

Document:	Speech by Datuk Seri Tajuddin Atan Chief Executive Officer, Bursa Malaysia
Event:	8 th MIRA Awards Ceremony
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Venue:	Sime Darby Convention Centre, Kuala Lumpur

Assalamualaikum Warahmatullahi Wabarakatuh

Mr. Steven Tan, Chairman of the Malaysian Investor Relations Association or MIRA.

CEOs and their representatives of public-listed companies,

Colleagues,

Ladies and Gentlemen,

Good afternoon.

Thank you, Steven, for the welcome, and for an opportunity for me to say a few words at the eighth edition of the Malaysian Investor Relations Awards.

Ladies and Gentlemen,

1. Bursa Malaysia established MIRA in 2007, with a vision of a more efficient, shareholder-friendly

capital market through excellence in Investor Relations.

2. Today, it remains the only professional Investor Relations association in Malaysia, dedicated to using Investor Relations to promote corporate governance, transparency and enhance shareholder value.
3. Over the years, MIRA has extended commendable efforts to cultivate stronger Investor Relations best practices among public-listed companies. I would like to take this opportunity to applaud the team for their various initiatives which include ongoing direct engagements with in-house practitioners, providing internationally recognised certification, and promoting dialogue through thought leadership platforms.

Ladies and gentlemen,

4. This year, the MIRA Awards Ceremony is themed “Investor Relations: The Art of Communicating Value”. Steven has just spoken about the prerequisites of doing this effectively. Let me just share some thoughts here as well.
5. Communicating value in the context of Investor Relations is an art, indeed. It is one thing to

present numbers and data in the hope that investors will see the value of your company, but it is another thing altogether to present those numbers and data in a way that not only draws the attention of investors, but also **speaks to their beliefs and values.**

6. Information today is abundant, and instant. With access to so much information, today's investors, which include many of us here, are becoming increasingly better informed, more sophisticated and more discerning. Perceptions are formed quickly and decisively.
7. Investors today, retail or institutional, can crunch the numbers for themselves. As globalisation continues to drive interaction between people, companies, governments and global issues, more and more **investors are looking to achieve something beyond monetary gains with their investments;** or, at the very least, they want to be sure that their investments do not support business activities that oppose any of their own beliefs and values.
8. Against this backdrop, companies and businesses today must be clear about their core beliefs and value systems, and importantly, communicate

them in a way that will resonate with their investors.

9. This is where investor relations handled with consistency and honesty can turn investors into advocates and resources that help the company grow, for investors have vested interest to see the business they invest in succeed.
10. Regular discussions with investors encourage consistency in executives to evaluate themselves and the company's performance, while honesty in sharing the business' successes and challenges can lead to investors offering advice, connections and resources that are beneficial to business growth.
11. At the same time, ESG disclosures on non-financial factors such as corporate governance, cybersecurity and environment issues are becoming an increasingly important consideration for investors, forming part of the honest and transparent communication that Investor Relations professionals should effectively articulate to win their confidence and trust.
12. To this end, Bursa Malaysia on our part drives an ongoing agenda to encourage public-listed companies to adopt, and report on

sustainability, corporate governance and transparency. This started with the 2006 introduction of Corporate Social Responsibility disclosures in Annual Reports.

13. In 2015, we enhanced our sustainability reporting framework and issued a Sustainability Reporting Guide and 6 toolkits to assist listed issuers in embedding sustainability into their organisations.
14. However, communicating value to shareholders goes beyond what is printed in our Annual or Sustainability Reports. I believe that each experience shareholders associate with a particular company, is an opportunity to communicate what that company stands for.
15. Investor Relations practitioners therefore, in addition to developing convincing financial performance presentations and annual reports, must work with leadership teams towards internalising a company's fundamental values and beliefs within its operations, and integrating them with its external projections.
16. Ultimately, this exciting landscape shift suggests that a new level of collaboration is required between Investor Relations and the likes of Chief Sustainability Officers, Occupational

Health and Safety, Human Resources and Operations departments to bring about a richer Investor Relations discourse and effectively engage investors – encompassing both **financial and non-financial metrics** and **reflecting long-term values and business strategies.**

Ladies and gentlemen,

17. In Bursa Malaysia's own pursuit towards becoming a leading, responsible and globally connected ASEAN Marketplace, we remain committed to supporting the development of the Investor Relations profession in Malaysia, and look forward to creating opportunities and growing value together.
18. In closing, I would like to once again thank MIRA for this occasion, and convey my heartiest congratulations to all the award recipients today. Please enjoy lunch, ladies and gentlemen.

Thank you.

Wabillahiitaufig Walhidayah Wassalamualaikum
Warahmatullahi Wabarakatuh