Bloomberg

THE BLOOMBERG CORPORATIONS SYMPOSIUM

A Forum for Corporate Treasury, Investor Relations & Finance Professionals

June 26, 2012
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Dear Corporate Professional,

Welcome to the Bloomberg Corporations Symposium! Today's event, designed exclusively for corporate professionals, will provide insights from industry experts on relevant topics and serve as a networking forum for you and your peers.

Bloomberg has been serving corporate treasury, investor relations and finance clients for more than twenty years, providing market-moving news, world-class financial data and innovative analytics to help them manage their businesses and participate in financial markets more effectively.

Today, we will leverage the knowledge and experience of our speakers as well as the power of the Bloomberg Professional® service to discuss innovative ways to address some of the key challenges facing corporate Treasury and finance professionals.

Please join us for a networking reception following the presentations where we will be raffling off an Apple iPad. We look forward to discussing your specific needs at that time.

Best regards,
The Bloomberg Corporations Team

AGENDA

12:30 PM REGISTRATION

1:00 PM BLOOMBERG INDUSTRIES LUNCH
LEVERAGING THE INDUSTRY DASHBOARDS TO ENHANCE SHAREHOLDER COMMUNICATIONS

This session will provide a comprehensive overview of the Bloomberg Industries dashboards with a specific focus on how to access key stock metrics including analyst ratings, relative valuation, industry news and events as well as statistics on ownership and short interest. The presentation will include an overview of key industry and company datasets that can be used to enhance shareholder presentations as well as monitor competitive positioning and key share trends.

John H. Butler
Senior Analyst-Telecommunications Services & Equipment
Bloomberg L.P.
John Butler covers the telecommunications sector, including domestic and international telecom carriers as well as mobile handset vendors. Mr. Butler previously covered the telecom sector as a senior analyst and Managing Director at SG Cowen Securities. Prior to SG Cowen, he worked as a senior analyst at Prudential Securities and as an associate analyst at Alex Brown & Sons in Baltimore. Most recently, he was a portfolio manager and Director at MacKay Shields LLC, where he worked on a 6-member team of portfolio managers responsible for managing several growth funds in the MainStay Mutual Fund family. Prior to his career in financial services, Mr. Butler was a manager in the Corporate Finance Group at Time Warner, Inc. and a media planner for J. Walter Thompson advertising. Mr. Butler earned his MBA from The Wharton School, at the University of Pennsylvania and his BA from Lafayette College.

2:15 PM
SHAREHOLDER MANAGEMENT

In an increasingly volatile global market, understanding key drivers that impact institutional stock ownership is beneficial not only to attract new holders but to create confidence in existing holders as well. Join us to learn how our unique IR offering allows you to do this and more.

Sachin Roopani
Healthcare and Earnings Specialist
Bloomberg L.P.
Sachin Roopani has been a Healthcare and Earnings Specialist at Bloomberg since 2009. In this position, he is responsible for guiding product development, managing key industry and client relationships and training the sales force in the equity markets. He has also led Bloomberg's product development in health care for the past seven years and, until 2009, was responsible for earnings estimates. His work includes development of new datasets and research tools that give Bloomberg customers an analytic insight into and an edge with emerging trends in the health care field.

Prior to joining Bloomberg, Mr. Roopani was a Senior Research associate conducting research in cell death and aging using the C. Elegans construct. Mr. Roopani received his BS/BA in Food Biotechnology and Financial Economics from Rutgers University.

3:15 PM
INTEREST RATE DERIVATIVE HEDGING & MANAGING INTEREST RATE EXPOSURE IN THE NEW REGULATORY ENVIRONMENT

This information session will focus on the mechanics and best practices by analyzing different interest rate products. We will examine interest rate exposure resulting from a bond issuance as well as managing short-term assets and liabilities. We will compare and contrast the pros and cons of hedging with money markets, US Treasuries, forward rate locks, swaps, and other derivatives.

Steffan Tsilimos
Fixed Income Derivative Specialist
Bloomberg L.P.
Steffan Tsilimos has been a Senior FI Market Specialist at Bloomberg since 2009. In this position, he is responsible for guiding product development, managing key industry relationships and training clients in best market practices. He has written for Bloomberg Markets Magazine and Bloomberg Weekly Structured Notes News brief. Prior to joining Bloomberg, he was a director at UBS, where he traded Interest Rate Derivatives for seven years. He studied economics at the University of Chicago and graduated in 2002.

4:30PM BREAK

4:45PM
HEDGING FX AND RISK MANAGEMENT

This session will focus on trends in the FX markets, evaluating the most effective tools, arriving at the most appropriate strategy using back testing, using correlation and volatility to reduce hedging costs, getting the best price from your market makers, and risk management and position stressing.

Demetri Papacostas
FX Derivative Specialist
Bloomberg L.P.
Demetri Papacostas is a Senior FX Derivative Specialist at Bloomberg with more than 26 years of experience in a variety of positions, including trading, structuring and selling FX derivative products to corporations, hedge funds and individual investors. Prior to joining Bloomberg, Mr. Papacostas was a Managing Director at JPMorgan overseeing the commercial bank FX and FX Derivative sales in New York. Previously, he served as the Head of Structured FX Derivative Sales for Chase Manhattan Bank. In other positions, he was responsible for building the global business for FX derivative sales at ABN AMRO. His experience also includes managing the currency options and precious metal trading and sales operations for major financial institutions, including Royal Bank of Canada, Security Pacific (Bank of America), UBS and Marine Midland. Mr. Papacostas holds a BA from New York University in Economics and Computer Science and an MBA from Pace University; he has been awarded numerous academic honors and distinctions.

5:30PM RECEPTION & RAFFLE

Certified Treasury Professional®
Approved for 3 CTP/CCM recertification credits by the Association for Financial Professionals.