

DATE: 24 MAY 2011
PUBLICATION: THE SUN
SECTION: BUSINESS
PAGE: 18
HEADLINE: GLOBAL IR POLL
CATEGORY: COMPANY NEWS
MEASUREMENT: 150.54 SQ.CMS

Global IR poll

MORE than 700 fund managers and research analysts globally took part in a recent survey by the Malaysian Investor Relations Association (Mira) to further develop the profession here.

The association will host the inaugural Malaysia Investor Relations Awards luncheon on Thursday in recognition of good practice in IR by public listed companies (PLCs) and individual IR practitioners.

Earlier, it had engaged Thomson Reuters Extel Surveys to commission the first IR survey that was undertaken between



Dec 6 last year and Jan 28 this year. The survey report was a compilation of votes by fund managers and analysts.

Mira's executive director Ma Kin Hoong (pix) said: "Through such an initiative, Mira aims to see more PLCs and IR professionals help raise the level of IR

professionalism in Malaysia."
Thomson Reuters Extel

Perception team has been conducting professional studies within the institutional investment community for over 30 years. It has run specific surveys measuring investor relations capabilities for firms and individuals since 2001. Its studies are conducted across Europe and Asia.

Ma said: "The results of the survey provide a clear indication that the investment communities recognise companies which adopts best practices in IR. This, in return,

elevates a company's visibility within the investment sphere."

He added: "Organising an awards event to honour the companies that lead the way in the practice of IR is indeed timely to position Malaysia as an attractive investment destination by showcasing Malaysia's best corporate practices."

The event see the presentation of six categories of awards to potential winners including PLCs and leading banks from a list of 75 firms polled in large, mid and small caps. They are Best Company For Investor Relations Award, Best Investor Relations for an IPO Company 2010 Award, Best CEO for Investor Relations Award, Best CFO for Investor Relations Award, Best Investor Relations Professional Award and Best Investor Relations Website Award.

The companies polled in large, mid and small caps are based on the company size (market capitalisation) referenced against the basket of companies under the FTSE Bursa Index series.

MIRA's Investor Relations Awards Luncheon 2011 will see the possible participation and nomination of leading firms in various industries.