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Controls for investor relations with listed companies and institutions issued in implementation of corporate governance rules and institutional discipline standards

Introduction:

- Investor relations controls aim at promoting the implementation of the best practices in investor relations management in companies listed on the UAE financial markets so that investors can access these companies' material information and statements.
- Investor relations controls are intended to upgrade quality and consistency in responding to inquiries from investors and analysts, promote international investment relations, and increase stakeholders' knowledge and understanding of performance statements through using the best means of communication, improving the brief reports submitted, and developing a sophisticated and more efficient structure for the interaction of the senior/executive management with market requirements.
- Investor relation controls comprise four primary requirements listed companies must meet in managing investor relations as benchmarks on an annual basis where these companies can follow the progress of their relations with investors.

First: Primary requirements

No.	Requirement	Details
1	Appointing an Investor Relations Management Officer	The company must appoint an officer in charge of all matters concerning investor relations management. The appointed officer must meet these conditions: <ol style="list-style-type: none"> Be bilingual (Arabic and English). Have an academic qualification and practical experience in the fields of business, public relations, and accounting. Be familiar with the relevant legal and legislative requirements. Have full knowledge of company activities and potential opportunities. Able to use various communication channels and have strong customer communication skills. Able to deliver to investors complicated technical and financial information about the company.
2	Creating an Investor Relations Section on the website	The company must create a section on its own website for investor relations. This section should be maintained and updated regularly, in line with international standards, and should include: (1) Investor Relations Section contact details (an official telephone number and e-mail address, for example); (2) reports of financial results, whether archived or published; (3) statements of the current fiscal year, provided they include the dates of publishing the statements of financial results, minutes of Ordinary and Extraordinary General Meetings, and any other important events.
3	Publishing disclosed information and statements, together with other statements about the company and shareholders' rights.	The company must publish the information and statements disclosed to regulators, markets, or the public on its own website, such as: <ol style="list-style-type: none"> News, developments, and important events. Interim and annual financial statements and board reports of several past years. Governance report. Ownership structure and percentage. General and regularly updated information published on the official website of the company about its vision, business strategy, activities, and future plans. Information about the stock price of the company, such as the closing price, opening price, and highest and lowest prices during the year, in addition to the various stock values and some financial indicators. Inquiries about outstanding dividends and the mechanism for paying shareholder dividends. Investor Relations Management Officer contact details and the mechanism for submitting opinions, comments, and inquiries. When in crisis, the company must form a committee of employees in senior positions assigned with the task of developing a communication plan with the media and investors regarding the practical steps taken by the company to address the crisis. The company must appoint an official spokesperson to execute the plan.
4	Publishing investor presentations	The company must publish initial presentations that show its financial standing and future strategies and predictions at least once per year. The presentations must be updated following each announcement of financial results (quarterly and semi-annually).

Second: Secondary requirements

1	Submitting financial reports via teleconferences	The company may organize regular press conferences or teleconferences with the media, analysts, or investors following the announcement of any developments of its financial standing or performance in line with the deadlines of releasing its annual reports.
2	Participating in investor conferences	The company may organize gatherings, mobile meetings, or annual conferences with investors and stakeholders.
3	Providing financial analysts	The company may make the necessary arrangements to provide a sufficient number of analysts to cover the performance of its stocks in the market.

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