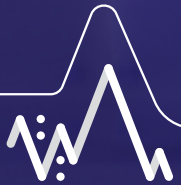


FROM PRIVATE TO PUBLIC Preparing for a Successful IPO



OVERVIEW

This 2-day program, is designed to equip you with the essential skills needed to support your company in seeking capital for growth by offering shares to the public. This intensive and highly practical training course will qualify you to become proficient in the initial public offering (IPO) process. Enabling you to expertly arrange, manage, price and distribute an IPO.

In addition to covering the core aspects of IPOs, this program now includes a dedicated module on listing and post-IPO considerations, offering insights into the management of different securities, regulatory compliance, and investor relations post-IPO.



04-06 OCT
2026



14,375
Including VAT

WHO SHOULD ATTEND?

Board Directors

Current and recently appointed Board Directors who aim to enhance their understanding of the IPO process and strengthening oversight capabilities for public offerings.

Chief-level Executives

Chief-level Executives who aim to deepen their knowledge of IPOs to better engage with the Board and integrate IPO readiness into their strategic planning.

Listing Team

Professionals responsible for listing their organizations.



LEARNING EXPERIENCE

Module 01 Regulations
and Legislation

Module 02 Valuation and Growth Story
Delivered by SNB Capital

Module 03 Approved Accounting Standards
Delivered by EY

Module 04 Governance and Legal and Regulatory
Requirements Delivered by Latham & Watkins

Module 05 Communication and Investor Relation
Delivered by FGS Global

KEY OBJECTIVES

02

Assess the readiness of companies to transition into listed joint stock companies.

04

Prepare and present public offerings to qualified investors and individuals

01

Acquire the knowledge and skills necessary to successfully complete public offering deals and manage agreements with companies.

03

Understand the public offering mechanism, IPO stakeholder responsibilities & market characteristics.

05

Learn post-IPO processes, including securities management, regulatory compliance and investor relations.



PROGRAM MODULES

Regulations & Legislation

Regulations and laws governing company listings on the Saudi financial market, focusing on key aspects from an executive perspective. Also, an exploration of the main rules shaping board and owner relations post-listing. Analyzing the advantages and potential challenges of an IPO. Defining the board's role in IPO strategy and decision making.

Valuation and Growth Story

Exploring the role of owners and executive management in valuation issues & understanding their long-term impact on the company and owners. Highlighting how to craft the company's growth story, especially post-listing, with a focus on the importance of balance.

Approved Accounting Standards

Highlighting the fundamental principles of accounting standards and pre-listing corporate accounting practices, the transition to postlisting & its effects on the company's financial statements & finance department. Additionally, exploring the best accounting practices that benefit the company and owners in the long term.

Governance, Legal, Regulatory Requirements

Delving into best practices for enhancing governance in preparation for listing and ensuring the effectiveness and continuity of operations post-listing. Additionally, highlighting the impact of due diligence reports and potential restructuring effects on the company and owners.

Communication & Investor Relation

Identifying the reasons for the importance of effective communication by the company before and after listing with investors, the public, and external entities, which can support the success of the offering and listing on the Saudi financial market. Additionally, highlighting the importance of the Investor Relations department and its impact on stock liquidity and the investor base.

About The Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully selected groups of peers who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



An Optimal, Have-It-All Learning Environment

The Academy's facilities provide a unique learning environment with high-quality training rooms equipped with cutting-edge technology, spacious shared lounges, dining facilities, and a variety of other amenities. Prayer rooms for both men and women are also available.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to the King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is also easy to reach by ride-hailing apps or private cars. Once you arrive at KAFD, proceed to Building No. 2.07 through Area 2.



At the Heart of KAFD

Located in KAFD, where many financial sector organizations are based, the Financial Academy enjoys a unique and strategic location. In addition, the area is known as a business and entertainment hub with many cafés and restaurants, making the learning experience more enjoyable thanks to its vibrant surroundings.





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THE FINANCIAL ACADEMY