hosted by

MALAYSIAN INVESTOR RELATIONS ASSOCIATION

To register, please contact
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EFFECTIVE INVESTOR MARKETING, STAKEHOLDER MOTIVATION AND FUND-RAISING

25 July 2019 (Thursday) | The Theatrette, Bursa Malaysia, Kuala Lumpur | 9:00 a.m

Investor Relations (IR) can help or sink fund-raising capabilities of public listed companies. Fund-raising can be either equity, debt or as a hybrid of both. Done well, knowing who to target and what to say to them can, amongst others, lower the cost of capital for companies and help provide them with the necessary funds. This session will cover some of the key concepts that all PLC stakeholders need to be aware of, so that they will be equipped to provide better information and to leverage on their own inherent strengths. In addition to IR, this session will also partially explore the basis of valuation methods globally. An overly hopeful or conservative approach could lead to unwanted consequences and erode stakeholders' value. Some key considerations for other transactional purposes.

At the conclusion, participants will know:

- Know the different type of investors and what they look for.
- How they make investment decisions.
- Raise Debt, Equity or Mezzanine?
- Valuation case studies.
- Key considerations for critical decisions on valuations and competitive analysis.
- Stakeholder motivation.
- What to say to them?

WHO SHOULD ATTEND

C-Suites, Company Directors, Management, Investor Relations Team and Public Relations Team

REGISTRATION

(RM400 for MIRA members – redeemable via MIRA vouchers)
(RM600 for non-MIRA members)

Click here to download registration form.
Closing date for registration: **Monday, 22th July 2019**

PROGRAMME OUTLINE

8:30am	Registration
9:00am	The PLC, The Domestic and Global Capital Markets
9:45am	The valuation Dilemma and Other Transactional Considerations
11:00am	Break
11:15am	Marketing your Firm to Investors
12:00pm	Q & A
12:30pm	End of Session

SPEAKER PROFILE

Kok Cheang-Hung

Kok Cheang-hung has 24-years of extensive domestic and international experience – global capital markets, investment and corporate governance. Mr. Kok is a former Chief Investment Officer of a South African-based globally focused strategic investment firm, where he originated cum assessed public and private equity opportunities, both in developed and developing countries. He has also previously, *inter alia*, served the interest of Bursa Malaysia, Singapore Exchange (SGX), DBS and Bank of America.
Mr. Kok presently serves on the Board of Kronologi Asia Berhad, a Bursa-listed enterprise data management firm – as Audit Committee Chairman, and as member of the Remuneration and Nomination Committees. He also serves on the Finance Committee of the Singapore Institute of Directors (SID) and is the Managing Director of Stellans Capital Pte Ltd. He was also previously on CFA Institute's Global Practice Analysis Panel (on Portfolio Management and Asset Allocation) and their Employer Advisory Panel. Amongst the qualifications Mr. Kok holds – a Master of Finance degree from RMIT University, Australia, and a BSc (Hons) in Mathematics from the University of Malaya, Malaysia.