

Don't just manage expectations,

SHAPE ANALYSTS' EXPECTATIONS!

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

Date : **21st September 2011**
 Venue : **Theatrette Room**
 Lower Ground Floor, Bursa Malaysia
 Exchange Square, Bukit Kewangan
 50200 Kuala Lumpur
 Fee : **RM300*** for MIRA members
*redeemable via MIRA vouchers
RM450 for non-members

Registration : **9:00 am**
Commence : **9:15 am**
End : **12:30 pm**

Who should attend:

- ✓ **Company spokespersons, Directors, Senior Management, Investor Relations and Communications practitioners, CBRS participants** who want insight into the actual practice of dealing with equity analysts from both sides of the relationship
- ✓ **Company Secretaries, Corporate Legal and Finance Executives** who support management and IR to further the understanding on information dissemination and requirements to a very discerning investment community



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.

PRESENTER



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 Sdn. Bhd. 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 graduated with First Class Honours in Accounting and Finance from the London School of Economics and Political Science and is a CFA charterholder.

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PROGRAMME OUTLINE

9:00am – 9:15am Registration

9:15am – 10:00am **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

10:00am – 10:30am **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

10:30am – 11:00am **Coffee break**

11:00am – 11:30am **Part 2:** continuation

- ❖ Understanding the nature of the work of equity analysts – financial projections, valuation, report writing...“The Spin”
- ❖ Case study on analysing analysts' reports

11:30am – 12:15pm **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

12:15pm – 12:30pm **Summary, Q&A**

End of workshop

Malaysian Investor Relations Association Berhad

(Company no. : 777008-W)

Annexe Building, Bursa Malaysia Bhd, Exchange Square, Bukit Kewangan,
50200 Kuala Lumpur, Malaysia

Tel : +603 – 2034 7677 / 7415 Fax : +603 – 2732 0771

Email : mira@bursamalaysia.com website : www.mira.com.my

Registration Form (21 September 2011)

| | Name of participants | Designation |
|---|----------------------|-------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

Name of Company :

Address :

Tel. no. : Fax no. : Email :

Contact person : Tel no. :

(Kindly make copies if more forms are needed)

Fee : *MIRA membership year 2011/12 is now open for registration/renewal. Join MIRA today and benefit from complimentary networking sessions, vouchers and members' special rate for workshops!*

| MIRA Member | Non-MIRA Member |
|---|-----------------|
| RM300.00 (redeemable via MIRA vouchers) | RM450.00 |

(inclusive of refreshments)

Cancellation : There is no refund for cancellation or non-attendance but substitutes from the same company are allowed. Admittance will not be permitted unless payment is received.

Reservation : The organiser reserves the right to make changes to the venue, date, speaker, fee and cancellation of the seminar if warranted by circumstances beyond the organiser's control.

Registration & enquiries : **Malaysian Investor Relations Association (MIRA)**

Contact Persons :

(1) Alex Lee
Tel. no. : +603 – 2034 7491
Email : alexlee@bursamalaysia.com

(2) Ma Kin Hoong
Tel. no. : +603 – 2034 7670
Email : makinhoong@bursamalaysia.com

Closing date : **15 September 2011**

Payment Enclosed is cheque/bank draft/MIRA voucher no. for the sum of RM..... made payable to "Malaysian Investor Relations Association".

Registration is on first-come-first-serve basis. All registrations must be accompanied with the full payment. Registration made by fax must be followed immediately by payment.