

MIRA BOARD OF DIRECTOR MESSAGE

“Reinvigorating Investor Relations in the New Normal”

Yang Berbahagia *Tan Sri Abdul Wahid Bin Omar, Chairman, Bursa Malaysia*

Yang Berbahagia *Datuk Muhamad Umar Swift, CEO, Bursa Malaysia*

MIRA Board of Directors

Members of the Malaysian Investor Relations Association

Datuk-datuk, Datin-datin, Ladies and Gentlemen,

Welcome to the 11th MIRA IR Awards ceremony.

On behalf of the Malaysian Investor Relations Association, I would like to extend our sincere appreciation to Yang Berbahagia Tan Sri Wahid and Datuk Umar for their continuous support for this program.

This is the 2nd year that we are gathering on a virtual platform to witness this prestigious event. I was hoping that we could meet in person but the number of escalating cases recently have convinced us otherwise.

The MIRA IR Awards is our largest event of the year, to **honour and celebrate the achievements of top IR performers** from listed entities in our country. IR practitioners have **largely remained resilient** in the **unusual and challenging economic environment**, by swiftly **adapting and embracing new changes** in response to the demands of investors and shareholders. This is highly **commendable**, and they should **be recognised for their exemplary efforts**.

One of the notable adjustments by listed companies during the pandemic is the ability to **embrace the use of technology to host various IR activities**, from analyst briefings, quarterly announcements, to annual general meetings. Acknowledging this shift and its importance for the investment community, we have introduced a new category in this year’s list of awards – **“Best Innovation and Use of Technology for Investor Relations”**

The introduction of this category is based on feedback received from a focus group study conducted earlier this year, with the investment community and our survey partner – KPMG.

We hope that this addition will encourage more companies to innovate their investors relation processes and activities; and **conduct meaningful engagements with their key stakeholders.**

At MIRA, we believe in continuous improvements to **enhance our value to shareholders.** Besides the above new category, we have also decided to **drop 2 other categories** in line with prioritizing vital factors. Additionally, for better accuracy in results scoring, an increased **weightage of 40% was allotted to KPMG in their diagnostic assessments**, while the balance of **60% was apportioned to stakeholders voting.** This was against previous weightage of 30% KPMG and 70% stakeholders voting.

Increased weightage for diagnostic assessment allows for **greater scrutiny** of companies and to exclude those shrouded by notable financial, IR, corporate governance and controversies. **Penalties**, in the form of points deduction, were also imposed for gaps not conforming to good IR practices. An example is the availability of **contact details** for the 1st IR person on the said companies' website.

The **diagnostic assessment** primarily relies on publicly available information to ascertain the quality of investor relations practices within the company. Companies which are more **transparent and inclusive** in their investors relation management tend to fare better in the diagnostic assessment.

As highlighted in KPMG's supplementary report, **progressive companies** have gone a step further to introduce '**content-driven strategy**' for a **richer digital experience for investors and analysts. Interactive infographics, summarised podcasts and key take-away videos** are just some of the new mediums used to concisely present the company's business performance. And most, if not all, of these materials are available on their respective company websites. For those who are keen to further understand on the analysis and observations from the diagnostic assessment process, you can access the supplementary report from MIRA's website.

The above developments augurs well with this year's theme of **“Reinvigorating Investor Relations in the New Normal”**

While the Investor Relation Officer's roles have traditionally been focused in communicating financial disclosures, we have seen significant changes in recent years. The IR function have expanded; and officers are now required to possess broader knowledge of the market and their respective industries, ability **to articulate strategic recommendations**, have good financial & non-financial; and business acumen, sound knowledge of operational matters and be constantly updated on governance issues. **Increasing focus on ESG pillars** by investors and stakeholders have also added responsibilities to IROs to be able to efficiently report on ESG matters.

We are excited to see the waves of change and can't wait to witness what lies ahead for the investment community. But before that, let us take a moment to celebrate all the fantastic work carried out in 2021 and commemorate outstanding IR performers in the country.

In closing, I'd like to express our gratitude to

- the investment community for their participation in the survey
- KPMG for the diagnostic assessment and validating the results

without which, this awards recognition would not be possible

- Our sponsors
- Berjaya Food Berhad for representing the Starbucks brand, and
- Tangelo Software, the leading platform for production of corporate in-house documents,

And finally, I would like to thank Share Investor and Smart Investor for being our media partners.

Last but not least, **a big congratulations to the stars of today – the Winners!**

Be proud of what you have achieved but do not stop here, continue to outshine yourself and raise the bar.

Thank you all!