DIRF Dansk Investor Relations Forening

DIRFdagen 2025

30 September 2025
Scandic Spectrum, Copenhagen

Time	Subject	Speakers	Description
09.00	**Welcome**	• Rachel Curtis Gravesen, Moderator • Tina, DIRF welcome	Welcome
09.10-10.00	**Global Economic Outlook**	• Steen Bocian, Economic Editor and Chief Economist, Børsen • Niels Lunde, Chief Editor, Børsen	*An outlook on growth, inflation, financial markets, world trade etc. considering the new geopolitical situation.*
10.00-10.30	**AGMs as an IR communication opportunity - not just a compliance exercise**	• Anne Pindborg, Chief Legal Counsel, APM • Michael Vitfell-Rasmussen, Head of IR, ISS • Helle Mayor, Founder & Strategic Communication Advisor, Mayor Communication	*Is the AGM losing ground to CMDs and general shareholder meetings? How to bring new energy into the shareholder dialogue. New inspiration to improve stakeholder dialogues.*
10.30	Coffee break		
11.00-11.30	**Break-out sessions**	1. **Shareholder insight in a complex world – how to stay connected with your investors** Jonas Andreas Rasmussen, Senior Sales Manager, Euronext Secorities Mattias Bendixen, Sales Manager Nordics, Euronext Corporate Solution 2. **Alternative data for corporation: From Insight to Impact** Timothy Li, Consumer Industry Specialist, Bloomberg	*1: In today's global markets, cross-border ownership structures often blur the picture of who actually holds your shares. This session dives into the real-world challenges for general meetings, investor relations, and governance - and highlights how companies can use smarter tools and data to ensure transparency, strengthen investor trust, and foster lasting engagement.* 2: *As investors increasingly use alternative data to form real-time views on company performance, IR teams are under pressure to understand what the market sees. This session explores the growth of alternative data, how buy-side is using alternative data to invest, and best practices for IR teams to adapt to this growing trend.*
11.30-12.00	**A bird's eye view from an analyst**	• Lars Topholm, analyst, Carnegie Investment Bank	*What is the role of a sellside analyst now both within their own organization and for companies, they cover. What does 'good' look like from the perspective of an analyst and how can IR best service such an important stakeholder.*
12.00	Lunch		
13.00-13.30	**How IR can create value in a changing stock market**	• Mark Jessen, Director, Portfolio Manager, ATP • Mikael Bak, CEO, Danish Shareholder Association • Tue Østergaard, Founder & CEO, HCA Capital	*The stock market landscape is undergoing fundamental changes. The number of listed companies is declining, and active fund management is giving way to passive investment vehicles such as ETFs. This shift has led to reduced buy-side and sell-side engagement, limited research coverage, and a growing influence of retail investors. These trends challenge traditional IR approaches and demand a rethinking of priorities and practices.*
13.30-14.00	**Break-out sessions**	1. **Harnessing secure AI in IR: A strategic imperative**, Tish Crawford-Jones, Director, Q4	1. *Not every AI solution is equipped to meet the unique demands of investor relations. In situations where accuracy,*

		2. **The Global IR Revolution – key drivers & future opportunities** Oskar Yasar, Broome Yasar Partnership	*speed, and security are paramount, IR teams require AI solutions that are specifically tailored to their field and understand the nuances of Danish corporate governance and EU regulations. Gain insights on best practice.* 2. *Investor Relations has crossed a critical threshold. No longer confined to reporting cycles or corporate messaging, IR is now a strategic discipline shaping capital allocation, informing boardroom decisions, owning corporate narratives, influencing risk and much more.*
14.00	**Coffee break**		
14.30-15.00	**IR-Storytelling, narratives & numbers**	• Mikael Rautanen, Co-founder & CEO, Inderes OY	*Building an engaging narrative is key to getting your message to the target group. But too often we forget that investors are humans, and we relate to good stories, just reporting numbers is not enough, even with strong numbers. A narrative without numbers becomes a fairytale, and investors don't buy into that.*
15.00-15.30	***How non-US corporate issuers can develop a compelling equity narrative***	• Karen Bodner, Head of Market Insights, BNY – Main results from survey of investor look at companies' equity story	*Presentation of key findings from recent survey of Institutional Investors. The discussion will highlight investors' preference for clear, concise storytelling and discuss best practices in structuring investor presentations and reports, emphasizing the importance of transparency—particularly in distinguishing management versus statutory financial figures—and the need to avoid generic buzzwords or unsupported claims. The session will also address the nuanced role of macroeconomic and geopolitical factors in investment decisions.*
15.30-16.15	**KEYNOTE: Navigating the market: How Investor Relations experience shapes the strategic CFO**	• Henriette Wennicke, CFO, Zealand Pharma	*Going from being head of the global finance organization at GN Hearing, with over 50 employees under her wing, to leading a team of ten in the investor relations and treasury department at GN Store Nord, was based on advice from a former boss that had long been lingering in the back of Henriette Wennicke's mind: "If you ever want to be a CFO, you need to have experience in investor relations." Now, as CFO at Zealand Pharma, Henriette couldn't agree more.*
16.15-16.30	**Take-aways from the day - thank you for joining us**	Rachel Curtis Gravesen	
	DRINKS RECEPTION - NETWORKING		