



# ORIENTATION SESSION TO CIRO PROGRAMME



## CIRO Orientation Programme



**Marwa Almaskati**

Director of Marketing & Business Development  
MEIRA - Bahrain Chapter Head



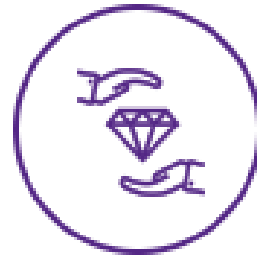
**John Gollifer**

General Manager at MEIRA

# WHAT YOU WILL GET



The tools and techniques to perform and develop your role within the IR environment



A better understanding of the fundamental principles and best practice of investor relations



The tools and techniques to perform and develop your role within the IR environment

# THE PROGRAMME

- ◆ A **3-full-day** training session and a **1-hour paper-based Exam**.
- ◆ Once you attend the training and pass the Exam you will receive the ***Certificate in Investor Relations***, approved by both UKIRS and MEIRA.
- ◆ The Exam takes 1 hour and consists of 60 multiple choice questions. **40 hours self-study is recommended**. A passing score corresponds to a minimal acceptable level of 65%.
- ◆ **Venue:** Bahrain Bourse Business Centre
- ◆ **Target Audience:** IROs or related professions (IR/PR Consultants) and also suitable for those considering a move into IR

# CIRO Fees

## ◆ CIRO training + Exam

- Members: USD2,500
- Non-members: USD3,000
- Additional 10% discount for multiple members

**Fully supported by:**



**Training & Wage  
Support Program**

# CIRO Orientation Programme Bahrain Bourse, 17 June 2019



## Agenda

- Welcome
- MEIRA – The regional professional body for IR
- IR – What is it and why is it important?
- IR – Some other definitions
- IR – Regional market practice
- IR – Your role and measuring success
- CIRO – International certification
- CIRO – Sample Questions
- Next steps
- Q&A

## MEIRA – The regional professional body for IR

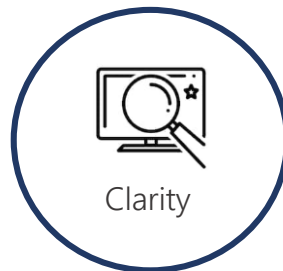
- IR professional peer group
- IR professional development and training – IR certification through the CIRO programme
- IR annual conference and awards – Dubai, 25 September 2019
- IR best practice
- IR career – what's next?



## IR – What is it and why is it important?

- “A strategic management responsibility that integrates finance, communication and with regulatory rules and compliance to enable the most effective two-way between a company and the financial community, ultimately contributing to the the issuer achieving fair valuation in the market” – MEIRA
- Being a public listed company is a big responsibility, not least to your shareholders – Company Law
- Compliance, competition and international investors

### 6 Cs of Success



## IR – Some other definitions

- Regulator – “The right approach is to pursue sustainable growth on the basis of positive outcomes for clients and consumers, both retail and wholesale.”
- Management/Board – “A key principle is that there should be a regular and consistent of engagement, over time, between a company and its key investors, in order to develop and maintain relationships.”
- Note: This doesn’t mean a responsibility to maximize the share price!
- Investor – “The purpose of Investor Relations is to attract the shareholders you never to lose.”

## IR – Regional market practice

Markets with a current IR regulation in the Middle East



### UAE

- > Year: 2015
- > Appoint an Investor Relations Officer
- > Create an IR section in the corporate website
- > Publishing disclosed information and statements, together with other statements about the company and shareholders' rights
- > Publishing investor presentations



### Oman

- > Year: 2019
- > Appoint an Investor Relations Officer
- > Create an IR section in the corporate website
- > Take part in all IR workshops organized by MSM and MEIRA
- > Get your CIRO Certification

Saudi Arabia and Kuwait are also planning to regulate the IR function with similar requirements

## IR – Your role and measuring success

Company	IR Team	IRO
<ul style="list-style-type: none"><li>• Return on Equity(ROE)</li><li>• Total Shareholder Return (TSR)</li><li>• Capital Efficiency</li><li>• Market Capitalisation</li></ul>	<ul style="list-style-type: none"><li>• Shareholder Register</li><li>• Perception Studies/Market Feedback</li><li>• No. of analysts following company</li><li>• No. of meetings per year</li><li>• Meeting conversion rate</li><li>• Awards &amp; Accolades</li><li>• Management of consensus</li><li>• Share Price?</li></ul>	<ul style="list-style-type: none"><li>• Press Release (succinct, factual and accurate)</li><li>• Knows stakeholder groups and can manage well</li><li>• Understands company's business model and operations</li><li>• Credibility – internal/external</li><li>• Market and management feedback</li><li>• CIRO certification</li></ul>

## CIRO – International certification

- Owned by the UK IR Society (CIR) and licensed to MEIRA since 2013 (CIRO)
- Currently c.50 CIRO holders (c.1,600 internationally)
- 4Q 2019 - Bahrain CIRO training and exam
- CIRO Contents: Principles of IR; Financial Markets; Company Law; Regulatory Environment; Accounting, Valuation and Investment Principles; Practice of IR
- Aims to prepare IR practitioners to operate competently with knowledge and best practice
- Over 300 pages of content, split between 6 sections with 60 multiple choice questions (1 hour)
- Pass mark of 65% - what are you waiting for?



## CIRO – Sample Questions

- I) One of the IRO's responsibilities includes managing expectations – this means:
- I. Monitoring analysts forecasts to make sure that they are not out of line with internal estimates.
  - II. Informing analysts of all information which might impact their forecasts.
  - III. Making sure that analysts reduce their forecasts in line with expected results.
  - IV. Being honest and realistic with the market about your company's prospects.
- I & III
  - II, III & IV
  - I & IV
  - All of the above



## CIRO – Sample Questions

2) Auditors of a Plc's annual accounts are required by law to report on which of the following?

- I. Whether the accounts give a true and fair view.
- II. Balance sheet & Income statement.
- III. Notes to the accounts.
- IV. Inconsistencies between the director's Report and Accounts.
- V. Auditable part of director's report.

- II & III
- II, III & IV
- All of the above
- None of them



## CIRO – Sample Questions

3) Company X is listed on the Stock Exchange. The company's share price is 900. It has 16,000,000 shares outstanding. The company reported earnings of 12,000,000. Company X's P/E is:

- 12
- 15
- 17.7
- 9



## Next steps

- Registration through BIBF or MEIRA – [www.meira.me](http://www.meira.me) / [bahrainbourse.bibf.com](http://bahrainbourse.bibf.com)
- MEIRA rate of USD2,500 for study guide, online mock exam, 2 to 3 day training programme followed by exam
- Tam funding available for Bahraini nationals
- 4Q 2019 - Bahrain CIRO training and exam

# Q & A

# Thank You

