



Equity Sales Performance: Equity Market SWOT Analysis

Date: Thursday, 7 May 2009

Time: 9am – 1pm

**Venue: Bursa Malaysia Berhad,
Theatrette, Lower Ground
Floor.**

Wanting a firmer and fairer share price? Yes!

The Equity SWOT is a classic Strength-Weakness-Opportunity-Threat analysis tool applied to your company's equity relative to listed peers. An investor always has investment choices. Your shares compete with listed peers's shares, to attract investment funds.

In the current economic global recession, only a company with a strong share will weather the storm. A weak share will always hurt your company: painful raising funds, morale is shattered, owners wealth is slashed, suppliers and customers loose confidence, other CEO/CFOs ignore you.

KEY WORDS: Road-show, IPO, fund raising, Equity SWOT, Listed Peers, profit-people-planet, IR, Financial PR, disclosure, analyst coverage, investor targeting, valuation, liquidity, price, annual report, AGM.

IN YOUR 3 HOUR TRAINING:

Every Director, CEO, CFO, IRO & PR, wants to boost share performance.

- Learn WHY an Equity Market SWOT is a key analytical tool.
- Learn HOW to conduct an Equity SWOT
- Use the Equity SWOT to drive an action plan to get a firmer and fairer share price
- Understand how this links to the other 12 key investor engagement processes.

The training will feature **PAUL ANTHONY ZAMAN** an expert who has helped dozens of companies listed on Singapore, USA, HK, and Malaysia exchanges.

Paul Anthony at GoldmanSachs JBWere led the Telstra's 14 billion dollar float. Fund managers said 'Paul is the best analyst in Australia'. Paul also headed ING Barings S.E. Asia research. He is the CEO of Qualvin Advisory Pte Ltd, providing consulting, coaching and training on sustainable wealth, visioning & strategy, and investor relations.



RESERVE YOUR PLACE!!!

Call Cik Nurul Sabrina

Telephone: 03-20347415 & Email: nurulsabrina@bursamalaysia.com

IRIP: RM50.00 (register before 28 April 2009)
IRIP: RM80.00
MIRA member: RM150.00 (register before 28 April 2009)
MIRA member: RM180.00
Non-Member : RM300.00 (register before 28 April 2009)
Non-Member: RM330.00

Limited space available.

Bursa Malaysia Berhad, Theatrette, Lower Ground Floor, Exchange Square, Jalan Bukit Kewangan, 50200 KL