

# IR MAGAZINE FORUM – SOUTH EAST ASIA

Tuesday, December 8, 2020

Live: 9:00 am to 1:00 pm (SGT)

This event will be held virtually and available on replay

## Agenda

Timings in Singapore Standard Time (SGT)

- 8.45 am **Welcome to IR Magazine's South East Asia Forum**
- 8.50 am **Opening remarks from the chair**  
Ben Ashwell editor, IR Magazine
- 9.00 am **Big picture trends during the pandemic: What to focus on for IROs**  
*To start the day, this session considers the wider impact of the pandemic on companies and IROs. We will discuss how investor interest is shifting, how people can adapt, and how best to think about your company's workforce going forward.*  
Caroline Fong, head of investor relations and chief capital market strategist, Manulife
- 9.30 am **A shift in communication strategy: Increasing engagement in a virtual world**  
*Digitalizing the IR offering has created a number of new practical challenges and new technologies have entered the IRO's daily remit at an accelerated rate. This session will give practical advice on the dos and don'ts for better virtual meetings, and discover creative ways to share your equity story digitally.*
  - How are IR teams successfully emulating in-person engagement during lockdown?
  - What strategies are IR teams implementing to attract new international investors in a virtual world?
  - Which digital tools can help IROs improve their online offering?Moderator: Ben Ashwell editor, IR Magazine  
Mike Garcia, head of investor relations and compliance, Ayala Land and AREIT  
Panporn Sasananan, vice president, investor relations, PTT Public Company  
Ponpinit Upathamp, head of investor relations, Central Pattana  
Gregory Yap, vice president, investor relations, Sunpower
- 10.30 am **Meet the attendees!**  
Take some time to connect with another attendee via the networking feature where you will be matched at random with a fellow attendee for a 5-minute chat.
- 10.45 am **How to adapt your equity story and get buy-in for the long-term vision of your company**  
*During times of market volatility, public companies need to communicate the impact of short-term challenges, and can benefit from reinforcing their long-term value proposition. This session will discuss how IROs across different sectors can successfully communicate with analysts and investors during difficult times.*
  - How can IR learn from peers across sectors to adapt their business and message to new norms?
  - In what ways can IR react to the entrance of new investors?
  - How to communicate your adaptability and short-term successes during times of change.Moderator: Ben Ashwell, editor, IR Magazine  
Elena Arabadjieva, chief operating officer & head of investor relations, Cromwell EREIT Management  
Joshua Lee, senior portfolio manager, Bank of Singapore  
Giovanna Vera, assistant vice president, corporate finance, IR, treasury and M&A, Century Pacific Group
- 11:45 am **ESG: Shaping the company to be resilient & sustainable**  
*As the pandemic has brought many social issues to light, companies and investors are increasingly considering the integration of ESG in companies. This session will discuss the evolving investor expectations on environmental, social and governance issues, and how companies in South East Asia can react to investor needs.*
  - How are investor attitudes toward ESG issues changing in South East Asia?
  - How can companies integrate non-financial disclosures to improve ratings on social governance?

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- What does the buy-side want to hear from investors with respect to ESG?

Moderator: Ben Ashwell, editor, IR Magazine

Esther An, chief sustainability officer, City Developments

Christine Lau, Head of Investor Relations, Digi

Natalia Rajewska, sustainable finance/ ESG associate, ING

12.45 pm **Closing remarks and 1:1 networking**

1.00 pm **IR Magazine Awards South East Asia Ceremony**

Celebrate IR excellence with your peers and tune in for our virtual IR Awards ceremony.