

# Sparks IPO Academy

## Program Description

The *Sparks IPO Academy* has been exclusively designed for executives of Switzerland's high-potential, fast-growing SMEs. This program prepares and equips scale-ups for a potential IPO on SIX's Sparks segment. It has been jointly developed with the leading capital market specialists in Switzerland.

The number of participants is limited, which makes it possible to directly interact with renowned industry experts and expand your network in the Swiss capital market ecosystem. The Academy is set up so that it is compatible with entrepreneurs' busy schedules.

## Benefits

### KNOW YOUR NEXT STEPS.

Whether an IPO is on your roadmap or whether you want to give your SME the ability to rapidly execute an IPO when the time is right, we have your individual needs covered.

### GAIN CERTAINTY ON WHETHER AN IPO MAXIMIZES THE VALUE OF YOUR SME.

Connect with key capital market specialists to assess whether an IPO is the right next step for your SME.

### UNDERSTAND HOW TO OPTIMIZE THE SUCCESS OF YOUR IPO.

Learn the secrets of maximizing the impact of your IPO – our partners have decades of experience and have played key roles in IPOs during that time.

## Target Audience

THE PROGRAM IS AIMED AT C-LEVEL REPRESENTATIVES OF FAST-GROWING SMES



which want to get ready for public capital markets with the ambition of financing further growth.



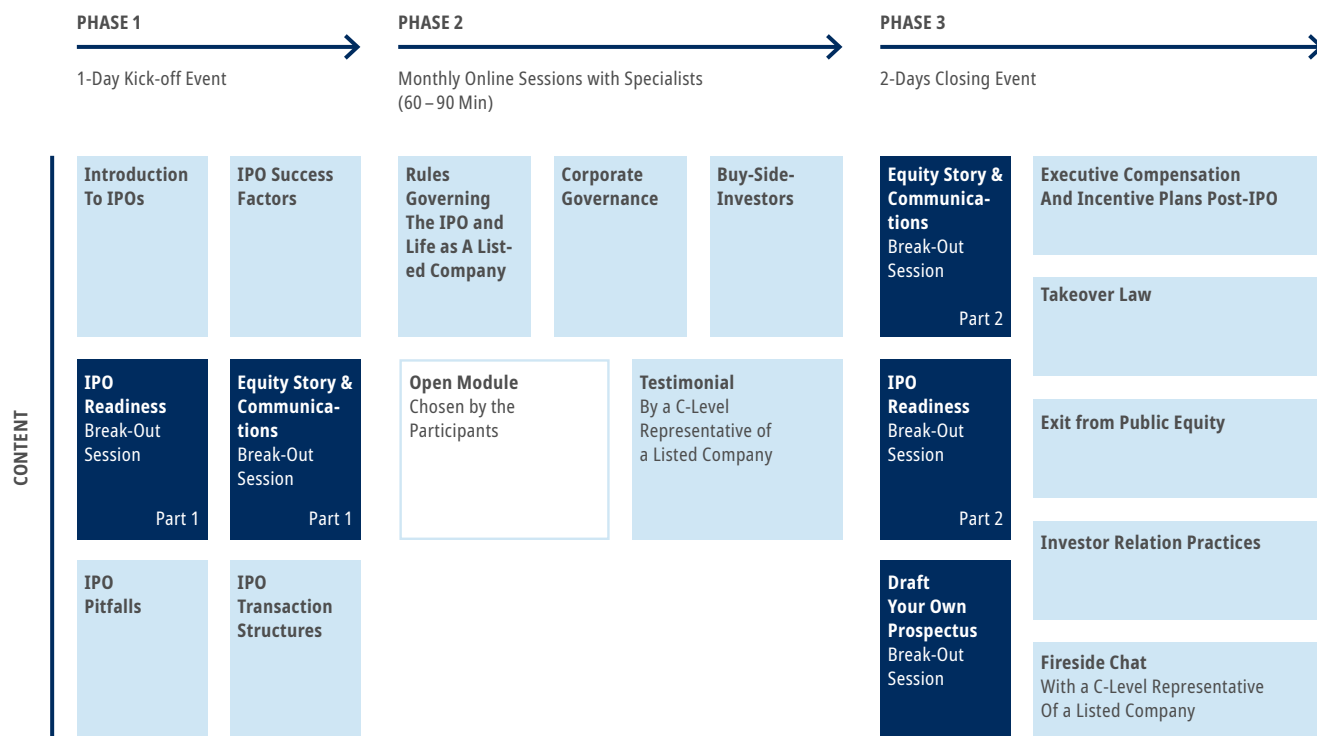
where an IPO on Sparks is a likely scenario in the short-/mid-term.

2+

which were founded over two years ago.



## Structure 2021/2022

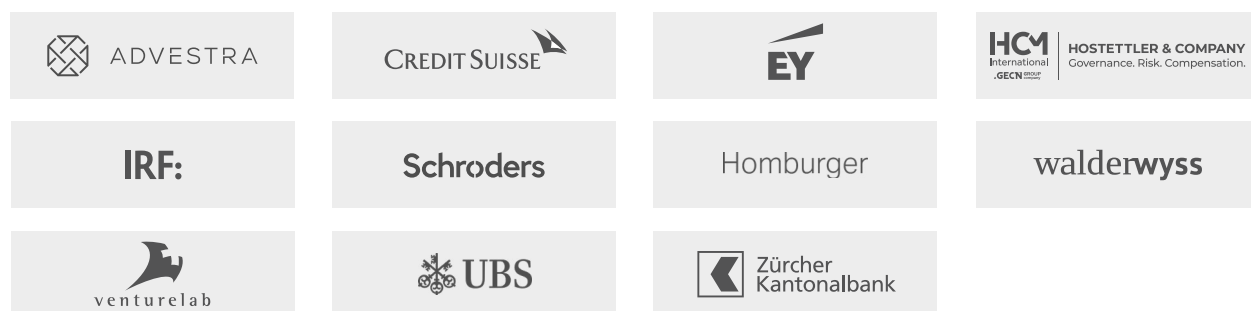


You can find more information on the Sparks IPO Academy here:



[www.six-group.com/sparks-academy](http://www.six-group.com/sparks-academy)

## Program Partners 2021/2022



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# Sparks IPO Academy

SIX Swiss Exchange  
Program Closing Event 2022

**Date**

17 - 18 May 2022

**Location**

Congress Hotel Seepark, Seestrasse 47, 3602 Thun

**How to Get There**

[www.seepark.ch/de/entdecken/kontakt-anreise](http://www.seepark.ch/de/entdecken/kontakt-anreise)



<b>DAY 1 (17.05.2022)</b>	
From 12:00	<b>Arrival of the Guests (Check-in etc.)</b>
Until 13:20	<b>Flying Lunch</b>
13:20 – 13:30	<b>Welcome Address</b> Valeria Ceccarelli, Head Primary Markets, SIX Swiss Exchange ■ Fabian Gerber, Senior Relationship Manager, SIX Swiss Exchange
13:30 – 14:45	<b>Break -Out Session I*: IPO Readiness Part 2</b> Tobias Meyer, Head Transaction Accounting and IPO, Partner at EY ■ Marc Ledermann, Transaction Accounting and IPO, Manager at EY ■ Annette Weber, LL.M., Attorney at Law, Partner at Advestra ■ Sandro Fehlmann, LL.M., Attorney at Law, Partner at Advestra
	<b>Break 15 Min</b>
15:00 – 16:15	<b>Break-Out Session II*: Equity Story &amp; Communications Part 2</b> Florian Balschun, Leiter Kapitalmarktberatung, Zürcher Kantonalbank ■ Dr. Simone Hollenwäger, CFA, Kundenberaterin Kapitalmarkt, Zürcher Kantonalbank ■ Omar Brem, Head Research, Zürcher Kantonalbank ■ Marco Genepreti, Head Equity Sales and Sales Trading, Zürcher Kantonalbank ■ Martin Meier-Pfister, Owner, IRF Reputation
	<b>Break 15 Min</b>
16:30 – 17:45	<b>Draft Your Own Prospectus</b> Dr. iur. et lic. oec. HSG Lorenzo Togni, LL.M., Attorney at Law, Partner at Homburger
Until 18:45	<b>Individual Time</b>
18:45 – 20:00	<b>Apéro incl. Fireside Chat</b> Dr. iur. Dieter Gericke, LL.M., Attorney at Law, Head Corporate, M&A practice, Partner at Homburger ■ Walter Oberhänsli, Founder & CEO, Zur Rose Group
20:00 – 22:00	<b>Dinner</b>
From 22:00	<b>Bar</b>

\* Breakout session I and II start at the same time and the participants are divided into two groups. After the 15-minute break, participants will switch sessions.

<b>DAY 2 (18.05.2022)</b>	
	<b>Individual Breakfast</b>
08:15 – 09:05	<b>Takeover Law</b> Marc D. Nagel, lic. oec. HSG et lic. iur. HSG, Attorney at Law, Swiss Takeover Board
09:15 – 10:05	<b>Exit in Public Equity</b> Dr. iur. Alex Nikitine, LL.M., Attorney at Law, Partner at Walder Wyss
	<b>Break 20 Min</b>
10:25 – 11:15	<b>Executive Compensation and Incentive Plans post-IPO</b> Dr. Stephan Hostettler, Founder & Managing Partner, HCM International
11:25 – 12:15	<b>Investor Relations Practices</b> Dr. Thomas Schneckenburger, CFA, IR & Media Europe, Molecular Partners and CEO of Equity Story Factory
12:15 – 12:25	<b>Closing Remarks</b> Patrick Förg, Head Origination, SIX Swiss Exchange ■ Fabian Gerber, Senior Relationship Manager, SIX Swiss Exchange
Until 13:30	<b>Flying Lunch &amp; Individual Departure</b>

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