

Investor Relations Management

Strategies for Managing and Executing Investor Relations

Jointly Organised By



Tuesday, 18 March 2008, 9.00am – 4.30pm
Bursa Malaysia Theaterette, Exchange Square, Kuala Lumpur

Programme Outline

KEYNOTE ADDRESS: INVESTOR RELATIONS AND CURRENT TRENDS IN ASIA

Justin Leong
Chairman

MALAYSIAN INVESTOR RELATIONS ASSOCIATION

Head of Strategic Investments & Corporate Affairs
GENTING GROUP

EFFECTIVE IR ON A LIMITED BUDGET

- Producing an ambitious IR strategy with a modest budget and a small team
- Delivering strategy in a small IR team – who does what, when and how?
- Experiences of IR strategy in Main Board companies on the Bursa

John Gollifer

Head, Investor Relations
SINGAPORE EXCHANGE

THE ROLE OF THE MEDIA IN CONTENTIOUS SITUATIONS

- You and the media
- Dealing with the demands of an increasingly diversified media
- Tools and techniques to avoid pitfalls and improve company reputation in dealing with the media

Millicent Danker

Founder & CEO

PERCEPTION MANAGEMENT INTERNATIONAL GROUP OF COMPANIES

MENTOR COMMUNICATION RESOURCES

MANAGING CRISIS: HOW TO TELL THE UGLY TRUTH

- Preparing contingency plans
- Appointing your spokesperson and knowing when to move
- Delivering accurate and correct information in light of an impending crisis

Justin Leong

Chairman

MALAYSIAN INVESTOR RELATIONS ASSOCIATION

Head of Strategic Investments & Corporate Affairs
GENTING GROUP

EXPECTATIONS AND DEMANDS FROM THE BUY-SIDE AND SELL-SIDE

- The objectives and activities of a listed company
- The investment community
- What the Buy-Side expects and wants
- What the Sell-Side expects and wants

Linda Kwok

Managing Director

BOARDROOM LIMITED, SINGAPORE

EXECUTING AN EFFECTIVE ROADSHOW: PREPARATION AND MANAGEMENT

- Ensuring the right target audience
- Identifying which fund managers could hold your stock
- How to gauge the success of a roadshow

Mohshin Aziz

Head of Investor Relations

AIRASIA

Key Benefits

- Update on investor relations in Malaysia and current trends in Asia
- Discover strategies to deliver effective IR on a limited budget
- Understand how to deliver accurate information during a crisis
- Recognise the expectations and demands from the buy-side and sell-side
- Learn how to execute an effective roadshow
- Create an effective and updated IR policy
- Understand how to control the media in contentious situations

Who Should Attend

Directors, Vice Presidents, Chief Executive Officers, Chief Financial Officers, General Managers of:

- ♦ Investor Relations
- ♦ Corporate Communication
- ♦ Public Relations
- ♦ External Affairs
- ♦ Corporate Affairs
- ♦ Finance
- ♦ Strategic Planning

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About the Speakers

Justin Leong is the Head of Strategic Investments and Corporate Affairs of the Genting Group. His responsibilities include identifying, evaluating, and driving new strategic investments including the review and streamlining of the group's various businesses. He is the grandson of the late Lim Goh Tong who founded Genting. Justin is also responsible for the Group's corporate communications and investor relations functions. He is the architect and continues to drive the Group's expansion into the recently deregulated UK gaming industry. Justin is a Director of Genting Stanley. At the 2006 World Economic Forum in Davos, Switzerland, he was chosen as one of 200 Young Global Leaders. In 2007, Justin was nominated by Bursa Malaysia (the Malaysian stock exchange) as Chairman of the Malaysian Investor Relations Association. Justin has also been elected as a Board Member of the British-Malaysian Chamber of Commerce.

John Gollifer joined SGX in 2001 and heads up Investor Relations. John's career spans over 20 years in Asian capital markets. Before SGX, he spent 15 years as an investment banker, most recently as Director of Equity Capital Markets at BNP Paribas. Prior to that, John spent his formative years at Barclays Bank and ABN AMRO Rothschild. He holds a BA Honours degree from Loughborough University, UK and an MBA from Henley Management College, Brunel University, UK.

Millicent Danker is the Founder & Principal Consultant of leading Malaysian PR consultancy Perception Management International Group based in Kuala Lumpur with offices in London, Lusaka and Mumbai, as well as Kuala Lumpur-

based niche communications training provider Mentor Communication Resources. As one of Malaysia's more established public relations practitioners, she has been in active practice for 35 years, offering her insights in the areas of corporate strategy, media and issues management, PR programme and policy development, corporate transparency and communication ethics, strategic messaging and leadership communications, communications training and PR education. She is currently a Board Member of the London-based International Public Relations Association (IPRA), member of the UK's Institute of Directors and an associate of Henley Management College where she is registered as a doctoral candidate.

Linda Kwok has a strong background in equity research and research marketing with more than 15 years of experience in this industry. Before joining Boardroom Communications in November 2006, she was Executive Director and Group Head of Research with G. K. Goh Research (now known as CIMB-GK Research), where she managed the research teams in Singapore, Malaysia, Hong Kong, Indonesia and Thailand; and worked actively with listed companies with the aim of reaching out to investors through regular meetings, roadshows and conferences.

Mohshin Aziz pioneered the Investor Relations Department for AirAsia since IPO listing back in November 2004. He previously served as a research analyst with Oasis asset management in Cape Town, South Africa for over 5 years. Mohshin holds a B.Sc from Drexel University, USA.

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PRICE

- Conference Fee RM690
- MIRA members' RM590

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Conference fee includes 2 coffee breaks and lunch**

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Position _____ Department _____
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BOOKING CONDITIONS

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