



**CERTIFICATE IN INVESTOR RELATIONS (CIR) CONDUCTED BY MIRA IN
COLLABORATION WITH INVESTOR RELATIONS SOCIETY OF UK –
CERTIFICATION CEREMONY
THURSDAY, 5 AUGUST 2010
REMARKS BY DATO' YUSLI MOHAMED YUSOFF, CHIEF EXECUTIVE OFFICER
OF BURSA MALAYSIA**

Good afternoon,

Yang Berbahagia Datuk Ranjit Ajit Singh
Managing Director of Securities Commission Malaysia,

Ms. Audrey Ho
Chairman of Malaysian Investor Relations Association (MIRA),

Honoured guests,

Members of the media,

Ladies and gentlemen,

Welcome to Bursa Malaysia. This is a significant occasion, which I am proud to be a part of. The Malaysian Investor Relations Association (MIRA) initiated the Certificate in Investor Relations (CIR) professional examination in collaboration with the Investor Relations Society, UK a year ago and today, we will honour the inaugural batch of graduates from this programme. Bursa Malaysia, who is the founder member of MIRA, believes that this CIR certification has provided a standard benchmark for all IR officers to acquire relevant skills, knowledge and competencies in delivering effective IR programmes to their organisations.

Investor relations is an evolving practice, both in terms of the development of governance and in the process of communication. It is driven by companies which understand that good investor relations can positively impact the way they are regarded in the market. It is also driven by shareholders demanding more openness and transparency for informed investment decisions and of course, expressing their concerns when companies fall short of expectations.

Twenty years ago, IR was a role that was given very little prominence. Today, I am pleased to see that the industry has witnessed significant changes arising from greater shareholder activism and demand on disclosures. Many companies that have a formal IR function realise that proactive and regular communications with the investing and analyst community will pay off in terms of enjoying significant confidence in the

company's stocks. These requirements necessitated a changing attitude and increased credibility towards the role of IR officers - a position which has gained a higher profile within the organisation as well as externally.

The IR industry has long recognised the need to provide education and guidance for those new to the profession. Most IR officers learn the tools-of-trade on-the-job, therefore, the CIR certification has provided an opportunity for IR personnel to attain professional development with a qualification that gives value to their IR offerings to the organisation. IR officers should realise that sound management of information and appropriate investor relations practices build a company's image and strengths over time. To that end, I am heartened to see that our Malaysian IR professionals are given the encouragement to develop and improve their skills in this area and at the same time, be rewarded via CIR accreditation. This qualification is a milestone initiative that enhances the IR profession and is definitely a sign that Malaysian IR is coming of age. On Bursa Malaysia's end, we regard this CIR qualification as a welcomed recognition and incentive towards placing a priority on transparency and accountability via IR.

On that juncture, I would like to congratulate all the IR officers who have completed their course in CIR. As CIR pioneers in Malaysia, you have led the example in raising the standards of IR practitioners. I am confident the CIR graduates today will embrace the concept of IR and good communications fully, putting what they have learned into good practice and undertaking their responsibilities competently.

As a strong advocator of investor relations, Bursa Malaysia is pleased that MIRA has taken this much needed step in offering this notable accreditation to the local IR practitioners. Since its inception three years ago, MIRA has made inroads in educating and instilling the value of IR as a fundamental element for companies which are looking for avenues of growth. I believe many companies have benefited from their initiatives to promote good IR.

Ladies and gentlemen,

Bursa Malaysia may seem like only a market operator to some, but we also have a duty to ensure continuous information flow from the listed companies in order to aid informed investment decision. For some time now, we have urged companies to not only disclose information for compliance's sake but also to meet the needs of investors

seeking reliable information for quality investments. We always encourage companies to adopt IR practices and programmes in a holistic manner, rather than in piecemeal basis.

To assist listed companies in appreciating the importance of IR as part of their business discipline, the Exchange has published a manual on Investor Relations which provides comprehensive guidelines and insights on policies, processes and best practices of IR activities. This IR Manual, together with the Bursa Malaysia Listing Requirements, is given to all listed companies right after they hit the gong to signify their listed status. The very fact that we give both the Listing Requirements and the IR Manual at the onset of a company being listed on Bursa Malaysia speaks volumes of the importance we place on the role investor relations will play in the journey of a listed company. Last year, the Exchange has made it mandatory for every listed company to have a website which will assist in providing corporate information on a timely basis. Malaysian listed companies still have some ways to go in this area as many are found to be lackadaisical in updating their information or in the worst case, leave their website dormant.

As Malaysian companies move towards an environment that demands greater disclosure and accountability, it is important that companies know how to effectively disseminate and manage information. Today's honouring of CIR 'graduates' is certainly a step forward for IR empowerment as well as for the IR community to contribute strategically in our capital market. Once again, congratulations to all of the CIR 'graduates' and I am confident that you will be an added strength and value to your companies.

Thank you.