



Malaysia Investor Relations Awards 2021 Scoring Guide

Total votes from Diagnostic Assessment shall account for 60% of the overall weightage per award category

Total votes from online survey shall account for 40% of the overall weightage per award category

Diagnostic Assessments (40%)



Best Company for IR

- Presence of a dedicated IR function
- Frequency of engagement sessions with investors and analysts
- Timing of analyst briefings
- Conduct of Annual General Meeting (“AGM”): -

Presence of independent moderators during AGM, explanatory notes in AGM Notice, availability of operational booths during AGMs, availability of AGM Video/Podcast, availability of AGM minutes with a focus on the question and answer session, reasonable duration of AGM

- High-level corporate governance practices
- Response to adverse company performance/news
- Mystery shopping



Best IR Professionals

- Variety of IR channels deployed: -

Channels include AGM, analyst briefings, private sessions, participation in investor relations event organised by Bursa, website, social media, press releases.

- Availability & quality of IR presentation materials
- Stature/Reporting line of IR professional (i.e. direct reporting line to the CEO or CFO & IR Head is a senior management personnel)



Best CEOs for IR

- Frequency of CEO engagement sessions with investors/analysts
- CEO's response to major Company-related events
- Low share price volatility during the course of the CEO's tenure
- Quality of CEO's articulation to the investment community



Best CFOs for IR

- Presence of calendar on scheduled release of quarterly results
- Timeliness in releasing annual report
- Low share price volatility during the course of the CEO's tenure
- Investor/analysts testimonials and reports
- Presence of commentary on key variances noted in the quarterly results
- Quality of CFO's articulation to stakeholders/Responses to company related crisis

Stakeholders Voting (60%)

Best Company for IR

- Informative meetings
- Clear communications on company strategy
- Frequency of road-shows
- Transparency
- Access to senior management
- Quality of disclosures

Best IR Professionals

- Proactivity
- Industry Knowledge
- Accessibility
- Honesty
- Communication Skills

Best CEOs for IR

- Accessibility
- Execution
- Strategic Vision
- Credibility
- Articulation of strategy

Best CFOs for IR

- Accessibility
- Execution
- Strategic Vision
- Credibility
- Articulation of strategy



Diagnostic Assessments (40%)



Best IR Website

- Availability of background investor relations presentation slides on Company website
- AGM related documents
- Availability of IR contact information
- Highlights of key financial and non-financial data
- Availability of live chat platform with company representatives or Artificial Intelligence software.
- Ability to view desired metrics over a quarterly or annual time period
- Dedicated IR section on the company website



Best IR for an IPO in 2020

- Clarity of communication with investment community:-
- Accessibility to IR Officers
- Quality of prospectus



Best Innovation & Use of Technology for IR

- Harnessing financial technology platforms to provide investors with multiple avenues of information about the company:-

Comprehensive corporate presentations including tracking of progress from preceding meetings from a financial and non-financial perspective, presence of company information on multiple FinTech platforms

- New initiatives undertaken by the IR team to enhance the company's communication with the investors



Best Quality of Annual Reports / Formal Disclosure

- Meaningful explanation of financial & non-financial considerations (e.g. economic, environment, social considerations) in the Annual Report
- Timely updates - Bursa Announcements are posted on the website within an elapsed period of 1 day
- Cogency of narrative on future business outlook

Stakeholders Voting (60%)

Best IR Website

- Presentations
- Webcasts
- Email alerts
- Financial Models
- Calendar synchronisations

Best IR for an IPO in 2020

- Informative meetings
- Communicating clear strategy
- Transparency
- Access to senior management
- Quality of disclosures

Best Innovation & Use of Technology for IR

- Innovative Technology
- Progress Tracking
- FinTech platforms
- New initiatives for communication enhancement

Best Quality of Annual Reports / Formal Disclosure

- Clarity; ease of finding information
- Granularity; clear exposure of the value drivers
- Cover design; impact & immediacy
- Expression of the "Corporate Story"