

PRESS RELEASE



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MIRA WORKING WITH *IR SOCIETY OF UK* AND *JOBSTREET* TO DEVELOP INVESTOR RELATIONS CAREER STANDARDS

Kuala Lumpur, 20 June 2008: The Malaysian Investor Relations Association (MIRA) announced its plans to develop and promote investor relations (IR) as a profession and choice career in Malaysia at its first year anniversary in Kuala Lumpur.

The Association will introduce training and examinations, leading to the **Certificate in Investor Relations** in collaboration with the Investor Relations Society of United Kingdom for IR practitioners in Malaysia. Justin Leong, Chairman of MIRA said that the introduction of this certificate is aimed at elevating the standards of the practice of IR in Malaysia.

“Investor Relations is still in the early stages of development in Malaysia. By working with an established body such as the Investor Relations Society of the United Kingdom, we aim to benchmark against strong and established international practices and further improve the standards of IR amongst Malaysian practitioners.”

“At the same time, it will help listed companies identify capable IR professionals, to staff their IR function and enhance the quality of their IR practice,” Leong added.

In addition, MIRA will also be working with JobStreet Corporation Berhad (JobStreet) to implement the **IR Career Development Programme** which will conduct career talks at selected institutions of higher learning to expose graduating students to the IR profession.

“This programme will bring long term benefits of nurturing a growing pool of capable IR officers to support the IR function of listed companies,” said Leong.

In conjunction with the signing of an MOU with Job Street, MIRA also announced that they will be giving free membership to students of universities and institutions of higher learning to further promote the IR profession. This is to ensure constant supply of quality IR officers in the future.

Overview of MIRA:

MIRA was established in June 2007, by **Bursa Malaysia Berhad**, and funded by the **Capital Market Development Fund (CMDf)**, a statutory fund under purview of the **Securities Commission**.



MIRA is the first and only professional association existing for the development and practice of investor relations in Malaysia.

MIRA's mission, congruent with the Capital Market Masterplan, is to promote investor relations activities between listed companies and the investment community, which will ultimately contribute to better liquidity in the capital market and fairer valuation of listed companies.

MIRA membership now comprises over 200 listed companies, intermediaries and service providers. Corporate Membership is restricted to listed companies at RM2,500 per annum. Associate Membership is for investment banks, brokerages, intermediaries and service providers at RM2,000 per annum. Individual Membership is at RM300 per annum.

MIRA's Board of Directors comprises the following companies:



About the Investor Relations Society of the United Kingdom

The Investor Relations Society is the UK's professional body for investor relations practitioners. Founded in 1980, it has over 600 members drawn from listed companies and consultancies, including the majority of FTSE companies and a growing number of smaller UK listed companies, as well as some located in Europe, Asia and America. The IRS aims to support and develop the investor relations profession through the provision of a professional development programme, annual conference and topical networking events, and representing members in consultation processes with policymakers.