

CFO | 7TH SEG LISTED

MEMBER COMPANIES CONGRESS

2018



October 24-25, 2018

WARSZAWIANKA HOTEL IN JACHRANKA





Ladies and Gentlemen,

You are cordially invited to the seventh CFO Congress of SEG Listed Companies. It is another cyclic event organised as part of SEG educational mission. During the Congress you will get a chance to exchange your experience of CFO work at listed companies and gain knowledge that is useful in managing companies.

The Congress will take place on 24-25 October 2018 at the Convention Centre of Warszawianka Hotel in Jachranka.

This two-day event with CFOs of leading listed companies will start with four panel discussions during which we will discuss a strategy of financing the company's expansion (the capital market's development perspectives, new opportunities of the "old" ways of financing, alternative methods of financing, managing financial surpluses), new tax challenges (the most important changes in regulations, implementation of changes in tax law, the fiscal security of a listed company) and cost-cutting (costs you do not have to consider as costs, costs level and the principles of financial reporting, can one save on labour costs, costs of risk and risk of costs). We will also cover issues related to digitalisation, in particular: new business models, fintech in the service of public companies, big data analysis in the financial market, IT tools facilitating digital transformation. Experts and CFOs will participate in the panels and share their experience in the above-mentioned areas.

After the topical part, the participants of the Congress are invited to join a Capital Market Charity Run. Rafał Omelko, a world champion in athletics, will also participate in the run. The minimal distance to run is one kilometre but everyone gets a chance to run the distance several times. The more kilometres we run, the more money we donate to charity. Each kilometre run enables talented children to gain access to education and learn about finance.

The day will end with a Gala Night, dinner, music party and a meeting with a Special Guest of the Congress (Robert Korzeniowski, a multiple Olympic champion) to which all Regular Members of the Association are invited.

On the second day of the Congress we will hold a series of topical workshops that will help you gain specialised knowledge to make taking on everyday challenges easier. The workshops are also a good opportunity for a discussion with market experts in smaller groups, and will be conducted in three rounds. After lunch, we will start a debate on managing regulative risk (management of non-financial risks, legal security of the members of the company's governing bodies, the company's preparations for new regulations).

I hope that this even will not only present a high professional level, as in the previous years, but will also be important for the integration of the capital market environment in Poland.

I wish you a productive participation in the Congress!

Mirosław Kachniewski, Phd

President of the Management Board
Polish Association of Listed Companies (SEG)t



DURING THE CONGRESS WILL DISCUSS TOPICS:

- › Capital market's development perspectives
- › Managing financial surpluses
- › The most important changes in regulations
- › The fiscal security of a listed company
- › Costs you do not have to consider as costs
- › Can one save on labour costs
- › Fintech in the service of public companies
- › IT tools facilitating digital transformation
- › Management of non-financial risks
- › Legal security of the members of the company's governing bodies



CONGRESS AGENDA

OCTOBER, 24 \ DAY 1 - WEDNESDAY

11:00 - 12:00

Guest registration and welcome coffee

12:00 - 12:15

Congress opening

Mirosław Kachniewski, PhD, President of the Management Board, Polish Association of Listed Companies (SEG)

12:15 - 13:25

Panel discussion I: financing the company's expansion

- › Capital market's development perspectives
- › New opportunities of the "old" ways of financing
- › Alternative methods of financing
- › Managing financial surpluses

Moderator:

Tomasz Prusek, Journalist, President of the Friendly State Foundation

Panelists:

Jacek Fotek, Vice-President of the Management Board, Warsaw Stock Exchange

Łukasz Kwiecień, Vice-President of the Management Board, PKO TFI

Dariusz Lasek, Member of the Management Board, Skarbiec TFI

Arkadiusz Regiec, President of the Management Board, Beesfund

Michał Stępniewski, Vice-President of the Management Board, The Central Securities Depository of Poland (KDPW)

13:25 - 14:20

Lunch

14:20 - 14:55

Panel discussion II: New tax challenges

- › The most important changes in regulations
- › Implementation of changes in tax law
- › The fiscal security of a listed company

Moderator:

Magdalena Raczek-Kołodziejka, Vice-President of the Management Board, Polish Association of Listed Companies (SEG)

Panelists:

Andrzej Punczewicz, Managing Partner, Tax Advisor, CRIDO

Piotr Wysocki, Partner, Baker McKenzie

14:55 - 16:05

Panel discussion III: Cost-cutting

- › Costs you do not have to consider as costs
- › Costs level and the principles of financial reporting
- › Can one save on labour costs?
- › Costs of risk and risk of costs

Moderator:

Piotr Biernacki, Vice-President of the Management Board, Polish Association of Listed Companies (SEG)

Panelists:

Katarzyna Lorenc, CEO of Lu-Bi and 4 Business & People

Monika Nowecka, Vice-President of the Management Board of Mazars Polska

Maciej Nowochoński, Member of the Management Board in charge of Finance, Orange Polska

Marek Porczyński, Member of the Management Board, Aon Polska

16:05 - 16:35

Coffee break



16:35 - 17:45

Panel discussion IV: Digitalisation

- › New business models
- › Fintech in the service of public companies
- › Big data analysis in the financial market
- › IT tools facilitating digital transformation

Moderator:

Mirosław Kachniewski, PhD, President of the Management Board, Polish Association of Listed Companies (SEG)

Panelists:

Jacek Borek, Managing Director of Accenture Technology in Poland, Accenture

Marcin Celejewski, CEO, Silvermedia

Jakub Makurat, Country Manager, Ebury Poland

Piotr Paszczyk, President of the Management Board, APN Promise



18:15 - 19:15

Capital Market Charity Run, with the participation of Rafał Omelko, a world champion in athletics

19:30 - 20:00

Small meeting with Robert Korzeniowski, a multiple Olympic champion

Participation only for the Regular Members of the SEG



20:00

Evening Gala

- › Official dinner
- › Speech given by the Special Guest - Robert Korzeniowski, a multiple Olympic champion:
How to reach the top and stay there?
 - The most important steps in career
 - Sport and money
 - Sportsman's value in time
- › Music party

OCTOBER, 25 \ DAY 2 - THURSDAY

7:00 - 8:30

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

9:00 - 10:00

Topical workshops, SESSION I

10:00 - 10:30

Coffee break

10:30 - 11:30

Topical workshops, SESSION II

11:30 - 12:00

Coffee break

12:00 - 13:00

Topical workshops, SESSION III

13:00 - 14:00

Lunch

14:00 - 15:00

Panel discussion: Managing regulative risk

- › Materialization of risks resulting from "old" regulations
- › Management of non-financial risks
- › Legal security of the members of the company's governing bodies
- › The company's preparations for new regulations

Moderator:

Mirosław Kachniewski, PhD, President of the Management Board, Polish Association of Listed Companies (SEG)

Panelists:

Piotr Biernacki, President, Foundation for Reporting Standards

Witold Dżugan, Head of the Certification Division and Member of the Management Board of Bureau Veritas Polska

Wiesław Łatała, Legal Advisor, Managing Partner, BDO Legal

Robert Jacek Moritz, President of the Management Board, ALTA

SPEAKERS



Piotr Biernacki

Vice-President of the Management Board, Polish Association of Listed Companies (SEG)
President, Foundation for Reporting Standards

Piotr Biernacki has almost 20 years of experience in capital market communications. He specializes in development and management of listed companies' communications strategies. He has advised over one hundred companies listed on the Warsaw Stock Exchange, Euronext and OMX. He has been author and coordinator of numerous research projects concerning investor relations and he co-created self-regulatory acts for the Polish capital market. Since 2015 Piotr is President of the Management Board of the Foundation for Reporting Standards, which aims at improvement of the quality of information, reporting and communications on capital and financial markets. He is also member of the Corporate Reporting Working Group with European issuers. As speaker and lecturer, he has conducted over two hundred trainings for members of management boards. He is member of the Grand Jury of the Golden Website Contest organized by the Polish Association of Listed Companies. Piotr is an active commentator of the Polish capital market on Twitter (@ piotrbiernacki) and he publishes in Gazeta Gieldy Parkiet, Manager MBA and Akcjonariusz. Piotr specializes also in presentation design and is founder of IDEAcraft, a consultancy providing advice and strategy, sustainability and information design services.



Jacek Borek

Managing Director of Accenture Technology in Poland, Accenture

Jacek Borek manages the technological area at Accenture in Poland. He has over 23 years of experience in the implementation of IT systems (including SAP) in various sectors: telecommunications, energy, banking, aviation, FMCG, industry and media. For many years he has also been executing projects in the field of IT strategy and popularizing technological trends based on the annual report Accenture Technology Vision.

Jacek Borek graduated from the Faculty of Technical Physics and Applied Mathematics at the Warsaw University of Technology, specialising in applied computer science.



Marcin Celejewski

CEO, Silvermedia

He is a specialist in strategic management focusing on using technology to support business development. He is a leader of change, an expert in creating and, what is important, effectively implementing successful commercial strategies (price, sales, and marketing), which has been confirmed many times by positive results of the implemented commercial transformations. One of the main architects behind the historical changes at PKP Intercity and a co-author and a person responsible for implementing the current strategy of PLL LOT S.A .



Witold Dżugan

Head of the Certification Division and Member of the Management Board of Bureau Veritas Polska

Mr. Dżugan holds a degree in environmental engineering, and is a graduate of the Poznań University of Technology. He has long-term experience as an auditor and environmental verifier, and continues to be active in this area. He is intensively involved in the certification of environmental management systems, environmental protection audits, ethical audits, environmental due diligence, verification and validation of EMAS (Eco Management and Audit Scheme) and verification of greenhouse gas emissions (including EU and global projects, such as the Joint Implementation).

His incumbent function and consistently developed knowledge gives him the required experience for the general operation of certification systems across various sectors of the economy and certification pertinent to sustainable development and social responsibility.

Avid jogger - he has participated in many marathons, trail runs and mountain ultramarathons.



Jacek Fotek

Vice-President of the Management Board, Warsaw Stock Exchange

He holds an MA in Foreign Trade from the Warsaw School of Economics and an MBA from the Quebec University Montreal (2002). His professional career has focused on the money and capital markets. He was the co-founder of the Polish interbank money and forex markets.

In 1989-1990, he was responsible for operational management of the national foreign currency reserves at the National Bank of Poland. In 1990-1996, Chief Dealer at Bank Handlowy w Warszawie. In 1996-1997, CFO of Polski Bank Rozwoju. In 1997-1999, Member of the Management Board of Citibank (Poland) S.A., and previously Director of the Treasury Department and Director of Investor Relations. In 1999-2002 with Bank Handlowy w Warszawie S.A. as Advisor to the President and previously Director of the Internal Control Department. He was with PZU Asset Management S.A. in 2003-2009, among others as Vice President for Risk Management, Internal Control and Audit. CEO of BondSpot S.A. in 2009-2012 and 2013-2016. CEO of Invista DM S.A. in 2012-2013. Former member of Supervisory Boards of several organisations including PGE Polska Grupa Energetyczna S.A (2015-2016), GPW Foundation (2015-2016), IAI S.A. (2014-2016). Since 1997, lecturer at Warszawski Instytut Bankowości; in 1993-2002, lecturer at Gdańska Akademia Bankowa; since 2010, lecturer at Instytut Rynku Kapitałowego. Since 1993, founding member of the dealer association Polskie Stowarzyszenie Dealerów Bankowych – FOREX POLSKA (currently ACI Poland).

Jacek Fotek has completed many international training courses and programmes in the capital and money markets, risk management, audit and investments.



Mirosław Kachniewski, PhD

President of the Management Board, Polish Association of Listed Companies (SEG)

Before joining SEG he was employed at Polish Securities and Exchange Commission, where his main duties were focused at coordination of international cooperation, analyses, as well as information and education policies. Earlier he was an advisor to the Minister of Privatization responsible for negotiations of Poland's membership in the OECD in the field of foreign direct investment.

Former employee of Warsaw School of Economics (International Finance Department), graduate of Foreign Trade Faculty of this school. Author of many economic publications relating mostly to functioning of capital markets, liberalization of capital movements, transborder financial services, integration of EU financial market.

Board Member of EuropeanIssuers, previously was serving many important duties at International Organization of Securities Commissions (IOSCO).



Łukasz Kwiecień

Vice-President of the Management Board of PKO TFI

Between 2002 and 2005, he was, i. a. the Advisor to the President of the National Bank of Poland and Chief Specialist in the Social Communication Department of the NBP. Prior to that, he had been associated with the media, i. a. as chief editor of the Stock Exchange newspaper „Parkiet”. (and member of the Management Board of Parkiet Media SA) and „Gazeta Bankowa”. He was also the head of the banking department in the daily „Prawo i Gospodarka”, a journalist and stock market commentator in the Krakow editorial office of „Dziennik Polski”. In 2005-2011, he was Director of Investment Communication at Pioneer Pekao Investment Management S.A. In the years 2012 - 2016 Vice President of the Management Board of TFI PZU SA (temporarily also - PZU Asset Management), where he was responsible for the products and sales but also for marketing, promotion and cooperation of TFI within the PZU Group in those areas. At the same time - Sales Director of Investments in PZU SA and PZU Życie SA. In 2016-2017 - Director of the Sales Department of BPS TFI, responsible for products, marketing and sales. As of 2017, Vice President of the Management Board of PKO TFI, responsible for the Sales Branch.

For many years - analyst and stock market commentator of websites. Supporting member of the Association of Brokers and Advisers. Member of the Association of Individual Investors. Graduate of the Faculty of Management at the University of Warsaw and the Jagiellonian University.



Robert Korzeniowski
Multiple Olympic Champion

1984-2004 - the only athlete in the history of Polish sports to win for gold Olympic medals in three consecutive Summer Olympics competing on 20 and 50 km race walking distance.

He began his golden path in Barcelona with a spectacular disappointment during the Olympic games in 1992. He was on the verge of winning the silver medal, but unfortunately after a controversial decision he was disqualified 400 metres before the finish line and was stopped in the gates of the Montjuic-Stadium. In 1996 he won the gold medal during the Olympic Games in Atlanta, and four years later in Sydney he became the first athlete to claim both the long distance and the short distance crown. He ended his professional career in 2004 in Athens – the cradle of modern Olympics – where he became the Olympic champion for the fourth and last time.

He won three world championship titles and two times a European Championship. He is also a former world record holder. He represented Poland on the international level, but in his club career he was a member of Polish and French clubs, the last among them WKS Wawel Cracow and US Tourcoing. By the end of 2004 he has joined the Polish Public Television as head of sports services and in 2006 he has launched a new sport channel TVP Sport

Within the years 2006-2009 he co-founded, as the General Manager of TVP Sport, together with Gazeta Wyborcza a mass running event “Polska Biega”, which is still evolving. The last edition gathered over 100.000 athletes.

Experienced in sports connected business management:

- › Corporate Hospitality Team at UEFA Events during the UEFA EURO 2012
- › Sports Insurance broker Mentor S.A.
- › LUXMED Groupe part of BUPA managing Sports Medicine Program.
- › Eurosport, part of Discovery Group expert in athletics and Olympics broadcasting program
- › Goodwill Ambassador of UNICEF
- › Founder and co-owner of RK Athletics Track& Field Club



Dariusz Lasek
Member of the Management Board, Skarbiec TFI

A graduate of the Faculty of Economics of the Maria Curie - Skłodowska University in Lublin. He completed doctoral studies in Economics at the Collegium of Management and Finance of the Warsaw School of Economics. He began his career in the capital market in 1998, working for DM Penetrator (a brokerage house) as a securities broker assistant. In 1998 – 2001, he was gaining professional experience as a debt securities market analyst and chief economist at Commercial Union Towarzystwo Ubezpieczeń na Życie and Commercial Union Investment Management. In 2002, he joined Union Investment TFI S.A. as a manager responsible for investments in debt securities across the full range of funds offered by Union Investment TFI; since April 2006, as Debt Securities Investment Director. Since October 2017 he is a Member of the Board in Skarbiec TFI.



Katarzyna Lorenc

CEO of Lu-Bi and 4 Business & People

An economist by profession, specialized in entrepreneurial strategy. At work she takes advantage of the long experience within organizational surveys, systems thinking and project management.

She has over 16 years' experience working in consulting, trainings and coaching. She is a coordinator of projects focused on efficiency growth for Polish as well as multinational corporations, and a consultant of organizational transformations projects, as well as attitude change.

CEO of Lu-Bi Sp. Z o.o. and 4 Business & People Sp. Z. o.o. where she designs and supervises research projects, changes of organizational culture and attitudes as well as the growth of sales results.

Awarded 5th place in Rising Stars of Business of Gazeta Prawna. A member of the State Job Market Council

and the Business Centre Club Convent. The chairwoman of the HR Group in BCC Warsaw Lodge and BCC Job Market and Management and Work Efficiency Expert. Business services created by Katarzyna were ten times awarded by European Medals (Overview 360 – competency assessment test for managers; Assessment and Development Centre; Leading an organization through change; Management Coaching; Developing a winning mindset in sports and business; Training – Dynamic Leadership Architecture; In-Depth Management Diagnosis, Satisfaction, Involvement and Employees' Opinion Research; Talent Program, Lu-Bi Outsourcing HR).

A lecturer on national conferences where she appears as an expert. She gives interviews to press, TV and radio. You will find her publications on www.4bp.com.pl and on the blog: <http://blog.4bp.com.pl/>.



Wiesław Łatała

Legal Advisor, Managing Partner, BDO Legal

Boasts over 25 years of experience in providing legal services to business entities. Advises companies from the Polish and foreign markets. Specializes in capital market issues, he has participated in the preparation of prospectuses and proceedings before the Polish Financial Supervision Authority for many years, he also advises on the information policy of companies listed on the Warsaw Stock Exchange (GPW S.A.). A lawyer recommended in the field of M&A by the international organization Global Law Experts. Expert in M&A transactions, restructuring and reorganization of business entities, public and sector procurement. Member of supervisory bodies of various companies.

Graduated from the Faculty of Law and Administration of the Jagiellonian University in Kraków, Postgraduate Studies in European Law at the Jagiellonian University and Postgraduate Studies in Accounting and Taxes at the Cracow School of Business at the Cracow University of Economics. In the years 1990-1998 he was an assistant to Professor Ireneusz Weiss at the Department of Economic Law at the Jagiellonian University. Member of the Regional Chamber of Legal Advisers in Kraków.



Jakub Makurat
Country manager, Ebury Poland

Jakub Makurat is a specialist with many years of experience in finances. He is involved in development of foreign trade in the SME sector in Poland. He cooperates with owners of small and medium businesses on a daily basis, making their access to tailored currency services and flexible business funding easier and simpler.

Earlier Jakub Makurat worked in Raiffeisen Bank, Fortis Bank and Deutsche Bank, where he supported clients with efficient finance management. He graduated with a degree in finance and banking as well as International European integration.

He is involved in Fintech industry since 2011.



Robert Jacek Moritz
President of the Management Board, ALTA

He is a pioneer in the new urbanism and applying the charette method which is promoted by the founders of the Congress for the New Urbanism. The method engages people interested in developing a given land in the project phase. In 1990, he headed Servisco, a carrier firm (currently DHL), and Hellmann Moritz, a forwarding firm. Since 2005, he has been the president of ALTA, a company listed on the WSE. He led the transformation process of the company's business from transport to investments. ALTA S.A. invests in entrepreneurship associated to creating urban space and related technical solutions. One of the most interesting projects is Siewierz Jeziorna, a district being developed in line with the principles of the new urbanism and sustainable development on an about 120-hectare land nearby Katowice. Robert Jacek Moritz studied at the Transport Institute of the Warsaw University of Technology. He lives in Siewierz Jeziorna



Monika Nowecka
Vice-President of the Management Board of Mazars Polska
Partner in charge of the Accounting, HR administration and payroll services division

Monika Nowecka is a statutory auditor, graduate of Finance and Accounting and MBA studies at the Warsaw School of Economics. She has extensive experience in accounting services for entities with various juridical personality and activity profile, including companies listed on the Warsaw Stock Exchange.

Monika Nowecka has significant expertise and practical knowledge in Polish and international accounting standards. She is a lecturer at trainings and author of various publications on accounting.

She is an expert in the outsourcing sector and author of many publications in this field.



Maciej Nowohoński

Member of the Management Board in charge of Finance, Orange Polska

Since March 2014, he has been a member of the Management Board in charge of Finance at Orange Polska. He has also served at supervisory boards at selected companies of Orange Polska Group. He has been working at Orange Polska since 2003 and served on different positions in the area of finance, including the position of Controller of Orange Polska Group in 2006-2014. In 2010-2011, he was also a member of the Management Board at Emitel, and in 2011-2013 served as a member of the Management Board in charge of Finance at PTK Centertel. Before joining Orange, he worked, inter alia, at Arthur Andersen and Andersen Business Consulting. He is a graduate of International Trade at the University of Economics in Poznań and business school Hogeschool van Arnhem en Nijmegen in the Netherlands.



Piotr Paszczyk

President of the Management Board, APN Promise

Piotr Paszczyk is the President of APN Promise, one of the top IT companies in Poland. Piotr has graduated from the University of Warsaw with the degree in Mathematics, specializing in insurance economics, in 1994. He has also graduated from the Warsaw School of Actuaries, in 1996. APN Promise was founded in 1992 by Piotr Paszczyk, together with his brother, Stanislaw. At that time, company was one of the first software resellers in Poland. By 2009 APN Promise became one of the leading IT companies in Poland, with a 130 full-time employees and has been certified as Microsoft Gold Partner and Distributor.

Now the APN Promise Group consists of 11 Companies e.g. APN Promise, Sevenet, RET-ALL, Alterkom or Supremo with the total more than 360 employees.



Marek Porczyński

Member of the Management Board, Aon Polska

Marek Porczyński graduated from the Faculty of International Trade at the Warsaw School of Economics. Since 1992 he has been connected to Polish insurance business as employee and manager in Polish offices of leading insurer brokers: Sedgwick, Marsh, Aon.

For many years he specialised in insurance of financial institutions and trade credit. He also managed services to international corporations and railway sector clients, as well as expert teams specializing in motor insurance, products supporting M&A transactions as well as claims handling.

In May 2017, Marek Porczyński joined Aon Poland as Member of Management Board. Currently he's responsible for cooperation with insurers, teams dealing with financial risks, construction insurance, risk advisory.

He's a Member of Management Board and Vice President of Association of Polish Insurance and Reinsurance Brokers since 2005.



Tomasz Prusek

Journalist, President of the Friendly State Foundation

Former deputy business editor in „Gazeta Wyborcza” and wyborcza.biz, where he covered the financial market: stocks, bonds and corporate governance.

In 2011 he received Journalist of the Year 2011 Prize from Polish Association of Individual Investors. Besides he was awarded with “Direction of development of Polish economy to 2005 Prize” (1996), Eugeniusz Kwiatkowski Award by Akademia Ekonomiczna in Kraków (1997), “Sharp Pen” by Business Centre Club (2000), „Citigroup Journalistic Excellence Award” (2004), Award „FERK” (2004). In 2004 he received Special Award in the contest for investigative journalists „Only Fish Don’t Take Bait?” organised by The Stefan Batory Foundation (2004). He was also nominated for the Grand Press Journalist Prize (2003, 2012), and awarded with honorable mention by the Polish Journalists Association (2007).

In 2014 he published his first novel „K.I.S.S.” on the dark side of the capital market.



Andrzej Puncewicz

Managing Partner, Tax Advisor, CRIDO

Managing Partner and Head of Litigation - Tax and Court Proceedings at Crido. He specializes in international tax law and in tax and court proceedings. Andrzej is in charge of, amongst other projects, risk management pertaining to fiscal criminal liability and risk minimization strategies with regard to tax controls. In 2016-2018 he was ranked as the best advisor in the Tax Proceedings category in the Tax Advisory Firms Ranking by *Rzeczpospolita* daily.

Andrzej has also vast experience when it comes to restructurings and M&A transactions. He has advised domestic and foreign firms from, amongst others, the real estate sector, the financial brokerage and the oil and gas production sector.

He completed his Executive MBA at the University of Chicago Booth School of Business with honors. In 2014-2016 he presided over the Polish Branch of the International Fiscal Association (IFA), where he had sat as a member of the Management Board for nearly 5 years. In 2005 he and few other funders created Crido, an advisory firm.



Magdalena Raczek-Kołodziejka

Vice-President of the Management Board, Polish Association of Listed Companies (SEG)

She is a graduate of the Warsaw School of Economics, the Polish-German Academic Forum and the London School of Public Relations. She also studied at the Johannes Gutenberg-Universität in Mainz.

Since 2008, she has been associated to the Polish Association of Listed Companies (SEG). Since 2011, she has been dealing with the topic of non-financial reporting, among other projects at SEG. In 2011-2016, she was a co-author of the project "ESG Analysis of Companies in Poland". In 2011-2013, she was a member of the Responsible Investments Group working within the Corporate Social Responsibility Group. In 2012-2013, she was a member of the Expert Council in the Leaders in Responsible Business contest.

She is a co-author of publications and articles on online corporate communication of listed companies and corporate social responsibility, including "Strona www jako element komunikacji spółki giełdowej z uczestnikami rynku kapitałowego" (Corporate website as part of a listed company's communication with participants of the capital market; 2009), "Wpływ Konkursu Złota Strona Emitenta na komunikację spółki notowanej z otoczeniem" (Impact of the Golden Website Contest on a listed company's communication with its environment; 2010), "Strony internetowe spółek giełdowych - analiza jakości witryn internetowych na podstawie IV edycji konkursu Złota Strona Emitenta" (Corporate websites of listed companies - analysis of quality of websites based on the 4th edition of the Golden Website Contest; 2011).



Arkadiusz Regiec

President of the Management Board, Beesfund

He believes in the power of society and the change it can make. He is a creator of the largest equity crowdfunding platform in Central and Eastern Europe which gathers around 5,000 registered investors. Beesfund.com has enabled 19 start-ups to issue shares and raise over PLN 5 million in issuer bids and PLN 10 million in insider bids. He has created the tokenbridge project which is based on the blockchain technology and facilitates ICO (initial coin offering). He is the head of an accelerator created by the Warsaw Stock Exchange and Beesfund. He is the President of the Polish Crowdfunding Society.



Michał Stępniewski

Vice-President of the Management Board, The Central Securities Depository of Poland (KDPW)

Legal Counsel. MA from the Faculty of Law, University of Warsaw, and British Law Studies, University of Cambridge. In 1997-2004, he worked with the Polish Securities and Exchange Commission, among others as Counsel to the Chairman of the Commission and Press Officer of the Commission. In 2004, he was appointed Head of Cabinet of the Minister of the State Treasury, where he co-ordinated restructuring processes and the introduction of companies with a stake held by the State Treasury to public trading. In 2005, he was appointed Undersecretary of State in the Ministry of the State Treasury responsible for ownership supervision of State Treasury companies. In 2006-2009, he was Management Board Member of the investment fund company PKO TFI S.A. Since 2009 Member of the Management Board, and since 2017 the Vice President of the Management Board of the KDPW.

He is also involved in education. Since 1999, he has been a lecturer and Director of post-graduate studies at the Higher School of Finance and Management in Warsaw. He also gives lectures at the Business Development Institute, Euro Finance, and Twigger. He has co-authored books on issues of municipal bonds and the rights and responsibilities of shareholders in public companies.

In 2003- 2013 Member of the Council of the District Chamber of Legal Counsels in Warsaw (Deputy Dean of the Council since 2010).

He has sat on Supervisory Boards of companies including PKN Orlen S.A., BGŻ S.A., BondSpot S.A., PKL S.A., Tramwaje Warszawskie sp. z o.o. He was also a Member of the PZU Foundation.



Piotr Wysocki

Partner, Baker McKenzie

Since 2009, he has been a partner in the tax team at Baker McKenzie in Warsaw. He specialises in tax advice in the area of income taxes and international tax law. His practice covers counselling on mergers and acquisitions, financing, and transactions on the capital market. He also advises on numerous international processes of reorganisation and structuring of foreign corporations' and private equity funds' investments in Poland. He has also led a number of projects for large and medium companies in Poland and their owners, including projects of foreign expansion. He represents his clients before administrative courts during proceedings related mainly to income taxes. He is a recognised expert in transaction advisory. In 2010-2015, he was a laureate of the category "Mergers and Acquisitions" of the Tax Advisory Firms Rankings by Dziennik Gazeta Prawna, and of the "International Tax Law" category in 2017 and 2018. He has been recognised by many other international rankings as well (Legal 500, Chambers or Tax Directors' Handbook).

ORGANISATOR



Polish Association of Listed Companies (SEG) is a prestigious organization caring for the development of Polish capital market and represents the interests of companies listed on the Stock Exchange in Warsaw. Serves environment issuers knowledge and advice in the field of regulation the stock market and the rights and obligations of the participating companies. Being the organization expert, seeks to promote the exchange of knowledge for developing the capital market and modern market economy in Poland.

The Association was founded in 1993, offering member companies and consultancy in the field of legal requirements, market regulation, investor relations. The work of the SEG directs the CEO Miroslaw Kachniewski. The Association of Stock Exchange Issuers is an organization of local government issuers to whose membership is voluntary. The Ordinary Members of the Association are presidents, members the boards of listed companies, the same companies as legal persons shall have the status of Supporting Members. The statutory activity is financed by membership fees.

Today, SEG brings together around 300 companies listed on the Warsaw Stock Exchange and the alternative NewConnect market, representing more than 80 percent capitalization issuers national. The Association works for the development of the capital market, mainly using regulatory measures and education.

More information: www.seg.org.pl/en

STRATEGIC PARTNERS

Ebury Biznes bez granic

Ebury the global business finance specialist, is empowering the SME sector to trade smarter with the world, giving all businesses the negotiating muscle they need to maximize profits and perform like major corporates. Ebury works with over 18,000 business and organizations across Europe, providing them payments in 140 currencies, and faster FX execution, access to finance, while helping them to manage currency risk and strategically plan their approach to overseas payments. Ebury provides market research and currency updates that support companies in decision making process when they trade on international markets.

Ebury has now over 400 experienced financial market specialists working in European offices: London, Amsterdam, Madrid, Warsaw, Paris, Zurich, Hamburg and Athens. Operational and technology center in Malaga provides clients with safe and innovative transactional solutions. Polish office of Ebury employs 40 people and serves hundreds of polish companies.

Ebury has traded £5bn in foreign exchange over last year. Regulated as an Authorized Payments Institution by the British Financial Conduct Authority and backed by the most respected investors in new technologies, including the global venture capital firms Vitruvian and 83North, Ebury is a member of FinTechCity's FinTech50 2015, which recognizes the top fintech companies credited with transforming the future of finance.

More information: www.ebury.pl



Orange Polska - a leading leading provider of telecommunications services in Poland in all segments of the telecommunications market. It has the largest infrastructure in the country. It offers 20 million customers with modern technology, including convergence services, which combine fixed and mobile telephony, home and mobile internet and numerous multimedia services. It provides comprehensive solutions for business. It conducts research and development activities and supports innovativeness. It invests in ultra-fast fiber internet and 4G / LTE mobile internet. The source of Orange Polska success is a competitive offer, strong and active sales structures and high quality of customer service, backed by extensive infrastructure and motivated staff. As the only operator in Poland, it holds a prestigious certificate of International Customer Operations Performance Center (COPC), which confirms the fulfilment of the highest standards in customer service management.

Orange Polska belongs to the most socially committed companies in the country. It also has the largest employee volunteering program in Poland. (Through) Due to the Orange Foundation's projects effectively counteract digital exclusion. It encourages to the knowledge acquisition, contribution to the culture and building the community with skillful use of the Internet and technology.

Orange Polska is a part of Orange - one of the leading telecommunications operators in Europe, active in more than 20 countries. Orange brand operates in the global market for more than 20 years. It is considered to be one of the most innovative companies and it enjoys one of the highest recognition rates.

More information: www.orange.pl

CONTENT PARTNER



The Warsaw Stock Exchange (GPW) is the largest exchange in Central and Eastern Europe. This year marks 25 years since GPW began operations. Years of experience, high security of trading, operational excellence and a broad product range make GPW one of the most recognizable Polish financial institutions globally. GPW offers a wide range of products and services to investors. GPW markets offer trade in shares and bonds of nearly a thousand domestic and international issuers. In addition, the Exchange offers trade in debt instruments, derivatives and structured products. Through the GPW Foundation, the Exchange educates the general public in capital markets and investing on the Exchange.

Since for many years local and regional companies have been interested in listing on the GPW, the Exchange enjoys a strong position as one of Europe's key markets and Central and Eastern Europe's biggest market, as measured by the number of listings.

The Warsaw Stock Exchange actively pursues a growth strategy aiming to make the market even more attractive and competitive to domestic and international companies and investors. Since 9 November 2010, GPW is a publicly traded company on its own market.

More information: www.gpw.pl/en

INSTITUTIONAL PARTNER

KDPW

Central Securities Depository of Poland (KDPW) is a central institution responsible for maintaining and controlling a depository and settlement system in relation to financial instruments' trading in Poland. The trading follows global standards, including the principle of complete dematerialization of securities. Central Securities Depository of Poland is in charge of clearing transactions on the regulated market and the Alternative Trading System as well as running the central securities depository. It also provides numerous services for issuers, including intermediation in dividend payment for shareholders, assimilation, change, conversion and split of shares, and carrying out rights issues.

Since November 2012, KDPW has also offered the trade repository service which enables all entities that are legal persons (including natural persons conducting business activity) who enter into derivatives transactions to fulfil their obligation of reporting information to trade repositories under the European Market Infrastructure Regulation (EMIR).

On November 29, 2013, it started to issue LEI codes that are necessary for the transaction reporting process. In this way, it has expanded its offer as a Numbering Agency that has already issued ISINs. The KDPW Trade Repository (KDPW_TR) was one of the first four such institutions to be registered in Europe.

On 31 July 2018, the Polish Financial Supervision Authority (KNF) authorised Krajowy Depozyt Papierów Wartościowych (KDPW, The Central Securities Depository of Poland) to provide transaction reporting services as an Approved Reporting Mechanism (ARM). As an ARM, KDPW is authorised to provide transaction reporting services in the European Union.

KDPW Group includes KDPW_CCP clearing house which in April 2014 received an authorization as a third counterparty in the EU.

More information: www.kdpw.pl/en

MAIN PARTNERS



About Accenture in Poland

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions-underpinned by the world's largest delivery network-Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 449,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. In Poland, Accenture has offices in Warsaw, Krakow, Lodz, Wroclaw, Katowice and has more than 5,500 employees.

More information: www.accenture.com



Aon Polska is part of the global conglomerate Aon Plc, a leading provider of professional advisory services and solutions in such fields as risk, pension, and health in the times when these issues have an exceptional meaning for the global economy. Aon employs over 50 thousand employees world-wide, in 500 offices located in over 120 countries. The shares of the corporation are listed on the NY Stock Exchange (NYSE symbol: AON). Annual revenues of the group oscillate around USD 12 bn. Aon has an excellent reputation which has been confirmed by a number of awards and distinctions, including: the best broker in the world, the best insurance and reinsurance broker, the best advisory company managing employee motivational systems. Aon has been active in Poland since 1992 and employs over 1,400 employees in offices country-wide: in Warsaw, Gdańsk, Katowice, Cracow, Poznań, Szczecin. It specialises in risk management and insurance brokering services, providing innovative solutions adjusted to individual needs of the client, and HR consulting. The analyses made by Aon experts are based on in-depth data allowing clients to maximise their results. The global reach allows for gaining and exchanging experience that is used for creating reliable solutions in work with clients.

More information: www.aon.pl



Baker McKenzie helps clients overcome the challenges of competing in the global economy since 1949. We solve complex legal problems across borders and practice areas.

Our unique culture, developed over 60 years, inspires our people to understand local markets and customs, navigate multiple jurisdictions, work together as trusted colleagues and friends and instill confidence in our clients.

More information: www.bakermckenzie.com



Beesfund S.A. -the largest equity crowdfunding platform in Central and Eastern Europe. It helps companies in issuing shares and bonds, and gathers over 5,000 registered investors.

The company also helps with Initial Coin Offerings and tokenizes shares and bonds basing on the blockchain technology.

This year, together with the Warsaw Stock Exchange, Beesfund has created an accelerator for future issuers.

More information: www.beesfund.com



About CRIDO

We provide tax, legal and transactional assistance as well as business consultancy to entrepreneurs. We help companies advance their innovation business by, among other things, obtaining financing from public funds and other available sources.

We provide companies and their owners with solutions meeting the needs of fast changing business and legal environments and new global and domestic challenges. We support our clients, irrespective of their industry or scale, in a way allowing for safe and secure operations and steady expansion. We deliver merit-based top quality advice and digital solutions supporting companies' ongoing operations.

The dedication and work of our seasoned team of over 250 professionals has received much appreciation from both our long time clients, and independent bodies. This is reflected in the rankings of tax advisors and firms supporting innovation and R+D, where we earn top recognition.

We are advisors, not auditors. We are a Polish consulting firm. As a member of Taxand, a global tax organisation, we can also help our clients grow their business abroad.

More information: www.crido.pl



Mazars is an international, integrated and independent organisation, specialising in audit, accountancy, tax, legal and advisory services. As of 1st January 2018, Mazars and its correspondents operate throughout 102 countries and territories. 86 of these countries are part of the Mazars integrated partnership and 16 are Mazars correspondents. We draw on the expertise of 20,000 professionals to assist major international groups, SMEs, private investors and public bodies at every stage of their development. The Praxity Alliance offers Mazars operating capacity via professional teams in 21 additional countries.

The Mazars office opened in Warsaw in 1992 in order to meet the expectations of the growing number of foreign investors coming to Poland. The constant struggle to respond to the needs of thriving companies contributed to its dynamic development. Nowadays, Mazars ranks among the top audit and advisory firms in Poland. Present in Warsaw and Krakow, Mazars employs more than 220 professionals in the disciplines of audit, accounting, payroll, business and tax advisory. Our portfolio of clients includes both Polish and international enterprises of all sizes, including some listed on the Warsaw Stock Exchange. We offer them solutions based on a deep understanding of each business and tailored to their individual needs and stage of development.

More information: www.mazars.pl



SUPPORT PARTNERS



About Lu-Bi

The mission of Lu-Bi is to share with employers who care about building positive work environment best practices in people management at prices available for all entrepreneurs.

Within the service the organization receives a professional partner who manages human capital while a designated team of experts creates business development plan and consequently puts it into action.

They undertake such steps:

- Support the Board in business successes
- Help to manage changes and business development
- Raise work efficiency
- Limit employee turnover

In order to assure the above we take advantage of our 12-year-experience in:

- Creating personal strategies
- Carrying out engagement measurements
- Advisory for managers and employees
- Development and competencies assessment
- Talent and succession management
- Recruitment processes
- Building organizational culture

Why companies benefit from outsourcing the strategic HR?

They save their time because the price of a specialist includes a professional team and access to high quality management tools. They have access to management best practices and novelties, while at the same time enforcing their brand and team loyalty. Work efficiency increases.

The team is engaged and cooperates in a great way.

They focus their attention on basic activity and business development while the load of most personal problems is being taken off their minds.

*Take care of your employees and they will take care of your business.
Richard Branson*

More information: www.lu-bi.pl



PKO TFI was established in mid-1997 by PKO Bank Polski and the Swiss financial group Credit Suisse. Investment fund units of PKO TFI were introduced to the market for the first time on October 9, 1997.

Today, PKO TFI manages funds that were entrusted to them by over half a million clients. Currently, the Company offers over 70 different types of funds and investment programs, available in a wide distribution network throughout Poland. PKO TFI is the leading company in terms of the managed assets value on the Polish market of investment fund companies. At the end of September 2018, the Society managed over 35 billion PLN.

PKO TFI SA is a modern organization focused on the customer's needs. It is constantly developing its offer of investment products adjusted to the investors' expectations and market trends.

More information: www.pkotfi.pl

silvermedia®

Silvermedia is an innovative IT company founded in 2002 on the initiative of scientists and biocybernetics enthusiasts. The company consists of multidisciplinary teams, experts in technology, business, and marketing who work together to provide solutions for large and diverse institutions.

The main area of the company's operation is the use of intelligent solutions that support value chain processes in many sectors, such as medicine, healthcare, transport, services or the production sector. Silvermedia responds to current customer needs by creating dedicated solutions that use self-learning algorithms.

More information: www.silvermedia.pl



Skarbiec TFI has been active since 1997 and is a licensed financial institution. Our offer includes a number of investment solutions that are diversified both in terms of expected rate of return and acceptable investment risk level. Skarbiec TFI manages 49 funds and sub-funds which gather assets worth over PLN 16 b. The company has received many prestigious awards, for example, for innovation and profitability of products. In 2002, 'Gazeta Gieldy Parkiet' (the stock exchange newspaper) recognized Skarbiec TFI as the best investment fund company and honoured us with the Bull and Bear statuette. In 2006, the company won the prize of the Market Leader in the category The Best Financial Firm in Poland. One year later, Skarbiec TFI was recognised as the best investment fund company in the ranking published by the 'Rzeczpospolita' newspaper and the Anality Online firm.

Additionally, in 2017, Skarbiec TFI S.A. was considered one of the strongest brands in the category Business Superbrands in the ranking by the international organisation Superbrands. In 2018, Skarbiec TFI S.A. was recognised as the best investment fund company in Poland by 'Gazeta Gieldy Parkiet'.

More information: www.skarbiec.pl

TECHNOLOGY PARTNERS



APN Promise

In operation since 1991, we co-authored and changed the technological market in Poland. As the largest Certified Microsoft Partner in Poland, we feel responsible for the success of our clients and partners. That is why one of our most important goals is to understand their needs.

We support customers and partners at every stage of their contact with technology – our group has more than 200 specialists, IT architects, developers and engineers. The team helps you plan your licensing and hardware purchases, implements, integrates, educates, provides technological support and develops dedicated applications.

Our natural environment is technology, so we are constantly improving the quality of our services and applications. We work with passion and even the smallest everyday needs inspire us to create new solutions and services.

The operations of APN Promise are based on 4 pillars:

- Sales software (including Microsoft, Cisco, Fortinet or Symantec)
- Implementing infrastructural solutions and security



- Develop applications (including dedicated ones)
- Software distribution with support for Resellers

Our customers are enterprises from practically all business sectors, public administration, healthcare system and education. We have experience in the following industries:

- Financial and Insurance
- Energy
- Retail
- Media and telecommunications
- Public Administration
- Health

More information: www.promise.pl



Unicomp-WZA - is a team of people who have been operating like a well-constructed and reliable mechanism since 1991. Both the former and the current structures are specialized in organization, substantive and technical support for projects which require utilizing reliable, modern and technologically advanced hardware platforms for their implementation. They enable execution of any type of voting or preference, opinion and knowledge surveys among gathered participants. As a team, we were pioneers on the domestic market in introduction of IT and hardware solutions dedicated for professional support of a specific kind of voting. Our longstanding experience has been built through completion of complex and often complicated projects commissioned by our Clients in the course of voting commenced while conducting general meetings of shareholders and partners of commercial companies. As a voting organizer and associated service provider, we have participated in major general meetings of the largest companies in the country - international financial institutions, shipyards, steel mills, breweries, power plants and many, many other significant companies representing virtually every branch of the economy. Most of them are our regular Clients, which is the best confirmation of our professionalism and constantly high standard of services provided.

Concurrently with the organization of voting bearing a legal effect (AGM), we implement, develop and improve platforms associated with voting that are aimed at gathering information, opinions, feelings or interacting with participants of a given event. We own one of the largest country-wide, hardware facilities for implementation of this type of projects - with more than 2,000 wireless voting terminals own, several hundred tablets also applicable for such use and the largest wired network of card readers

More information: www.unicomp-wza.pl

RUN PARTNER



About hummel®

Founded in 1923, the Danish company hummel® has a long history of making sportswear. hummel® is known for the production of innovative and extremely durable equipment, footwear, clothes and sports accessories. The hummel® philosophy is „We change the world through sport”. Over the years, the company has started and supported many projects, because sport is not only physical activity, but an international language that destroys political, racial, cultural and religious divisions.

The hummel® brand has been present in Poland for many years and hummel Polska is the sole distributor in the country. We are a leader on our handball market; popular chevrons can be seen on players' outfits from school games to professional leagues. We work with over a thousand clients. Hummel Polska offers a wide range of products for all sports and everyday use. Ambassador of the hummel® brand in Poland has been from 2018, Sławomir Szmaj - goalkeeper, winner of three medals of the World Championships, multiple Polish Champion, winner of the 2015 Champions League.

Based on the success of professional equipment, hummel Polska began its expansion on the retail market in Poland. The company creates a network of its own company stores, which in the future will give rise to the franchise network. At the beginning of 2018, stores were opened in Wrocław, Łódź and Poznań, in Poland's largest shopping centers. In addition to typical sportswear, a wide range of lifestyle footwear and clothing is available there.

More information: www.hummel.pl

CFO | 7TH SEG LISTED MEMBER COMPANIES CONGRESS

2018

STRATEGIC PARTNERS

Ebury Biznes bez granic



INSTITUTIONAL PARTNER



TECHNOLOGY PARTNERS



MAIN PARTNERS

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AON
Empower Results®

**Baker
McKenzie.**



SUPPORT PARTNERS



silvermedia



lu-bi

RUN PARTNER



MEDIA PARTNERS

inwestycje.pl

MANAGER



pap biznes

PARKIET

ri relacje inwestorskie

RZECZPOSPOLITA

STOCKWATCH

STREFA
INWESTORÓW

wprost



POLISH ASSOCIATION OF LISTED COMPANIES (SEG)

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