

VIRTUAL IR FORUM: Reinvigorating Investor Relations in the New Normal

30 November 2021(Tuesday) - 9:30 AM - 12:30 PM



Christine Lau
Digi.com Bhd



**Jeeva
Arulampalam**
Malayan
Banking Bhd



**Saravanan
Desigamanie**
Malakoff
Corporation
Bhd



Clement Chua
Kenanga
Research

The roles of a Investor Relations professional have evolved overtime; not only to effectively control the flow of information between a public company, its investors, and its stakeholders but also includes marketing and promoting the attractiveness of a company and country as a viable investment.

Thus, an effective investor relations programme is more important than ever to bridge the flow of information that is critical to the investment community. To balance and meet these expectations, IROs need to work smarter, not harder.

This webinar is brought to you by a group of Head of Investor Relations and a Senior Equity Analyst in Malaysia, allowing you to explore the changing nature of responsibilities and the skills needed, and provide practical tips on how IROs can meet these evolving expectations in a new normal.

LEARNING OUTCOMES

- The primary roles of IR Department at a PLC
- Setting a realistic KPI framework and budget for your department
- Practical tips on improving IR reporting for all stakeholders
- Creating value-add services to investment community and key stakeholders
- Practical tips on attracting more analyst coverage

PROGRAMME OUTLINE

9:30	Overview of IR Functions at a PLC a) An integrated investor outreach strategy b) Effective IR functions - a strategic enabler c) IR Communication Channels and Reporting Depository
10:05	Panel Session #1 - IR as a value-add partner for internal and external stakeholders Panelist: Clement Chua, Senior Equity Analyst (Banking, TMT Lead), Kenanga Group Topics of discussion: a) Delivering value-add services to investment community and key stakeholders b) Practical tips on attracting more analyst coverage c) Creating meaningful interactions with the IR community
11:00	Break
11:10	Panel Session #2 - Learnings from IR Practitioners on IR functions in the new normal Panelists: Jeeva Arulampalam, Head of Group External Communications and Group Investor Relations, Malayan Banking Berhad & Saravanan Desigamanie, Head of Strategy and Communication, Malakoff Corporation Berhad Topics of discussion: a) Virtual investor targeting for small, mid and large cap companies and how to effectively engage investors b) Corporate reporting approach - Quarterly and Integrated Annual Report c) Views on IR KPIs and Budgeting for Investor Relations d) Outlook for IR functions in the new normal End of Session

WHO SHOULD ATTEND

Board of Directors, Company Secretaries, Chief Executive Officers, Chief Financial Officers, Chief Investor Relations Officer, Chief Risk Officers, Chief Sustainability Officers, Audit Committee Members, Head of Compliance, General Managers, Head of Legal and Senior Managers

REGISTRATION

RM350 for MIRA members - (redeemable via MIRA vouchers), RM550 for non-MIRA members.
Click here to download [registration form](#).

Closing date for registration: **Friday, 26 November 2021**

Disclaimer & Restrictions

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PANELISTS



Christine Lau, 32, is currently the Head of Investor Relations of Digi.com Berhad. Prior to this, she was the Head of Investor Relations and Financial Analytics of Sime Darby Property Berhad from November 2017 to September 2019. She is an experienced Investor Relations professional with over 10 years of experiences in investor relations, financial analysis, market research, corporate reporting (most recent reports published in accordance to Integrated Reporting Framework), ESG profiling, and stakeholder management. She is well versed in multiple sectors - telecommunications, plantation, property, automotive, heavy equipment and conglomerates. She is also recognised for her high energy, open-mindedness, competitiveness, and agility that makes her a valuable team leader. A Commerce and Business graduate from University of Sydney and a scholar under Sime Darby Foundation Excellence Scholarship Programme. She is also an alumni of Kolej Yayasan Saad Melaka.



Jeeva Arulampalam is currently Head, Group External Communications and Investor Relations for Malayan Banking Berhad (Maybank). She oversees the strategic communication for the Group on corporate, business and sustainability matters and manages external stakeholder engagements primarily related to the media and the Group's investors. Also, under her purview is the Group's sponsorships and donations, events management and in-house food and beverage services. Prior to this position, Jeeva was the Head of Group Performance Reporting and Investor Relations for Maybank from 2019 into March 2021. In this capacity, Jeeva's portfolio included management reporting, annual business planning and budgeting, long-term strategic and financial planning, strategic cost management, stress testing financial analysis, recovery and resolution planning, customer profitability analysis, investor relations and sustainability communications for the Group. With over eight years of investor relations experience in all matters related to equity and debt investors including credit rating exercises, she has been the Head of Investor Relations for Maybank since 2016.



Saravanan Desigamanie, aged 39, male, a Malaysian, holds a Master of Business Administration (Finance) and a Bachelor of Information Technology (Hons.) (Software Engineering) from Multimedia University, Cyberjaya. He also holds a Certificate in Investor Relations ("CIR") of the Investor Relations ("IR") Society (United Kingdom). A recipient of the Sime Darby Foundation Scholarship award, Saravanan began his career in Sime Darby Berhad in 2004 as a software analyst before being appointed to the role of Special Officer to the Executive Vice President, Group Strategy & Business Development of Sime Darby in 2008. In 2010, he was assigned as the Special Officer to the Managing Director ("MD") of Sime Darby Energy & Utilities, while serving under the MD's Office as well as the Project Management Office. In 2012, Saravanan was appointed as Assistant Vice President, IR. As part of the IR unit of Sime Darby, Saravanan was a key pioneering member who was instrumental in engaging the ESG investors, particularly in Europe. In 2017, he assumed the role of Strategy & Innovation Manager of Sime Darby Plantation Berhad, working closely with the Chief Strategy & Innovation Officer to build innovation culture and carry out innovation capability building programmes across the corporation. Saravanan joined Malakoff in June 2018 as the Head of IR, spearheading the Group's engagement with the investment community. In February 2020, Saravanan was appointed as the Head, Strategy & Communication Division, overseeing the Group's corporate strategy, investor relations, corporate communications and stakeholder management units.



Clement Chua is a Senior sell-side equity analyst with well accomplished background in covering stocks in financial services, telecommunications, media and consumer-oriented sectors (i.e. F&B, retail, automotive). He possesses deep industry relationships with strong track records in equity recommendations and investor returns as captured by Bloomberg. Currently, the sectors under his purview are the Banking sector in addition to leading and supervising the TMT (Technology, Media, Telco) cluster in Kenanga's Research Department. Apart from this, he has also developed a knack in corporate strategy and business development which form critical talking points to drive meaningful relationships with internal and external parties.