

**Keynote Address:**  
**Investor Relations and Current Trends in Asia**

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# Investor Relations - Current Trends in Asia

- **Volatile, scary markets**

- Ensuring stability through consistency of message and performance
- This is the time to be reaching out to investors

- **Global audience**

- Transcends borders and local markets. Round the clock coverage needed

- **Increased investor sophistication**

- Need to establish depth of understanding with investor universe on corporate strategy, management experience & ability, business & financial fundamentals and future goals

- **Regulatory push for greater corporate transparency & responsibility**

- Increasing need for good corporate governance through effective communication following the spirit of disclosure requirements

# Global Audience

- **Reinventing the Investor Relations role**
- **Increased communication with 'buy-side'**
  - Growing in quantity and diversity
- **Senior management needs to be more accessible to fund managers**
- **Important to implement on-going IR programme**
  - Leveraging on 'sell-side' to enhance market reach and target audience

# Tools to target this Global Audience

- **Room for new innovations to communications**

- Make use of all distribution channels available to the company

- **Internet**

- Increasingly used as a tool for communication with the investment community at large
- Internet will be a key source for investors to obtain latest news, information, etc due to the speed of delivery and extensive global reach
- Provide a platform not only to publish financial information, but also to establish and maintain an ongoing dialogue with management
- Important to incorporate a well designed and up-to-date corporate IR website
- Nothing replaces efficient use of email

# Increased Investor Sophistication

- **Traditional IR based on the sell-side structure, investment recommendations based on industry comparisons in a single country**
- **Now we need to consider the decision making framework of the ultimate buyer, with greater awareness of other investments within a category on an international basis**
- **Need to understand the decision makers to tailor information**
- **Always follow up on roadshow meetings**
- **Understand that the fund manager is also human with a need to perform**

# Corporate Transparency and Responsibility

- **Being a good corporate citizen is of critical relevance to fund managers**
- **An area that all listed corporate should take seriously as good financial results alone are not sufficient**
- **Good environmental and social performance is an indicator of a company management with vision**
- **Effective communication and management of CSR risk will increase corporate reputation and can lead to long term financial benefit**

# The increasing relevance of Investor Relations

- **With strong competition for investment capital, good IR will help provide liquidity and securing equity finance for future development**
- **The market pays a premium for comfort and confidence. They look for a good story marketed by a strong and proactive team with:**
  - Consistent, accessible, reliable data
  - No surprises
  - Quantifiable, supported strategy
- **Vital contributor to building shareholders value**
- **Allows for effective corporate positioning and branding programme**
- **To build long term market support and loyalty from high quality investor base so that the share price fairly reflects the company's prospects**

# Acceptance of IR role

- **Incorporation of professional IR associations to foster best practices and enhance professional standards in IR – e.g., MIRA, IRPAS**
- **Malaysian Investor Relations Association (MIRA)**
  - Launched on 21 June 2007
  - Current membership = 207; IRIP participants = 33
  - Possibility of working with more established IR association to improve local standards. e.g., tie up with IR Society UK for IR Certification Programme
- **Investor Relations Professionals Association Singapore (IRPAS)**
  - Launched on 12 Oct 2006
  - Current membership over 150
- **Acknowledgement of IR practitioners**

# Acknowledgement of IR role

- **Industry Awards and Recognition for corporate's IR function and IR officers**
  - e.g., AsiaMoney: Best IR Officer (Malaysia) –
    - Ms Lynn Goh (BCHB)
    - Ms Audrey Ho (DiGi.com)
  - e.g., Finance Asia's No. 1 in Investor Relations for Asia's Best Companies

**Thank You  
Q&A**

**visit MIRA at  
[www.mira.com.my](http://www.mira.com.my)**

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