

A man in a dark suit is seen from the back, gesturing with his right hand towards a large, blurred audience seated in a conference room. The audience members are diverse in age and appearance, and the room has warm, ambient lighting. The text "Managing Analyst Presentation" is overlaid in white at the bottom of the image.

Managing Analyst Presentation

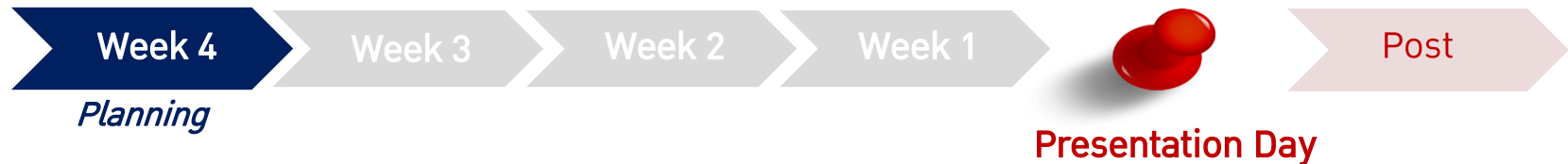
Agenda

- Analyst Presentation Timeline
- Delivering Presentation and Dealing with Questions
- The Value of Feedback

Analyst Presentation Timeline



Analyst Presentation Timeline



Audience

- Who will you target?
- Are they new or familiar with your company?
- How many will you invite?
- How many do you expect?
- Do you already have their contact info or do you need to get them first?
- Is this your first time or you have done this regularly?

Information & Data

- Collect data from finance/ accounting and other related departments

Venue

- Company board room
- Hotel function room (close to BTS/MRT)
- Translators (if necessary)

Analyst Presentation Timeline



Key message and presentation

- Start developing theme, agenda and overall message
- Find out 'Key Message' to be delivered
- Draft storyboard of the presentation
- Check whether necessary info/ data is enough; if not work more closely with other related parties
- Prepare the presentation and make sure all info/ data supports key message
- Prepare expected QA

Invitation

- Work with IT to develop online registration, if possible
- Email out invitation to both analysts and head of equity research (his/ her boss)
- Avoid mass emailing as many email systems will treat your email as spam

Analyst Presentation Timeline



1st Review

- Go through the presentation and expected QA with top executives
- Make sure numbers and calculations correct and top executives are comfortable with the level of disclosure
- Take notes and comments from top executives to adjust the presentation

2nd Review

- Run through the presentation again to ensure their comments and key concerns have been included
- Run through expected QA and provide guidance for sensitive issues
- Provide top executives with related current news/ issues about the company

Questionnaire & Press Release

- Prepare a questionnaire to get analyst's opinions of the presentation and overall event
- Prepare news releases for business media

Analyst Presentation Timeline



Final Review

- Review final Presentation approved by CEO and CFO
- Fix last errors, including last minute comments from CEO/CFO

Cheat Sheet

- Prepare spreadsheets for key operational and financial performance with breakdown numbers and analysis
- Prepare other supporting data (e.g. investment progress, source of funding, news, regulations, industry info, peers comparisons)

Email out

- Email out invitation reminder to audience similar to Week 4
- Send out the presentation to translator for preparation

Printing

- Print out presentation & questionnaire
- Prepare list of confirmed attendees for registration

Analyst Presentation Timeline



- **Registration:**
 - IR and support staff welcome attendees
 - Collect business cards and contact info
 - Hand out presentation hard copy and questionnaire to all attendees
- **Introduction:**
 - MC welcomes attendees and introduces speakers
- **Delivering the presentation and QA**
 - Presenters deliver presentation and answer questions from the floor
 - Suggest time for presentation: 45 min. to 1 hrs.
 - Suggest time for QA: 30-45 min.
- **Closing and Thank you**
 - MC closes the event with thank you and reminds attendees to fill out questionnaire; IR staff collects questionnaire

Analyst Presentation Timeline



Presentation Day

T+1

- Upload presentation to the company's website
- Send thank you email to attendees
- Email PDF presentation to attendees and interested individuals who could not attend the event

T+2

- Summarize QA from attendees for CEO and CFO

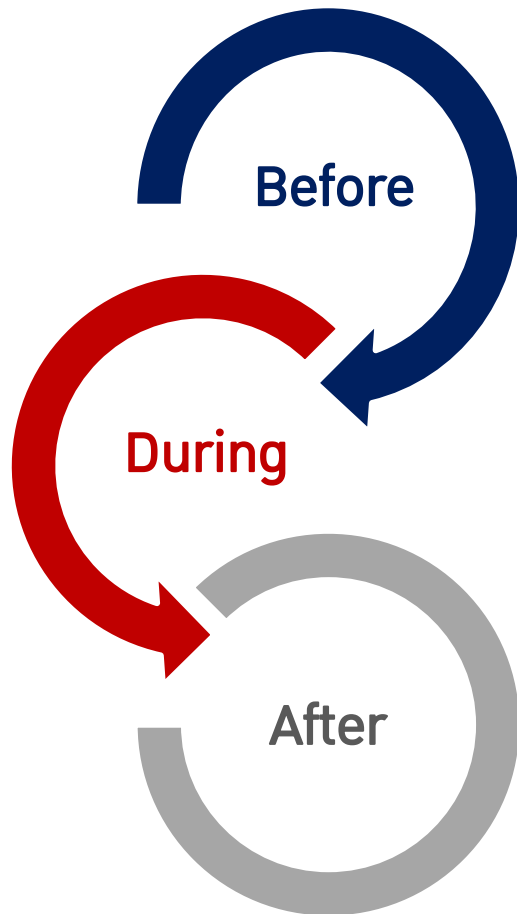
T+3

- Summarize questionnaire results/ comments and deliver it to CEO and CFO

Delivering Presentation and Dealing with Questions



Delivering Presentation



Practice Practice Practice

Confident

Sound excited

Smooth and natural

Don't try to cover too much material

Friendly open up for questions

Delivering Presentation



Preparing Expected Q&A



Focus on “Tough” Questions



It's OK to say “I'm not sure, BUT will get back to you” (Admit you don't have all the answers)

The Value of Feedback


The Value of Feedback



What is Feedback?

Why is it important?

The Value of Feedback

A photograph of Elon Musk speaking, gesturing with his hands. He is wearing a dark jacket over a checkered shirt. The background is a solid blue color.

"I THINK IT'S VERY IMPORTANT TO HAVE A FEEDBACK LOOP, WHERE YOU'RE CONSTANTLY THINKING ABOUT WHAT YOU'VE DONE AND HOW YOU COULD BE DOING IT BETTER. I THINK THAT'S THE SINGLE BEST PIECE OF ADVICE: CONSTANTLY THINK ABOUT HOW YOU COULD BE DOING THINGS BETTER AND QUESTIONING YOURSELF."

- *Elon Musk*

The Value of Feedback



Ask for feedback from people with diverse backgrounds. Each one will tell you one useful thing. If you're at the top of the chain, sometimes people won't give you honest feedback because they're afraid. In this case, disguise yourself, or get feedback from other sources.

— *Steve Jobs* —

“Doing a roadshow without providing the feedback is kind of missing the point of the whole thing”.

-Anonymous State Broker
IR Magazine 2014

The Value of Feedback

- **Who** are they to give you feedback?
- **Closed** Questions
- Focus on '**Key Areas**' you want to get feedback from
 - Industry
 - Company
 - Management
 - IRO
- Be **Clear** and **Direct**
- Allow **suggestions** for improvement

The Value of Feedback

Sample of feedback questionnaire

Investors Feedback Questionnaire

Event: _____

	Very Good	Good	Fair	Poor	Very Poor	Comments/ Suggestions
Industry						
Industry growth in 1-3 years?						
Industry growth in 3-5 years?						
Business						
The Company's business structure						
The Company's shareholders structure						
The Company's capital structure						
Operation results compared to peers						
Operational growth in 1-3 years						
Operational growth in 3-5 years						
Confidence in Management Team						
Dividend payment meets expectation						
Investor Relations						
IRO's knowledge about the Company						
IRO's ability to explain and answer questions						
The willingness of IR to support investors' requests						
Quality of financial statement						
Quality of presentation						
Overall satisfaction about IR						

Name (Optional)

Name of your company (Optional)

You are:

- Buy Side Analyst
- Sell Side Analyst
- Fund manager
- Banker
- Others please specify: _____

Please provide comments or suggestions about our Company or Investor Relations team

Note:

- Very Good = 91% - 100% Satisfaction or Confidence
- Good = 81% - 90% Satisfaction or Confidence
- Fair = 61% - 80% Satisfaction or Confidence
- Poor = 31% - 60% Satisfaction or Confidence
- Very Poor = 0% - 30% Satisfaction or Confidence

The Value of Feedback

Sample of Feedback Report

IR Feedback Questionnaire

Event: _____

Venue: _____

Date: _____

Company Representative: _____

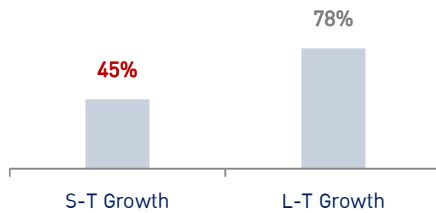
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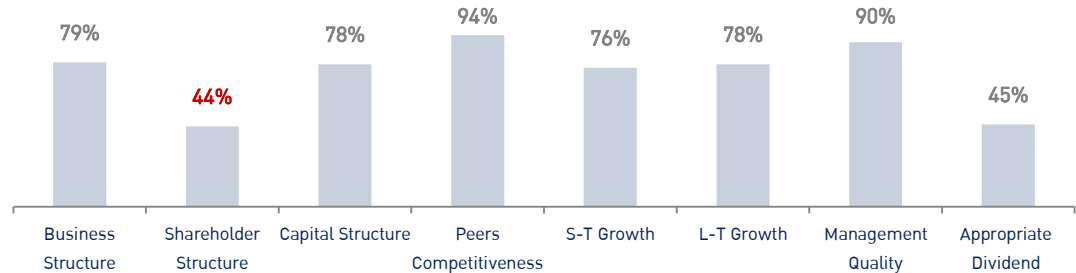
Industry

Investors see our industry is likely to grow
In the L-T rather than S-T



Business

Investors' most concerns are on shareholders structure and dividend payment policy



Suggestions/ Comments

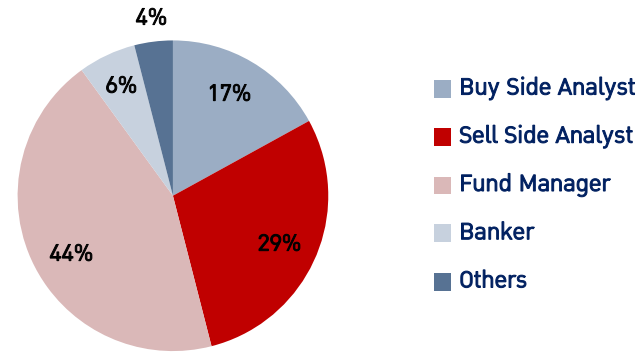
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Investor Relations

IRO needs an improvement in communication



The Value of Feedback

“

**We all need people
who will give us
feedback.
That's how we improve**
Bill Gates, Microsoft

