



Financial Communication: Framework and Practices

*Paris EUROPLACE Financial Forum
2 July, 2008*

Financial
Communication

Introduction : about OCF

- Created in 2005, *l'Observatoire de la Communication Financière* is a multidisciplinary association of professionals including :
 - Bredin Prat
 - CLIFF
 - PricewaterhouseCoopers
 - SFAF

- A forum for the observation and analysis of financial communication, assistance to issuers' concerns, promotion of exchanges amongst financial market professionals.

Mrs Eliane ROUYER – CHEVALIER
Chairwoman, OCF – Chairwoman, CLIFF

« Financial communication : Framework and Practices »

- The very first guide which presents and analyses financial communication issues from a strategic perspective and in view of legal, regulatory as well as accounting constraints.
- Three main sections :
 - General principles of financial communication
 - Framework for financial communication
 - Financial communication practices.

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OCF and Paris EUROPLACE Financial Forum

- **Do we all speak the same language ?**

Interpreting financial communication in the UK, Germany and France.

- **Fair Value = Fair Communication ?**

Does fair value convey accurate, true and fair information ?

Do we all speak the same language ?

- Interpreting financial communication in the UK, Germany and France
 - Lawyers' standpoint :
 - **Didier MARTIN**, Partner at Bredin Prat
 - **Jeff TWENTYMAN**, Partner at Slaughter & May
 - Investor Relations' standpoint :
 - **Natalie KNIGHT**, Head of Investor Relations and Vice President, Adidas
 - **Chris HOLLIS**, Director of Financial Communications, LVMH and Vice President, CLIFF
 - Analysts' standpoint :
 - **Jean-Paul PIERRET**, President of the Issuers' Committee, French Society of Financial Analysts (SFAF)

Fair value = Fair communication ?

- Does fair value convey accurate, true and fair information ?
 - **Etienne BORIS**, Senior Partner Audit, PricewaterhouseCoopers
 - **Jacques de GRELING**, SFAF member, Financial Analyst at Natixis Securities, member of the Analyst Representative Group at the IASB.

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QUESTIONS AND ANSWERS



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