



ROADSHOW GUIDELINES

The management of Van Lanschot goes on roadshow following publication of the bank's half-year and annual results, as well as on other incidental occasions, for example in the event of debt issues. The following guidelines are intended to facilitate the smooth organisation, running and follow-up of these roadshows.

1 Selection of brokers

Van Lanschot selects the broker to organise a roadshow on the basis of past experience and the presence/investor contacts of the broker in the country to be visited. We also strive to ensure a fair allocation of roadshows among the analysts covering Van Lanschot.

2 Organisation

2.1 *Communication*

- There should be just one contact person at the broker responsible for all communication with Investor Relations at Van Lanschot with regard to the organisation of the roadshow.
- All email communication should be sent to the investor relations manager, Geraldine Bakker (g.a.m.bakker@vanlanschot.com), with a copy sent to the secretary of the member of the Board of Managing Directors who is participating in the roadshow:
Anita van den Akker (a.vandenakker@vanlanschot.com) for Floris Deckers

2.2 *Planning the roadshow*

- Before contacting investors, the broker should discuss with Van Lanschot any particular investors that Van Lanschot wishes to visit or those it particularly does not want to visit. In addition, the proposed format of the roadshow meetings (one-on-ones, group meetings, lunch meetings, dinner meetings) should be discussed.
- Thereafter the broker should contact Van Lanschot on a regular (weekly) basis to discuss the progress of the roadshow planning.



- The proposed schedule, including hotel and flight suggestions, should be sent to Van Lanschot as soon as possible for review and approval.
- The schedule should be planned in a logical way; in other words, as far as possible the order of the meetings should be arranged so that long journeys from one side of the city to the other are avoided, and a realistic travel time between meetings is planned. In addition, visits to two cities in one day should be avoided wherever possible, unless the schedule and travel arrangements between the cities can cope with possible delays.
- The broker should arrange the required transport to and from the airport and to all the meetings during the roadshow. A list of mobile numbers of all relevant people (incl. the driver) should be provided.

2.3 Information required prior to the roadshow

- At least several days prior to the roadshow, the following information should be provided to Van Lanschot:
 - the definite schedule of meetings;
 - the name and position of analysts/fund managers who will attend the meeting on the side of the investor;
 - the investor profile for each investor to be visited;
 - whether the investor is a shareholder in Van Lanschot and an estimate of the holding.

3 During the roadshow

3.1 Presentation

- Van Lanschot will email an electronic version of the presentation to the broker in good time prior to the roadshow. The broker will arrange for sufficient copies of the presentation to be available as handouts for the meetings.
- These should preferably be bound colour handouts.

4 Follow-up and feedback

As soon as possible after the roadshow, the broker should provide the following information to Van Lanschot:

- updated schedule with list of all attendees;
- investor feedback.

For more information, please contact Investor Relations at Van Lanschot on 073-548 3350 or by email at g.a.m.bakker@vanlanschot.com.