

## Certificate of Investor Relations (CIR) of IR Society UK

Now regarded as an essential prerequisite for those entering the Investor Relations (IR) profession, the Certificate in Investor Relations (CIR) is the UK's foundation level professional qualification for IR practitioners. The aim of the qualification is to ensure an appropriate level of factual knowledge of regulatory requirements and of the financial and market environment, which will enable the practitioner to operate competently and safely.

### The benefits of obtaining the Certificate include:

- Demonstrates competence
- Enhanced career development
- Professional recognition with the IR community

### Who is the qualification for:

The qualification is for everyone working in investor relations or thinking about a move into investor relations.

### How to obtain the qualification:

The qualification can be obtained by passing the CIR Examination. The examination comprises 60 multiple-choice questions, based on the topics set out in the syllabus.

### What they say:

*"The CIR affords one an invaluable opportunity to expand their knowledge of some of the more technical aspects of IR, such as the regulatory framework, while firming up those portions of the IR role that are already more familiar. I found it an incredibly useful in preparing me for the next steps in my career.*

**Elizabeth Lynxwiler, Manager, Buyside and Shareholder Communications, Investor Relations, Royal Bank of Scotland.**

*"With more and more people making the crossover from investment banking and equity research roles into Investor Relations, there is a tangible lack of IR skills and IR experience that some clients look for. We believe that the CIR helps bridge that gap. Most of our clients are impressed with candidates that have taken the time and the effort to delve deeper into Investor Relations."*

**Oskar Yasar, Managing Director, VMA Group.**

*"I found the Certificate in Investor Relations extremely useful. The training materials were comprehensive and, as a non-IR specialist, the course provided valuable education in a key area of communications practice"*

**Rob Colmer, External Affairs Manager, Shell Chemicals.**

*"On starting my first Investor Relations role I was keen to find a qualification that would give me a broad knowledge of the profession. The CIR did exactly that giving me a basis from which to really get to grips with my role. It also gave me the chance to meet peers and build an invaluable network. I would recommend the CIR to anyone entering IR or those needing to have an understanding of IR in a broader Comms role"*

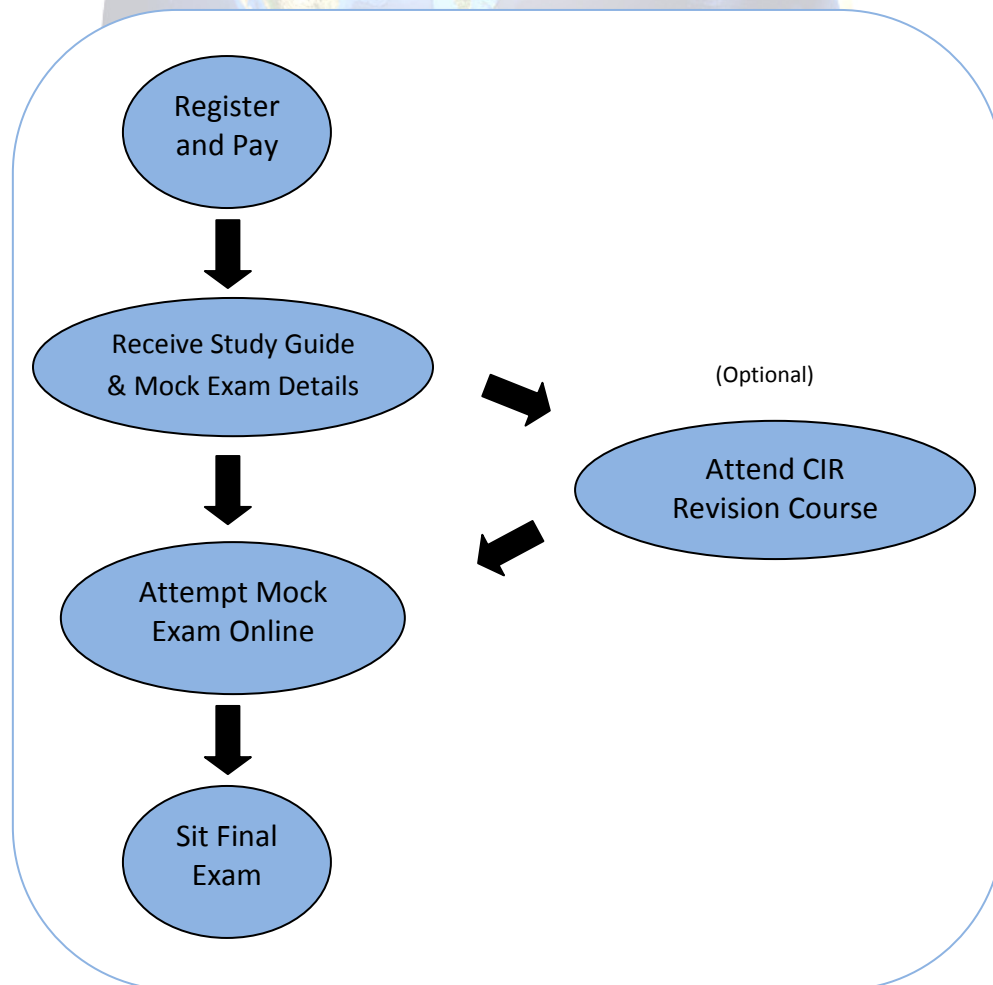
**Abby Guthkelch, Investor Relations Executive, Land Securities Group PLC.**

## Examination Objectives

On completion the candidate will:

- Know the main regulations concerning the structure, governance and behaviour of listed companies.
- Know the different types of shares and shareholders.
- Know the role of stock exchanges.
- Know the regulations governing the conduct of investor relations and in particular the disclosure of information.
- Know the legal requirements regarding the financial calendar.
- Be familiar with the fundamentals of basic accounting, ratios, valuation and investment analysis.
- Be aware of the requirements for listed companies conducting investor relations in major overseas markets.
- Be aware of the required ethical and professional standards expected of investor relations practitioners.

## Process to taking the CIR



\*Successful candidates will be eligible to apply for full membership of the IR Society of UK.

# Syllabus

The examination is based on the topics set out in the syllabus. This syllabus is an abbreviated version. The full syllabus can be obtained on request from MIRA or downloaded from the MIRA website ([www.mira.com.my/CIR.html](http://www.mira.com.my/CIR.html))

## **Main subject areas**

### **I. Introduction to Investor Relations**

- 1.1. What is IR
- 1.2. Aims and objectives
- 1.3. Why companies need IR
- 1.4. Who does IR

### **II. Companies & Regulation**

- 2.1. Limited Companies
- 2.2. Companies Act 2006 & commencement table
- 2.3. Statutory Reporting & Financial reporting calendar
- 2.4. AIM Companies

### **III. Financial Markets**

- 3.1. How the City works
- 3.2. How do stock markets work
- 3.3. Investors

### **IV. Regulatory Environment**

- 4.1. Introduction
- 4.2. Criminal Justice Act 1993
- 4.3. Financial Services and Markets Act (FSMA) 2000
- 4.4. Listing Rules
- 4.5 The Disclosure and Transparency Rules
- 4.6 Periodic Financial Reporting
- 4.7 Corporate Governance
- 4.8 Takeover Panel
- 4.9 Regulatory Announcements
- 4.10 The AIM Rules

### **V. Accounting Valuation and Investment Principles**

- 5.1. Accounting and Book Keeping
- 5.2. Financial Statements
- 5.3. Annual reports and accounts
- 5.4. Key Measurements and Ratios
- 5.5. Valuation Methodologies
- 5.6. Portfolio Theory
- 5.7 Measures

### **VI. Practical Experience**

- 6.1. Introduction - The practice of IR
- 6.2. The IR programme and typical annual cycle
- 6.3. Methods of information dissemination
- 6.4. Managing day to day relationships with shareholders and analysts
- 6.5 Shareholder analysis and targeting
- 6.6 Disclosure and continuing obligations
- 6.7 Other Professional Bodies

***\*Malaysian Company Act and Regulation is targeted to be covered in the CIR Revision Course.***



## Aim of the CIR Revision Course

**Aim:** To revise the CIR Study Guide and assist candidates with any questions they may have on specific sections of the syllabus.

**Who should attend:** Registered candidates who have completed the CIR Study Guide and are preparing to take the CIR examination.

**What you will learn:** An overview of the CIR syllabus.

**Trainer:** To be announced in the MIRA website ([www.mira.com.my/CIR.html](http://www.mira.com.my/CIR.html)).

**Date:** 17 June 2009

**Cost:** RM550.00 for Members and RM750.00 for Non-Members.

**Timings:** The revision course starts at 9.00am and finishes at approximately 5.30pm. Lunch and refreshments are provided throughout the day.

**Updates:** The study guide is updated quarterly by the IR Society UK and any updates will be sent to you via email in PDF format.

## How to Register

1. Fill in the registration form. Registration form can also be downloaded from the MIRA website ([www.mira.com.my/CIR.html](http://www.mira.com.my/CIR.html)).
2. Send the registration form to MIRA:

**By post:**

Malaysian Investor Relations Association ("MIRA")  
c/o Bursa Malaysia Berhad  
9<sup>th</sup> Floor, Exchange Square,  
Jalan Bukit Kewangan  
50200 Kuala Lumpur  
Malaysia

**By fax:**

(603)-2732 0771

**By email:**

[azlina\\_mduthong@bursamalaysia.com](mailto:azlina_mduthong@bursamalaysia.com)  
[nurulsabrina@bursamalaysia.com](mailto:nurulsabrina@bursamalaysia.com)

## Confirmation

Once we have received your registration, confirmation will be sent by email and mail - this may take 4-5 days. The CIR Study Guide will not be dispatched until full payment has been received.

## Terms and Conditions

In the event of a cancellation no more than 14 days after you have received full instructions, full payment will be refunded less £80 to cover administration expenses. No refunds possible after 14 days but substitutions can be made. Cancellations must be in writing.

	Fee
Substitute candidate	No charge
Substitute candidate (less than 14 days notice before the exam date)	RM180
Change of exam sitting date	RM180
Exam resit fee	RM180

Notes:

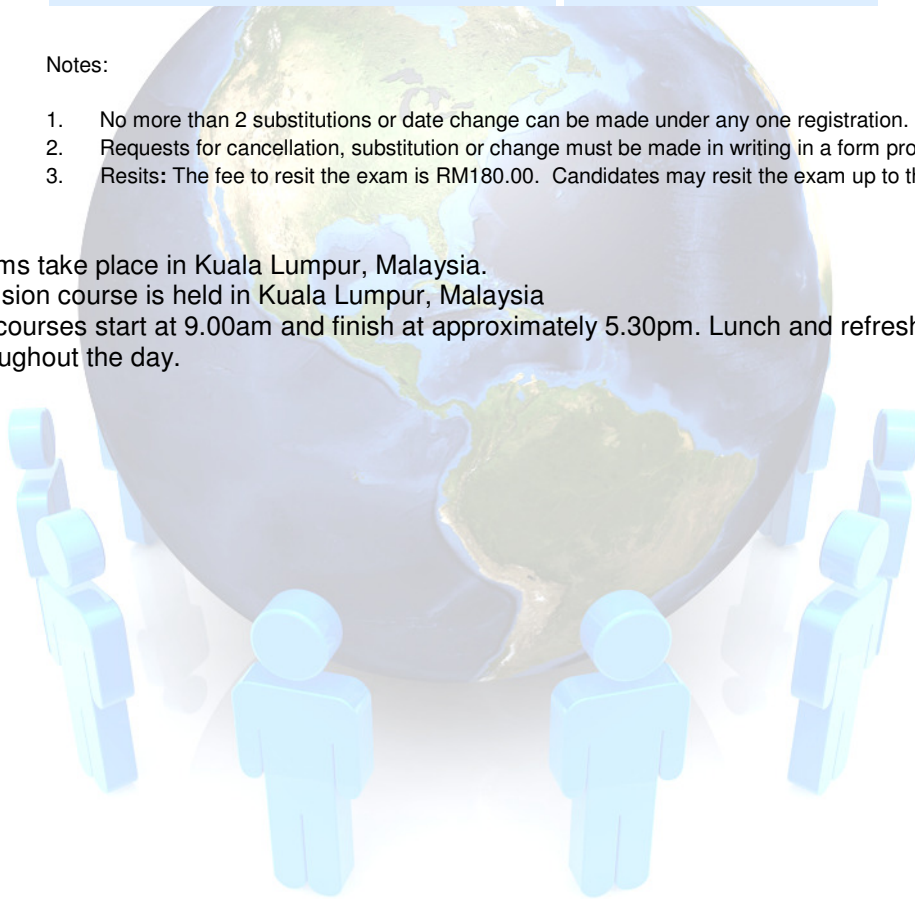
1. No more than 2 substitutions or date change can be made under any one registration.
2. Requests for cancellation, substitution or change must be made in writing in a form provided by MIRA.
3. Resits: The fee to resit the exam is RM180.00. Candidates may resit the exam up to three(3) times.

### Locations

The CIR Exams take place in Kuala Lumpur, Malaysia.

The CIR Revision course is held in Kuala Lumpur, Malaysia

The revision courses start at 9.00am and finish at approximately 5.30pm. Lunch and refreshments are provided throughout the day.



## Registration Form

**CIR Exam Date: 29 June 2009**

### 1. Please register me for the Certificate in Investor Relations

- Member of the Malaysian Investor Relations Association £380.00 (£361 – Registered and Paid by June 2009)
- Non-Member of the Malaysian Investor Relations Association £450.00 (£427 Registered and Paid by June 2009)

### 2. Please register me for the CIR Revision course

Please tick appropriate box:

- Member of the Malaysian Investor Relations Association RM550.00
- Non-member of the Malaysian Investor Relations Association RM750.00

2009  17 June 2009

**Delegate Details** (*Please use a separate form for each delegate*).

**First Name** \_\_\_\_\_ **Surname** \_\_\_\_\_  
**Job title** \_\_\_\_\_  
**Company** \_\_\_\_\_  
**Address** \_\_\_\_\_  
\_\_\_\_\_  
**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_  
**Email** \_\_\_\_\_

### 3. How did you hear about the course?

- MIRA mailing  MIRA website  Colleague/manager

Other (please specify) \_\_\_\_\_

### 4. Method of Payment:

- TT** [*Payment in £ (Pound Sterling)*]  
MIRA Foreign Currency Account at Maybank. *Please contact MIRA for Account No or visit*  
[www.mira.com.my/CIR.html](http://www.mira.com.my/CIR.html)

- Bank Draft**

**Please Invoice** (*Supply P.O. number if applicable*) \_\_\_\_\_

I confirm that I have read and agree to the terms and conditions:

**Signature**

**Date**