

## Invitation

# “Doing IR differently to achieve share price outperformance” – an ex-fund manager’s perspective



BNY MELLON

**springtime**

On behalf of BNY Mellon and Springtime, we would like to invite you to a session with Darren Shirlaw entitled: Valuation = Profit x Multiple:

- To share with you his tools of the trade and explain how he helps a business achieve outperformance on their share price
- Explain why businesses need two business plans at this stage – for a “V” shaped economic recovery and a “W” shaped recovery
- How senior managers can alter their messages to the market to improve valuation

*Darren Shirlaw is an ex Fund Manager who quit 11 years ago to start his own consultancy – helping Boards, CEO’s and IR teams to better manage their share price. Today his 160 consultants help over 600 businesses globally. His approach is quite simple: “I’m the only person I know who quit the Fund/ Investor side of things to offer this type of advice – I therefore don’t take the standard consultative approach to managing profits – I manage the share price itself and I know how to get in front of an Investor and get the stock on their agenda”. Darren now talks to thousands of investors on the world stage each year – his talk is hard hitting, informative, educational and inspiring. Read more at [www.shirlawcoaching.com](http://www.shirlawcoaching.com)*

Date: Tuesday 11<sup>th</sup> October  
Time: 4.00-6.00pm

Location: Springtime AB  
Holländargatan 13  
103 65 Stockholm

For more information and registration, please contact:

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