

# indere.

financial  
hearings.com



FLIK<sup>®</sup>



# Inderes Events.

Peter Westerlund  
Business Development, Inderes Sweden

Peter Sergel  
COO, Inderes Sweden

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# Financial Hearings & Streamfabriken.

- Acquisition November 2023
- Employs 19
- Customer base +200
- Events per year almost 2 000
- 95% are IR events
- Well known brand



# Quarterly Reports Events.

- Double number of IR events vs FLIK
- Smaller team vs FLIK
- 85% remotely produced video and audiocasts
- 10% studio productions
- 5% on-site events
- Revenue on same level



# Market Share in Sweden.

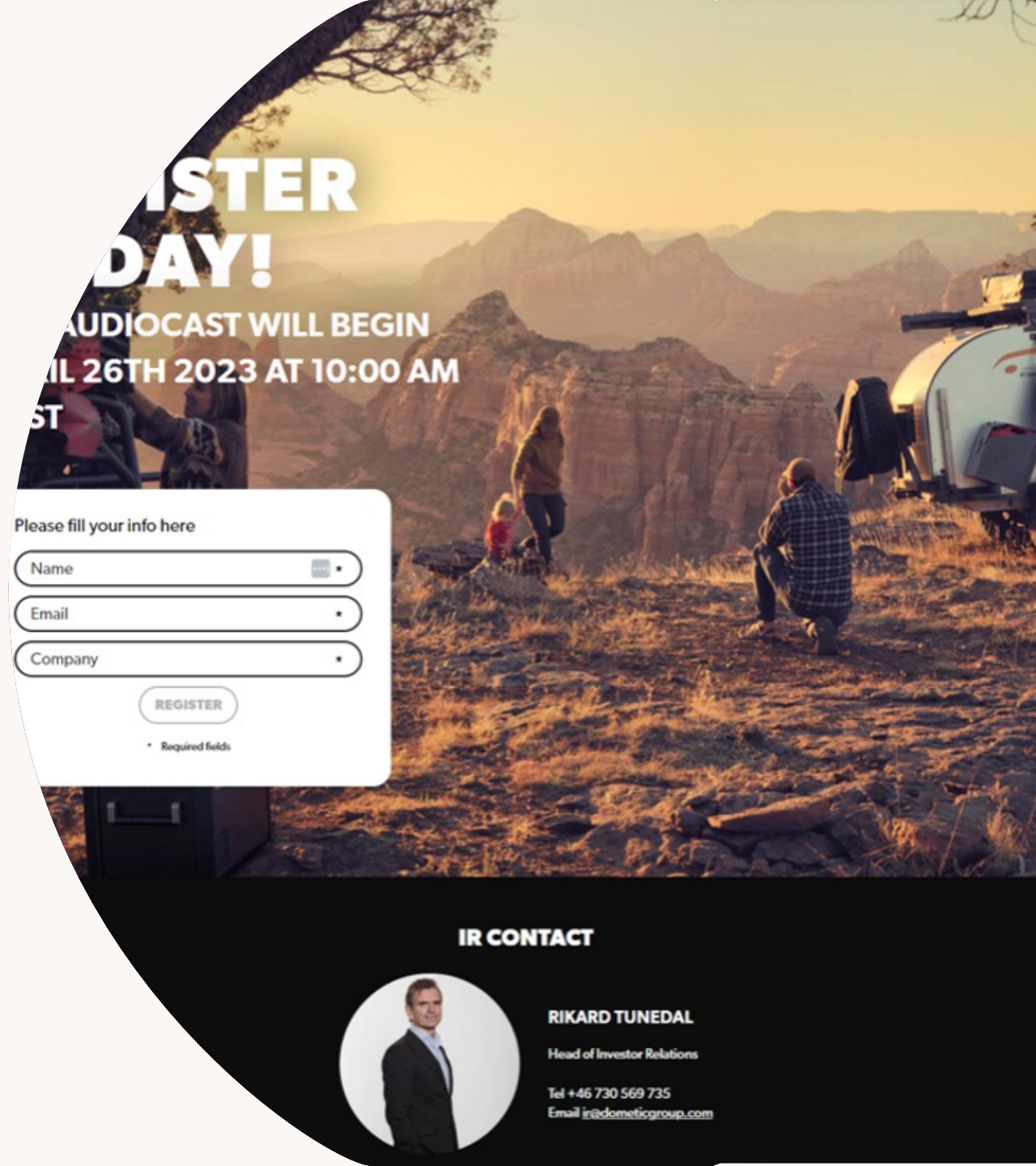
- IR Events Sweden around 25%
- IR Events Finland over 90%
- The Swedish market is almost 10 times bigger



# Competitive Landscape.

- Different platform providers
- Automatization
- Software and tools are developing fast

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## IR CONTACT



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# Event Venue Stockholm.

- Option for new high-end client for clients who would like to upgrade
- Suitable for
  - Quarterly Reports
  - Capital Markets Days
  - Smaller AGMs
  - Press Conferences
- Client feedback is positive



# Inderes Studio Stockholm.

(Västra Trädgårdsgatan 19)

This venue is perfect for hybrid events and fits up to 40 guests.  
Event studio is situated right across the entrance of NK shopping center.

## Event modes

Online / Hybrid

## Studio size

221 m<sup>2</sup>

## Stage size

21 m<sup>2</sup>  
(7 x 3 m)

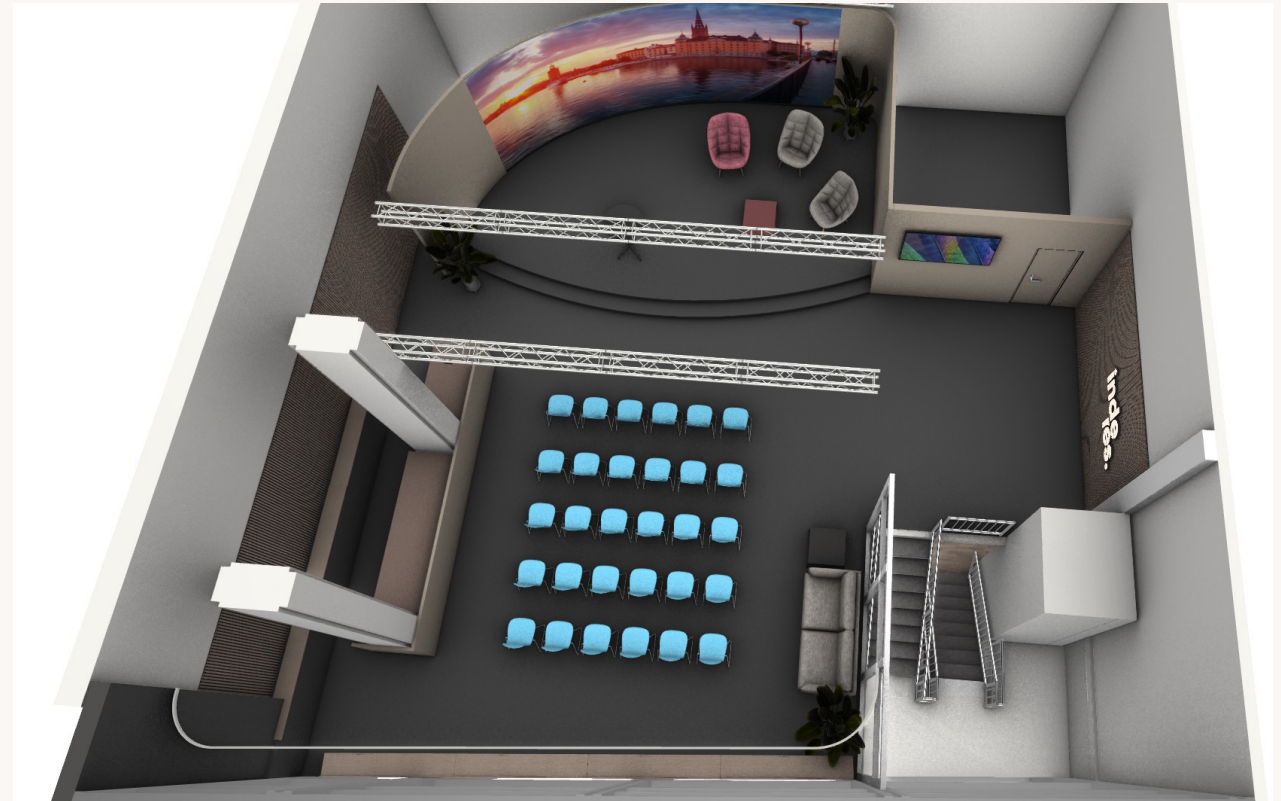
## Screen size

LED screens

7296 x 1728 px (21m<sup>2</sup>)

## Stage capacity

8 persons on stage





# Flywheel of Trust?

Can we build it for Sweden?

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# Sweden - landscape.

CHANGE PHOTO

- 1000+ listed companies
- 5-10 IR Event providers
- 10+ equity research providers
- (covering 25% of PLCs)
- 5+ tech providers
- Multiple communities
- We know how to position our services

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# Sweden Key Products.



## IR Events

- Studio
- Q, AGM, CMD, interviews
- Customer Experience
- + Distribution

Increase ASP (0-1y)



## New type of ER

- A-class
- Active
- Available

Revenue & Content (0-3y)



## IR Software

- Automations
- DIY solutions
- Distribution
- Easy to buy

High Margin Low effort.  
-> 1000+ PLCs (1-5y)

# Key Focus Areas, 0-1y.



## IR Events

- Studio
- Q, AGM, CMD, interviews
- Customer Experience
- + Distribution

Increase ASP (0-1y)



## New type of ER

- A-class
- Active
- Available

Revenue & Content (0-3y)



## IR Software

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High Margin Low effort.  
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## Develop

Our people and user experiences



## Prove value

pro bono, showcases "teach the market"



## Transform

increase marketing and sales focus



## Expand Reach

partnerships and community growth

# Sweden - landscape.



## IR Events

- Market Acceptance
- Price Accept
- Extra Services

User Experience



## New level of ER

- References
- Acceptance
- Proof and Reach

Brand Awareness



## IR Software

- Competition
- Marketing
- Sales

B2B access

# Key Focus Areas, 1-3y.



## IR Events

- Market Acceptance
- Price levels
- Add on services

Market transformation



## New level of ER

- References
- Acceptance
- Proof and Reach

Brand Awareness



## IR Software

- Competition
- Marketing
- Sales

B2B reach



## Marketing

Independance,  
Branding and Services



## Distribution Reach

”the right viewers”,  
feedback loop



## Healthy Symbios

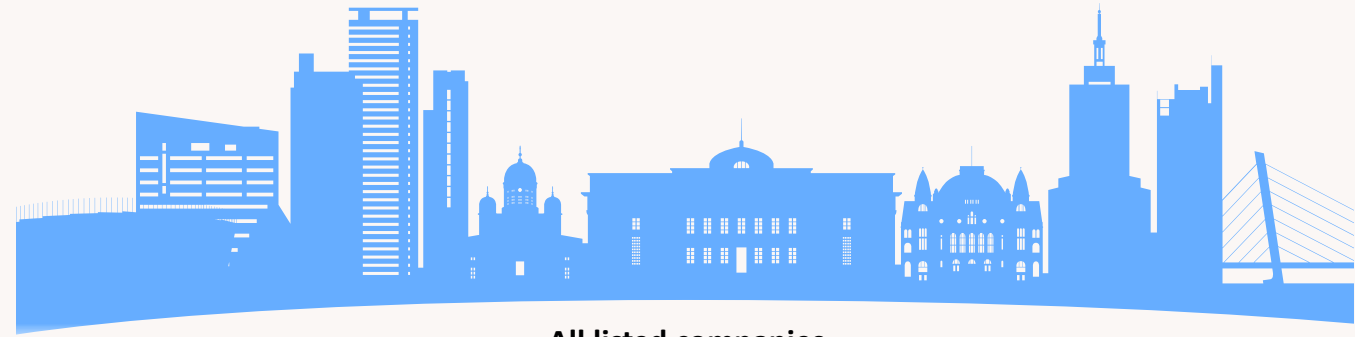
Companies and investors  
flywheel -> trust



## Easy to Buy

lead gen. and delivery  
automation

# Building two-way trust by putting the pieces together.

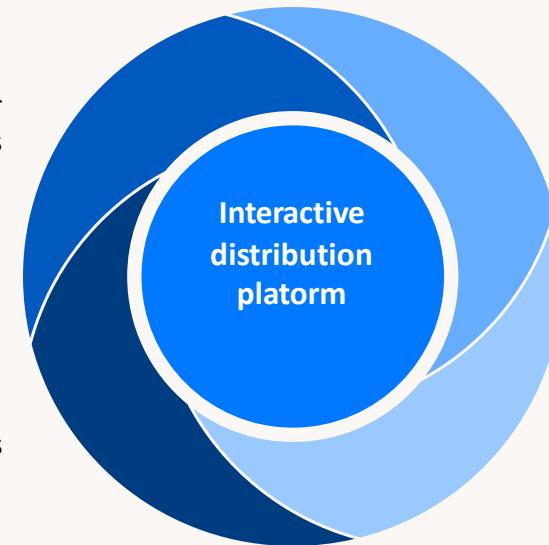


All listed companies

- **Independent** and **open** Equity Research
- Comprehensive and regulatory compliant IR - web.
- IR events, Qs, CMDs, AGMs that breathes professionalism
- **Wide reach distribution** and constructive dialogue for feedback and analytics
- Correct information and reach and increases liquidity and shareholders – built on **TRUST!**

Better service for listed companies

More listed companies



More investors

Better content for investors

Community



# Summary.

1. Transform Market High-End
2. Introduce new level of Equity Research
3. Expand Market Low End – Inderes IR Software
4. Enhance Reach – distribution partners and community

## And internally...

1. Make room for personal growth
2. Sales and Marketing Focus – Brand and Lead Gen
3. Automations, both in order and delivery process





# Kiitos!

*”Stuck on you like a tattoo-o”*

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