

Keynote Address by Dato' Tajuddin Atan,
Chief Executive Officer, Bursa Malaysia Berhad
for the 5th Malaysian Investor Relations Awards 2015
12.00pm - 2.30pm, 4 June 2015 (Thursday)
The Royale Chulan, Kuala Lumpur

Objective:

1. To recognise and celebrate the achievements of the top IR performers from Malaysian listed entities.
2. To highlight to other public listed companies and IR practitioners the exemplary IR practice that they might seek to emulate.
3. To further instill the culture of IR in the audience so they are convinced to spread it by word of mouth.

Key Messages:

1. This 5th Investor Relations Awards is intended to recognise achievements of the IR community while at the same time inspire new, higher achievements/targets.
2. The Awards theme “Creating Sustainable Value through IR” is aligned to how more investors in this region are starting to view financial and non-financial performance together.
3. MIRA must step up its efforts to increase its members and Bursa Malaysia will support it by providing a platform for it to engage and advance the cause of best IR practices.
4. Sustainability or values based investing is a key theme from a global investing perspective and ESG is the benchmark and future standard that we should all strive to inculcate.

Assalamualaikum warahmatullahi wabarakatuh

Yang Berusaha Mr Steven Tan, Chairman of the
Malaysian Investor Relations Association (MIRA)

Yang Dihormati Mr Anthony Chin, Managing
Director of MIRA

Members of the MIRA Board of Directors

Distinguished CEOs,

Tan Sri-Tan Sri, Dato' Sri-Dato' Sri, Dato'-Dato',
Datin-Datin,

Members of the media

Ladies and gentlemen,

1. A very good afternoon to you all. It is my great pleasure to be here at the 5th Malaysian Investor Relations Awards 2015 to recognize and celebrate the achievements of the top performers in Investor Relations (IR).
2. With more than 350 of you here in attendance today, this is the largest gathering of representatives from the IR community in the five year history of the awards, which is very heartening indeed.
3. I would like to begin by thanking the Chairman of MIRA, Mr. Steven Tan and Managing Director of MIRA, Mr. Anthony Chin for all their efforts in making today's Awards ceremony possible and also for their steadfast dedication in furthering best IR practices by professionals and companies listed on Bursa Malaysia.

4. The theme of this year's awards is "*Creating Sustainable Value through IR*", which is timely considering the increasing influence that sustainability is having on business and investment strategies. The theme brings to the forefront the positive contribution that effective stakeholder communications and good corporate governance practices can give towards making a company more sustainable in the long term.

Ladies and Gentlemen,

5. MIRA was established in 2007 as Malaysia's first and only professional association committed to developing and advancing the status and integrity of Investor Relations and has the full backing of Bursa Malaysia. While I commend MIRA for the work it has done so far, I always believe there is room for improvement. I therefore strongly encourage MIRA to intensify its activities and engagement

programs to boost its reach and increase its membership numbers¹.

6. It goes without saying that MIRA is not alone in this endeavor and Bursa Malaysia stands firmly behind you and will lend our full support by providing a visible platform on which IR practitioners can lead dialogues, seminars, programs and engagements to further advance the cause of Investor Relations.

7. This call to step up has never been more urgent because the practice of good Investor Relations is a journey that should be embarked from the very beginning of a company's inception. Hand in hand with developing a company's brand, presence and awareness is of course the nurturing of relationships with the likes of your shareholders, your clients and your bankers.

¹ Corporate membership - RM 2500 per year (RM2000 worth of training vouchers given back)
New members - RM 1,250 per year (RM1000 worth of training vouchers given back)

8. I for one believe that the foundations of a sustainable company lie on a bedrock of strong relationships based on transparency, openness and constructive communication. But really I don't think I need to reiterate the merits of Investor Relations to those of you assembled here today. It would be as if I was trying to make believers out of people who already believe.

9. With this, I would like to propose that MIRA with the support of Bursa Malaysia and all PLCs to get together to develop a plan and engage more frequently in order to enhance the knowledge, skills and experience in Investor Relations.

Ladies and Gentlemen,

10. Moving Forward, Bursa Malaysia has taken the bold step of introducing the Environmental, Social and Governance (ESG) Index.

11. The Index was launched in 2014 to help measure such things as efforts in environmental conservation, the impact of social responsibility initiatives on the community and the practice of good governance through responsible and ethical decision making.

12. The index allows companies and investors to measure value from a new perspective, one that takes into consideration non-financial aspects such as a company's environmental and societal initiatives.

13. What this means for us moving forward is that investors are looking at both your financial and non-financial performance, and this is not just a passing trend but is fast becoming the new normal².

²Source: Point of View December 2014, Northern Trust - Against the backdrop of an ageing world population & increasing market volatility, there have been a five key themes that have been identified that is driving Institutional Investing trends in 2015:

- a. Search for yield (Longer lives, more retirees mean a greater need for yield generation, capital preservation & diversification)
- b. Managing volatility
- c. Managing new aspects of risk (growing investment complexity & increasing governance demands are driving outsourcing decisions)

14. I believe the best way to future proof your business is to take the initiative now and throw your weight behind the concept of sustainability, and to not only use the ESG index as a benchmark for your performance, but to aspire to be on the index itself.

15. I would also like to take this opportunity to announce that our Bursa Bull Charge returns fully recharged for the second year. This year, it will be held on 20 August 2015. I encourage participation from all of you to support this run for a noble cause. This will be THE day the capital market runs for others.

Ladies and gentlemen

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- d. Investing with a purpose - ESG investing is growing in demand as stakeholders increasingly require solutions to reflect their values
 - e. Thinking & investing outside the box

16. I would like to offer my heartiest congratulations to all the nominees of the Awards today. I would in particular like to applaud all the CEOs, senior management and IR Professionals who are here today for your commitment in championing open engagements and communication with the investing community.

17. With that I'd like to thank you all very much and wish all the best to the nominees.

Wabillahi taufiq wal hidayah
Wassalamualaikum warahmatullahi
wabarakatuh.
