

## SHAPE ANALYSTS' EXPECTATIONS! (Part 1)

The fundamentals of how to win over equity analysts every company **MUST** know...

6 April 2017 | Training Room 3, Bursa Malaysia | 9:00 am to 12:00 pm

Don't just manage expectations,

### **SHAPE ANALYSTS' EXPECTATIONS!**

The fundamentals of how to win over equity analysts every company **MUST** know...



#### Who should attend:

✓ Managers, Investor Relations practitioners and various spokespersons who want a beginner to intermediate level real world understanding how analysts and investors work

#### TOPIC OUTLINE

##### **"DON'T JUST MANAGE EXPECTATIONS, SHAPE ANALYSTS' EXPECTATIONS!"**

*"Know yourself and know your enemy, in a hundred battles you will never be in peril"* – Sun Tzu Art of War

**Know yourself** ~ Understanding how to describe a company's own business and strategies within the investment context. A quick way to analyse companies' financial performance. Case study on financial analysis, competitive studies and investor relations factsheet.

**Know your enemy** ~ Understanding the information flow in the global capital markets and the motivation of buy-side and sell-side analysts. Comprehending various types of investment funds and nature of the work of equity analysts – financial projections, valuation and report writing. Case study on analysing analysts' reports.

**A hundred battles you will never be in peril** ~ Case study on using the 6C's principles (Confidence, Clarity, Credibility, Creativity, Connection and Contingency) and applying the various lessons of the day to craft the company's investor relations strategy. A special study on how to communicate to analysts in times of crisis.

#### PROGRAMME OUTLINE

8:30am Registration

9:00am **Part 1: "Know yourself"**

- ❖ Understanding how to describe company's own nature of business and business model within the investment context
- ❖ Using financial indicators quickly to analyse the companies' financial performance
- ❖ Understanding factors driving the profit of the company
- ❖ Describing the company's strategies and plans for the future to investors
- ❖ Case study on financial analysis, competitive studies and IR factsheet

9:50am **Part 2: "Know your enemy"**

- ❖ Understanding the information flow in the global capital markets
- ❖ What are the motivations driving buy-side and sell-side analysts
- ❖ Understanding various types of global investors – growth, value, dividend, hedge, thematic, regional funds
- ❖ Understanding the nature of the work of equity analysts – financial projections, valuation

10:30am Coffee break

10:50am Continuation with Part 3:

- ❖ Understanding the nature of the work of equity analysts – report writing... "The Spin"
- ❖ Case study on analysing analysts' reports

11:10am **Part 3: "A hundred battles you will never be in peril"**

- ❖ Case study – Using the 6C's principles (Confidence, Clarity, Credibility, Creativity, Connection and Contingency) and applying the various lessons of the day to craft a company's investor relations strategy
- ❖ A special study on how to communicate to analysts in times of crisis

11:50pm **Summary, Q&A**

End of Session

**Limited to 20 seats only!**

\* For registration, refer next page.

# “KNOW YOUR INVESTORS” (Part 2)

Learn the Technique to CONNECT with Analysts and Investors

4 May 2017 | Training Room 3, Bursa Malaysia | 9:00 am to 12:00 pm

- ❖ Participants of previous Part 1 workshop are encouraged to attend this continuing workshop.
- ❖ Senior IR practitioner can also attend Part 2 session only.

## TOPIC OUTLINE

**Know your investors – Practise how to THINK like an investor. Learn how various types of investors (Dividend, Value, and Growth) think about companies they invest in.**

**Know yourself– Practise how to develop the answers for investors that shape investors' expectations.**

## THE SPEAKER



Tan See Ping has over ten years of wide ranging experience of being a sell-side analyst and IR executive. He was the regional banking analyst covering Malaysian, Indonesian and Thai banks in Standard Chartered Bank Singapore. Prior to that, he was a transport, oil and gas and banking analyst in CIMB Securities in Kuala Lumpur. He also covered small cap companies in rubber gloves, vessel building and stationery industries. He was ranked in the Asiamoney poll for oil and gas, transport and banking sector.

He was awarded runner-up in the EDGE analysts' poll for the oil and gas and also transport sector. He won second runner-up in the banking sector in the similar EDGE analysts' poll in his first year as a banking analyst. He was the IR executive in Telekom Malaysia, dealing with equity and credit rating agencies. He has conducted meetings with international equity and bond investors in Hong Kong, London and New York. He has conducted Investor Relations seminar for Bursa Malaysia's MIRA and various IR firms. He graduated with First Class Honours in Accounting and Finance from the London School of Economics and Political Science and is a CFA charterholder.

Fee: **Part 1**  
**RM400\*** for MIRA members  
**RM600** for non-members

**Part 1 & 2**  
**RM700\*** for MIRA members  
**RM1,000** for non-members  
\*redeemable via MIRA vouchers

Closing date for registration:

**Tuesday, 3<sup>rd</sup> April 2017**

**Limited to 20 seats only!**

## PROGRAMME OUTLINE

8:30am	Registration
9:00am	<b>Part 1: “What Investors Want”</b> <ul style="list-style-type: none"><li>❖ Case Studies: Practise how to differentiate the types of companies investors want</li><li>❖ Case Studies: Practise how to evaluate buy and sell decisions by using various valuation metrics (Dividend yield, PER, PBR, Lynch ratio)</li><li>❖ Q &amp; A</li></ul>
9:40am	<b>Part 2: “Know your company 1”</b> <ul style="list-style-type: none"><li>❖ Case Studies: Practise how different types of investors (Dividend, Value, and Growth) evaluate companies</li><li>❖ Q &amp; A</li></ul>
10:30am	Coffee break
10:50am	<b>Part 3: “Know your company 2”</b> <ul style="list-style-type: none"><li>❖ Case Studies: Practise how to understand companies by asking the 4 main investment questions</li><li>❖ Case Studies: Practise how to correct typical mistakes companies make when answering the 4 main investment questions</li></ul>
11:10am	<b>Part 4: “Know yourself”</b> <ul style="list-style-type: none"><li>❖ Case Studies: Practise how to develop the answers for the 4 main investment questions consistent with what investors want thus shaping their expectations</li></ul>
11:40am	Summary, Q&A
	End of Seminar

## REGISTRATION

Click here to download the [registration form](#).

For further details, please contact :  
Malaysian Investor Relations Association Berhad  
Annexe Building, Bursa Malaysia Berhad  
Exchange Square, Bukit Kewangan  
50200 Kuala Lumpur, Malaysia  
Tel: +603-2034 7677 Fax: +603-2732 0771  
Email Address: zulaika@bursamalaysia.com