



**CERTIFICATE IN INVESTOR RELATIONS (CIR) CONDUCTED BY MIRA IN
COLLABORATION WITH INVESTOR RELATIONS SOCIETY OF UK –
CERTIFICATION CEREMONY
THURSDAY, 5 AUGUST 2010
SPEECH BY MS. AUDREY HO, CHAIRMAN OF MIRA**

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

Yang Berbahagia Dato' Yusli Mohamed Yusoff
Chief Executive Officer of Bursa Malaysia,

Distinguished guests, My colleagues in MIRA, Members of the media,

Ladies and gentlemen.

Good afternoon to you all.

On behalf of MIRA, I want to thank you for joining us. Today is a special occasion. It is the first "graduation" ceremony for those who have passed the examination for the Certificate in Investor Relations, which is awarded by MIRA in collaboration with the IR Society (UK).

At the outset let me especially thank both Yang Berbahagia Datuk Ranjit Ajit Singh and Yang Berbahagia Dato' Yusli Mohamed Yusoff for generously giving your time. We are honoured you have chosen to join us for this important event.

The Malaysian Investor Relations Association, fondly known as MIRA, was founded in June 2007 as a platform for the sharing of best practices among IR professionals.

MIRA members and their IR professionals play an increasingly critical role in the development of the Malaysian capital markets by ensuring the very highest standards of disclosure and transparency at the firms they represent. In the three years since it was established, MIRA has vigorously promoted the growth of IR and the provision by all listed companies of clear, consistent and timely information to the local and international investment community. Today marks a milestone for us in this effort as we recognize the first qualified professionals in this new and exciting discipline.

Our aim is to ensure that an increasing number of listed companies create their own IR function. MIRA will add value to such moves by providing the opportunity for IR Officers to continuously develop their professional knowledge. The Certificate in



Investor Relations provides an internationally recognized professional qualification for IR practitioners, and our ongoing series of workshops and seminars is designed to help IR professionals stay abreast of best practices in this rapidly evolving subject. To give additional recognition and status to IR professionals, MIRA will shortly launch an Individual Membership category as a platform to grow membership and sustain the interest of PLCs through the tangible support of IROs.

Ladies and gentlemen,

The contribution of the IR officer to improving effective financial communications by PLCs has increased substantially in recent years. Those companies which have adopted IR now regard it as a key function in securing the investor support which is so necessary to sustain long-term growth. We are beginning to witness a mind-shift which sees Investor Relations as a vital contributor to corporate financial strategy, in capital markets where competition for investment capital is increasingly tough. The IR Officer's role is one of increasing complexity and importance.

IR has moved beyond the building of a cosy relationship with a few analysts and investment banks. Modern IR programmes are designed to reach targeted investor audiences through a variety of channels. They are supported by comprehensive policies for the disclosure and dissemination of corporate information, with well documented processes and procedures. They have clearly defined deliverables and measures against which senior management can determine success. The best IR programmes have a detailed and full annual calendar of activities. Much is expected of the IR Officer.

Some IROs will need to be able to grow an IR function from scratch. Others will need to create programmes that address an international investor audience. In each PLC it is different and in each PLC the background of the IRO is likely to vary. This is where MIRA helps provide focus and consistency with accredited programmes and courses that provide the IROs with the tools to do the job and the practical guidance which leads to effectiveness.



Ladies and gentlemen,

The CIR is the benchmark qualification for IR officers in Malaysia. It is the only qualification which is exclusively focused on the IR function, and it is available only through MIRA. Of course the beneficiaries are those individuals who achieve certification, but the PLCs are also beneficiaries, as they can now employ professionals who have acquired the specific skills to run the important IR function in the company.

So, on behalf of MIRA, let me congratulate our first batch of home grown IR professionals. 53 of you have successfully completed the study and examination programme run by MIRA in collaboration with the IR Society UK. It is a tough exam, and we make no apologies for that, because we want accredited IR professionals in Malaysia to be special. I am sure the knowledge and skills you have acquired in achieving your Certificate in Investor Relations will stand you in good stead in your professional careers, will benefit the companies you work for and will add to the growth and integrity of Malaysia's capital markets.

Thank you.