

## OBJECTIVE

Enhance the Middle East Capital markets by fostering a deeper understanding of investor relations to substantially increase the adoption of best practice investor relations techniques in the region.

We are here to make a difference and deliver material value-add for our members, our stakeholders and the capital markets as a whole.

We wish to lead the Middle East region in promoting learning and training initiatives and supporting the professional development of our members and be the reference point for thought leadership and knowledge sharing for the investor relations and investment communities in the region.

## STRATEGY

> Encourage IR from the bottom-up: Strengthening membership so as to encourage engagement and involvement, particularly corporates.

> Encourage IR from the top-down: Systematic engagement with exchanges, regulators and government bodies throughout the Middle East.

> Advocate for change on behalf of our members, be a voice for change.

> Focus on operational capabilities and support for regional chapters: Ensuring delivery of value-add to members. Improving the MEIRA community experience (chapters, annual conference, seminars, events, promote diversity).

> Focus on learning and training: Augment impact by partnering with key regulatory bodies.

> Encourage membership of non-listed companies - private companies, PE houses and pre-IPO issuers.

## EXECUTION



**Keep it simple**



**Communicate more**



**Promote even greater transparency**



**Make a difference in everything we do**



**Gather feedback on a regular basis from the membership and IR communities**



**Set measurable goals and tangible targets**