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# **E&O KICKS OFF MIRA'S IR SUCCESS STORIES SERIES**

*Stakeholder Communication is Key in Today's Business Environment*

**Malaysian Investor Relations Association** (MIRA) today kicks off its Investor Relations Success Stories with a panel discussion focusing on the importance of stakeholder communication, during a major corporate exercise. The event held at Delicious @ Marc Residence was attended by over 80 MIRA members and corporate heads from various listed companies and investment institutions.

Hosted by **E&O Property Development Berhad** (E&O Property), the panel is represented by its Executive Director **Eric Chan Kok Leong**, and various industry leaders such as **Abdul Wahab Jaafar Sidek**, Chief Executive Officer of **Minority Shareholder Watchdog Group**; **Yeonzon Yeow**, Head of Research of **Kenanga Investment Bank Bhd** as well as **Anna Taing**, Associate Editor of **The Edge**. The session was moderated by **MIRA** Director **David Berry**.

During the panel discussion, **Eric Chan** said, "*E&O Property is currently undergoing a merger exercise with its parent company, Eastern & Oriental Berhad. We realize that the success of a corporate action hinges on effectively reaching out and communicating with all stakeholders be they analysts, fund managers, investors, directors, shareholders, employees or the media. Our emphasis is on opening up an effective communication channel for disseminating financial information and updates as well as building relationships with stakeholders. We are no longer operating in an environment where only one particular set of stakeholders is communicated to.*"

In November last year, E&O Property Development Berhad won the **Best Investor Relations in the Singapore market by a Malaysian company** category, of the IR Magazine South East Asia Awards 2007. The IR Magazine Awards are globally-recognised as one of the most prestigious and highly-regarded measure of outstanding performance within investor relations (IR), honoring best practices in IR from the Southeast Asia region. The results of the Awards were determined by independent in-depth research conducted with over 350 buy-side analysts, sell-side analysts and portfolio managers from China, Hong Kong, Taiwan, Singapore and other Asian markets. E&O Property is included in the **Kuala Lumpur Composite Index (KLCI)** as among the 100 blue-chip companies listed on Bursa Malaysia.

On hand to share some thoughts on the state of IR was **Eddie Razak**, Chief Executive Officer of MIRA. He said, *“As Malaysia’s first and only professional association committed to developing the IR practice among listed entities, we would like to bring to our members such insightful events throughout the year. The IR Success Stories Series will be an ongoing effort, where we will feature various established listed companies who will share their practical IR experiences. By sharing experiences and creating an environment there IR practitioners can network, we hope to raise the bar in terms of application of IR in Malaysia. Here we see an example of a company that sees value in their IR endeavours and there are many more companies that see IR as part and parcel of successfully carrying out a corporate action. We hope that more and more listed companies see such successful implementation of IR as beneficial and self-propagating.”*

Speaking on behalf of the Minority Shareholder Watchdog Group, Chief Executive Officer **Abdul Wahab** said, *“The Minority Shareholder Watchdog Group (MSWG) strives to be a credible and sustainable capital market institution which seeks to enhance shareholder activism whilst protecting the interests of minority shareholders. We endeavor to be a platform that facilitates minority shareholders in highlighting relevant issues in respect of public listed entities performance and conformance. This would ensure that listed entities continue to enhance its performance and conformance in the eyes of its stakeholders, thus achieving long-term credibility and sustainability. A such we are happy to work with all parties and organizations to achieve this objective”.*

Since MIRA’s inception in June 2007, it has organised regular dialogue and knowledge-enhancing initiatives for listed companies. MIRA is sponsored by Bursa Malaysia Berhad and funded by the Capital Market Development Fund, with the main aim of developing a more efficient, shareholder-friendly capital market through Investor Relations initiatives.