



IR Magazine Forum & Awards

South East Asia

Friday, November 29, 2024
SGX, Singapore

OPTIMIZE

Strategies for efficient & impactful IR

AGENDA

9.30 am Registration, breakfast and networking

10.00 am Opening remarks: Welcome to the forum

Laurie Havelock, editor, IR Magazine

Foong Chong Lek, director, head of family office, Singapore Exchange (SGX)

10.15 am The modern CFO's view on the future of IR

Hafizuddin Sulaiman was voted as The Best CFO in Malaysia by a poll of institutional investors earlier this year and, in that same survey, UEM Sunrise was also voted as having The Most Improved Investor Relations.

Known as a modern CFO with a passion for automation and the transformative impact it can have on finance and investor relations, we start the forum with a fireside chat with Hafiz to learn how to evolve the culture of investor relations so it can be more customer-facing and embrace technology to deliver better outcomes. Specifically, we will discuss:

- A C-suite perspective on which tools and technologies can reduce low-value, manual work and increase high-value activities for IROs
- Ways to challenge the status quo and encourage innovation in investor relations
- How the culture and skills of IR teams need to develop as technologies and IR evolve

Moderator: Laurie Havelock, editor, IR Magazine

Hafizuddin Sulaiman, chief financial officer, UEM Sunrise

10.45 am Optimizing stock performance: Modern techniques for increasing liquidity and minimizing price volatility

To build investor confidence in your stock in a risk-adverse economy, companies need to increase liquidity, visibility and price stability.

This session will explore simple ways to help investors take a position in your stock by optimizing stock market performance. Some of the topics we will cover in this session include:

- How companies can increase their visibility with both institutional and retail investors
- Ways to use technology to help tighten spreads and encourage larger trades



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- Proven methods of making your stock more attractive to investors despite negative sentiment on equities or in your sector

Moderator: Laurie Havelock, editor, IR Magazine

Elena Arabadjieva, chief operating officer & head of IR, Cromwell European REIT

John Han, head of corporate finance and investor relations, Hong Leong Bank

Maria Scetta, CEO & co-founder, DeltaBlock

11.15 am Taking the pain out of targeting: Modernizing shareholder ID and outreach

Do you wish that you had more time to dedicate to finding new investors or to focus on investors that will have the biggest impact in your stock?

Given the many responsibilities that investor relations teams have, finding the time to dedicate to in-depth shareholder analysis and strategic planning can be a challenge. However, as data availability increases and tools become more advanced, we examine how to create an optimized list of targeting prospects and strategic plan to convert more meetings into purchases, with less effort.

- Learn how IR teams can increase return on time spent in meetings by being realistic in their prospects
- Understand how to save time spent on shareholder analysis and simplify your investor prospect list
- Discover how to use technology to improve the likelihood of meeting with investors that will take a long-term position in your company

Moderator: Laurie Havelock, editor, IR Magazine

Vijay Natarajan, analyst – real estate and REITs

Siraphop Paphatthananan, senior manager for investor relations, Asia Aviation

Pattarawan Sookplang, director and head of investor relations, CP Aextra

11.45 am Networking break & refreshments

12.15 pm How to get management to value investor relations

How management perceives investor relations has a direct impact on the time they dedicate to investor-facing activities, the budgets that are allocated to IR teams and the career prospects of investor relations professionals.

This session explores how to improve management attitudes toward investor relations by maximizing the benefit, usefulness and enjoyment when they perform their IR-related duties.

The session will also discuss how investor relations leaders can build credibility with the C-Suite by measuring and demonstrating their impact on the company.



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- Learn how to balance in-person access with virtual meetings so that your management are having the best experience when traveling with the IR team
- Explore ways to enhance your roadshow schedule by including additional activities that maximize the value to management
- Build credibility by understanding how to gather and deliver market intelligence to the C-suite
- Hear about the most effective ways to measure success in investor relations and demonstrate your value to the company

Moderator: Laurie Havelock, editor, IR Magazine

Hiren Krishnani, investor relations and IPO director, Nasdaq

Christine Lau, head of IR, corporate finance & research, UEM Sunrise

Wong Siew Lu, head of IR and sustainability, United Hampshire US REIT

12.45 pm **Closing remarks**

Laurie Havelock, editor, IR Magazine

1.00 pm **Networking lunch**

2.00 pm **IR Magazine Awards – South East Asia | Winners ceremony**

3.00 pm **End of forum and awards**