

Name : \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Tel. No : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Website : \_\_\_\_\_

Remarks:

TEAR OFF SECTION TO MAIL BACK TO MIRA (MIRA return address on back)



### LEVELS OF MEMBERSHIP

There are 3 levels of MIRA membership:

- **Corporate**
- **Associate**
- **Individual**

#### **Corporate Membership**

For companies listed on Bursa Malaysia

#### **Associate Membership**

For companies which provide IR service to the industry, such as consulting and technology

#### **Individual Membership**

For any interested individuals who are not from the above categories

### MEMBERSHIP COSTS

|                          |                     |
|--------------------------|---------------------|
| <b>Corporate Member</b>  | <b>RM2,500 p.a.</b> |
| <b>Associate Member</b>  | <b>RM2,000 p.a.</b> |
| <b>Individual Member</b> | <b>RM300 p.a.</b>   |

### MEMBERSHIP BENEFITS

Membership benefits are:

- Access to all MIRA Breakfasts and MIRA Lunch Events
- Access to all MIRA Members Networking Sessions
- Access to MIRA Company / Results Day
- Access to the Members' Zone on MIRA website which includes:
  - **Knowledge Centre** – Powerpoint presentations, webcasts and transcripts
  - **Advisory Network** (Corporate members only) – communicate with IR Professionals and IR Experts for advice, or help on IR issues, best practice etc.
  - **Members Directory** – access to MIRA members database (contact details)
  - **IR Survey Report** – MIRA conducts surveys every year on IR issues in Malaysia which provide useful insights into trends in the IR industry
- Entitlement to the IR Incentive Programme
- Receipt of the MIRA Quarterly Bulletin on IR issues and industry news
- Discounts on MIRA Conferences, all IR professional development courses and IR certification programmes.

#### **Note:**

MIRA's charter is to serve our Corporate Members first and foremost, though the benefits are open to its other members. As such, membership of the Associate and Individual categories is by approval of MIRA's Board. Only Corporate Members have voting rights in MIRA.

For further information on Membership or to apply for MIRA Membership, please visit our website [www.mira.com.my](http://www.mira.com.my) or call us at **03-2034 7000**





## What is IR?

Investor Relations (IR) is a process through which a Public Listed Company (PLC) organises and conducts itself in effective two-way communications with its shareholders, the financial community and other stakeholders with the objective of accurately representing the company, achieving a fair market value for the company's securities and ultimately lowering its cost of capital.

## Who is MIRA?

Malaysian Investor Relations Association (MIRA) is Malaysia's first and only professional association committed to developing and advancing the status and integrity of IR Professionals and the proficiency of its members in the field of IR. It is the only professional association that promotes the views of PLCs on IR and Malaysian IR Professionals to the investment community, regulatory bodies and government.

Established in 2007, MIRA is a company limited by guarantee. The office of its Chief Executive reports to an Independent Board comprising IR professionals and senior management of leading PLCs.

MIRA is sponsored by Bursa Malaysia and funded by the Capital Market Development Fund (CMDf).

# VISION

**A more efficient, shareholder-friendly capital market through excellence in Investor Relations**

# MISSION

**Using Investor Relations to promote corporate governance, transparency and enhance shareholder value for all**

## OBJECTIVES

MIRA's primary objectives reflect its Charter, namely to facilitate communication and closer relationships between PLCs and the investor community. It aims to serve ALL its Members by:-

- Supporting Members through seminars, workshops and policy briefs
- Conducting education and training programmes to raise the levels of IR in Malaysia
- "Hand holding" companies who are keen on establishing an IR function and implementing an IR programme
- Administering an Incentive Programme to assist companies in implementing effective IR programmes
- Promoting the views of IR professionals to the investment community, regulatory bodies and government
- Publishing monthly e-newsletters to keep members and other interested parties informed of the latest in IR
- Providing a forum and networking opportunities for IR professionals to meet, exchange views and grow in their practice
- Enhancing the function of IR in companies to a more strategic role.

## MIRA PROGRAMME

The MIRA Programme provides a platform for members and guests to meet, exchange views, learn and debate.

### MIRA Breakfasts and Lunches

- informative meetings where industry leaders speak on a range of current issues affecting the IR industry in Malaysia and internationally.

### MIRA Half Day / 1 day Seminars

- educational or debate-driven sessions on important IR topics presented by experts in the IR industry.

### MIRA Conference

- annual IR conference.

### MIRA Annual Dinner

- networking opportunities to meet with IR Professionals and senior management of PLCs at this formal premier event.

### MIRA IR Awards

- aims to promote best practice by PLCs and IR professionals by granting prestige and profiling for winners.

### MIRA Networking Sessions

- informal networking sessions for exchange of views and ideas on IR which may include fund managers and analysts

### MIRA Company / Results Day

- Post results briefing to analysts at a single location to ensure research coverage (mitigating logistic problems for analysts)

## OTHER MIRA SERVICES

**Service Providers Directory** – a comprehensive list of various IR Service Providers.

**Job Postings** – updated list of job vacancies in the IR industry. Employers can place job listings and search resumes of experienced IR Officers.

**Professional Development** – comprehensive and regular IR education and training courses (consists of beginner, intermediate and advance level courses).

**Advisory Network** – communicate with experienced IR professionals via email for IR advice (members only).

**Members Directory** – Contact Information.

**A Common Voice and the First Port of Call** – MIRA will be the main body that will represent the common views of its members and as the referral point of contact for all IR related matters.

C/o Bursa Malaysia  
9th Floor Exchange Square  
Bukit Kewangan  
50200 Kuala Lumpur  
Malaysia

**MALAYSIAN INVESTOR RELATIONS ASSOCIATION BHD**