

INTERMEDIATE CAPITAL MARKETS FINANCING STRATEGIES

"Enhancing Corporate Financing through Capital Market Instruments"

Schedule

| Venue (InHouse) | Fees |
|-------------------------------|-----------------------|
| At Your Organization Premises | Ask For The Quotation |

► **Available delivery methods:** In-House Training

Introduction

This 5-day program is designed to deepen participants' understanding of capital markets as a strategic tool for corporate financing beyond traditional bank loans. It explores instruments, issuances, structures, and regulatory considerations tied to debt and equity markets.

Participants will learn how organizations raise capital through bonds, syndicated loans, hybrid securities, equity offerings, and structured finance. Emphasis is placed on intermediate-level structuring, investor relations, rating agency interactions, and transaction execution.

Objectives

By the end of the course, participants will be able to:

- Identify various capital market instruments and their appropriate uses
- Understand the structure and mechanics of syndicated loans, bonds, and hybrids
- Analyze investor perspectives and pricing dynamics
- Work through regulatory and documentation frameworks
- Apply financing strategies to optimize capital structure

Why Attend

- Gain practical insight into capital raising via markets
- Learn to work with investment banks, lawyers, and rating agencies
- Master structuring and timing decisions in financing
- Bridge strategy and transaction execution in debt/equity markets

Target Audience

- Corporate finance professionals
- Treasury and funding teams
- Investment bankers and advisors
- Institutional investors
- Legal and compliance officers
- Government and public sector financing units

Individual Benefits

- Ability to evaluate capital market instruments for funding needs
- Skills to contribute to transaction structuring and pricing
- Deeper understanding of financing lifecycle and documentation
- Enhanced knowledge of regulatory and disclosure requirements

Organizational Benefits

- Improved access to diversified financing sources
- Stronger negotiation with underwriters and investors
- More strategic approach to capital structure optimization
- Enhanced internal capabilities in funding and deal execution

Instructional Methodology

- Expert-led lectures with real deal case studies
- Interactive workshops and pitchbook simulations
- Group activities for structuring and pricing exercises
- Excel templates for pricing bonds and equity tranches
- Mock transaction review with feedback from facilitators

MAWA EVENTS

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Capital Market Ecosystem & Funding Instruments

- Module 1 (07:30 – 09:30): Introduction to Capital Markets in Corporate Financing
- Overview of global and regional capital markets
- Bank loans vs. capital markets
- Matching funding types to project and liquidity needs
- Module 2 (09:45 – 11:15): Debt Instruments – Bonds, Notes, and Private Placements
- Public bonds vs. private placements
- Bond pricing, yields, covenants
- Issuance process overview
- Module 3 (11:30 – 01:00): Equity Financing Strategies
- IPOs, rights issues, follow-ons
- Dual-listings and market timing
- Dilution and control considerations

Day 2: Syndicated Lending and Hybrid Instruments

- Module 4 (07:30 – 09:30): Syndicated Loans and Term Loan Structures
- Lead arrangers, pricing grids, tranches
- Covenants and documentation
- Lender due diligence and closing
- Module 5 (09:45 – 11:15): Hybrid Securities and Convertible Instruments
- Features of convertibles, preference shares
- Pricing and conversion dynamics
- Accounting and rating agency views
- Module 6 (11:30 – 01:00): Case Study: Comparing Bond vs Loan vs Hybrid for Expansion Financing

Day 3: Issuance Process and Pricing

- Module 7 (07:30 – 09:30): Role of Investment Banks and Underwriters
- Engagement process and fee structures
- Syndicate formation and investor targeting
- Due diligence and disclosure
- Module 8 (09:45 – 11:15): Pricing Mechanisms and Market Conditions
- Order book management
- Yield curves, credit spreads, and investor demand
- Greenshoe and stabilization
- Module 9 (11:30 – 01:00): Documentation and Regulatory Considerations
- Prospectus, term sheets, roadshows
- Regulatory filings and approval cycles
- Listing requirements

Day 4: Investor Relations and Credit Ratings

- Module 10 (07:30 – 09:30): Understanding Investor Appetite and Deal Marketing
- Institutional investor mandates
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Marketing channels: investor presentations, roadshows

- ESG and green bond investor angles
- Module 11 (09:45 – 11:15): Credit Rating Process and Agency Interaction
- Rating scale and methodology
- Credit watch, outlook changes, and surveillance
- Impact on pricing and investor access
- Module 12 (11:30 – 01:00): Workshop: Mock Rating Presentation for a Proposed Issuance

Day 5: Strategic Integration and Simulation

- Module 13 (07:30 – 09:30): Capital Structure Strategy and Risk Management
- Cost of capital considerations
- Currency and interest rate exposure
- Matching asset-liability duration
- Module 14 (09:45 – 11:15): Final Case Simulation: Structuring a Capital Markets Financing Plan
- Corporate scenario assignment
- Issuance structure, pricing, timing, and investor strategy
- Module 15 (11:30 – 01:00): Group Presentations & Action Plan
- Team proposals and peer feedback
- Executive roadmap development
- Certification and closing

Certification

Participants will be awarded a Certificate of Completion in Intermediate Capital Markets Financing Strategies, confirming their applied knowledge in debt and equity capital market transactions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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