invited to a discussion focused on identification and reporting of non-financial price-setting information.

There are of course a lot of topics to cover in this area but not all of them could be put on the Congress agenda. Thus, some of them will be discussed during less formal meetings and over dinner.

I warmly encourage you to take part in this event which does not only present a high professional level but is also important for integration of the capital market environment in Poland.

I look forward to seeing you at the Congress!

Mirosław Kachniewski, PhD

Kachniewski

President of the Management Board
Polish Association of Listed Companies

Participation in the Congress is free of charge for SEG members. Listed companies which are not members of the Association may participate in the Congress after paying a fee according to the price list included in the Registration Form or by becoming a member of the Association.

The number of seats is limited and applicants will be handled on a first come first served basis. SEG members have priority in the registration process. Participants are obliged to cover accommodation costs. The Registration Form should be filled in online and send in by **May 21, 2015**, by clicking "**submit form**" in the upper right corner, or send via fax: 22 892 90 91 by May 21, 2015.

In case of questions concerning the Congress, please contact Ms Marta Irena Radek by phone, tel. (22) 826 26 89
or e-mail: kri@seg.org.pl

In case of questions concerning SEG membership, please contact Ms Joanna Bielecka by phone, tel. (22) 826 26 89
or e-mail: joanna.bielecka@seg.org.pl

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Congress Agenda

June 10, 2015 (Wednesday)

11.00 – 12.00

Guest registration and welcoming coffee

12.00 – 12.15

Congress opening

Mirosław Kachniewski, President of the Management Board, Polish Association of Listed Companies

12.15 – 12.45

New corporate governance rules – practical application

Agnieszka Gontarek, Head of Cash Market Department, Warsaw Stock Exchange

12.45 – 13.15

Presentation of financial data in current reports - interpretation and implementation of OSR1 (General Reporting Standard 1)

Dariusz Witkowski, Vice-President of the Management Board, Polish Association of Listed Companies

13.15 – 13.45

Individual Reporting Standard 1 – grounds, design and implementation

dr Radosław L. Kwaśnicki, Licensed Legal Advisor, Managing Partner, RKKW - KWAŚNICKI, WRÓBEL & Partnerzy

13.45 – 14.45

Lunch

14.45 – 15.10

WIG20 companies' communication with foreign investors – how to measure the effectiveness of IR actions

- Everyday relations with foreign investors – what communication tools to use and how to build relations with buy-side and sell-side analysts
- How to measure the effectiveness of conducted actions – the so-called Perception Study of the company's image on the capital market

Wojciech Iwaniuk, President of the Management Board, Inner Corp Sp. z o.o.

Joanna Pydo, Head of Investor Relations, Energa SA

15.10 – 15.35

What do investors look for on the Internet? IR online practice

Dario Mezzaqui, Partner, Message Sp. z o.o.

15.35 – 16.00

PAP Business Consensus presentation

Piotr Chabrowski, Head of Projects, PAP Business, Polish Press Agency (PAP)

Piotr Rożek, Deputy Editor-in-Chief, Editorial Room of Polish Press Agency (PAP)

16.00 – 16.30

Coffee break

16.30 – 18.00

Panel discussion: Investors' expectations versus communication policy

- How to identify investors' needs?
- How to provide investors with desired information?
- Communication versus liquidity and valuation

Moderator:

Mirosław Kachniewski, President of the Management Board, Polish Association of Listed Companies

Panellists:

Ewa Baldyga, Vice-President of the Management Board, Martis Consulting

Tomasz Bardziłowski, Managing Director, Dom Inwestycyjny INVESTORS

Piotr Biernacki, President of the Management Board, NOBILI PARTNERS

Dariusz Grębosz, Head of Investor Relations, PKN Orlen

Lidia Sobańska, Management Board member, Polish Press Agency (PAP)

Renata Żukowska, President of the Management Board, Capital Market Institute

18.30 – 19.30

SEGBieg – Capital Market Charity Run with Robert Korzeniowski, a multiple Olympic champion

20.00

Gala Night

- Award ceremony of the 8th edition of the Issuer Golden Website Contest and the Minister of Treasury Special Award
- Dinner and music party



Partner Biegu:



June 11, 2015 (Thursday)

7.00 – 8.00

Breakfast (only for those who booked a room in the hotel)

9.00 – 10.30

First round of topical workshops*

* detailed information about the workshops is available in the Registration Form and on the website www.seg.org.pl

10.30 – 11.00

Coffee break

11.00 – 12.30

Second round of topical workshops*

12.30 – 13.30

Lunch

13.30 – 15.00

Identification and reporting of non-financial price-setting information – assumptions of OSR 2 (General Reporting Standard 2)

Michał Stępniewski, Management Board member, Central Securities Depository of Poland

Robert Wąchała, Head of Trading Surveillance Department, Polish Financial Supervision Authority Office

Dariusz Witkowski, Vice-President of the Management Board, Polish Association of Listed Companies



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