

Seminar 1. The CFO, numbers and communication.

Jan Lindvall 230118

Background

As we could see in lecture 1 (Beckwith 2021), "Communicator" and "Data StoryTeller" are two new vital roles for the CFO. This communication – directed externally mainly to an important capital market (for finance), but also in different internal meetings (for "attention and action") - is often, but not always, supported by **financial and/or operational data**.

Regardless of data/information, most of this data/information is framed and related to the company's goals and strategies.

Now, in seminar 1, we will have our focus on one CFO. We direct our attention towards a newly appointed CFO, Olof Bengtsson, in the newly public company Alleima. A company which is a spin-off of Sandvik. We will focus on Bengtsson's presentations in two crucial meetings: on Alleima's first Capital Markets Day (August 23, 2022) and his presentation of the Interim Report Q3, 2022.

Input to the assignment

To get some background on Alleima, read and have a look at the following:

- Sandvik information about the spin of (the IPO of Alleima) (Studium).
- (For your information: The Prospectus) You do not need to read "The Prospectus" if you don't want! But look at it to see what a prospectus for an IPO looks like. (Studium)

Your main material:

See [Alleima Capital Markets Day 2022](#): Focus on the CFOs Olof Bengtsson's presentation (incl. Q&A) (but also see CEO Göran Björkmans "Introduction to Alleima") In Studium, you also have their slides uploaded.

Listen to [Alleima Interim Report](#), Q3 2022, especially the CFO presentation.

The assignment

Prepare yourself for our meeting (our seminar) by creating a package of slides related to presentations you have been seeing and listening to. This package should consist of the following:

1. One, or max two, slide/s from CEO Göran Björkmans CMD- presentation about Alleimas goals and strategies.
2. Two slides from Olof Bengtssons CMD – presentation "Financial Performance and targets. Solid financial foundation".
3. One slide from the Interim Report Q3 2022, October 17, 2022.
4. **One slide – your arguments (bullet points) about why these slides are interesting/important.** By that, be prepared to comment on your chosen slides! You don't need to comment in detail. Discuss the content and its principal importance!
5. One slide with **"Two possible questions related to the situation in Alleima"**; these questions are directed to your peers in the seminar group.

Finally, what do you think about Olof Bengtsson's CFO role as Communicator and Data StoryTeller? No, slide is needed for this reflection.

Output

Upload your slide package at Studium before lunchtime (12.00), January 24!

In our seminar, we discuss the assignment. Be prepared to present parts or, in total, your "slide package". All participants in your small seminar group have access to your work.

Good Luck! Jan