

Getting ready for the 2020 MEIRA Best Practice IR Awards



Amani Korayeim
EMEA Director
Institutional Investor

Amani Korayeim is the All-EMEA Director for Sales and Product Development of Institutional Investor's and Extel Research business. She oversees key client relationships, strategic partnerships and the launch of new research products as well as the expansion into new markets including Middle East and Africa. She works closely with IR and executive management teams, running capability assessment workshops to help inform and drive IR engagement and outreach strategies.

Before joining Institutional Investor, Amani worked in the business information sector providing research based advisory services to professional services companies on global mandates. She has spent the last 7 years in the IR space and speaks regularly at IR society seminars looking at IR outreach optimisation and impact of new regulatory environment on IR. Amani obtained the Certificate of Investor Relations (CIR) from the UKIRS and graduated from the University of London with a BSc in Economics & Politics.



John Gollifer
General Manager
MEIRA

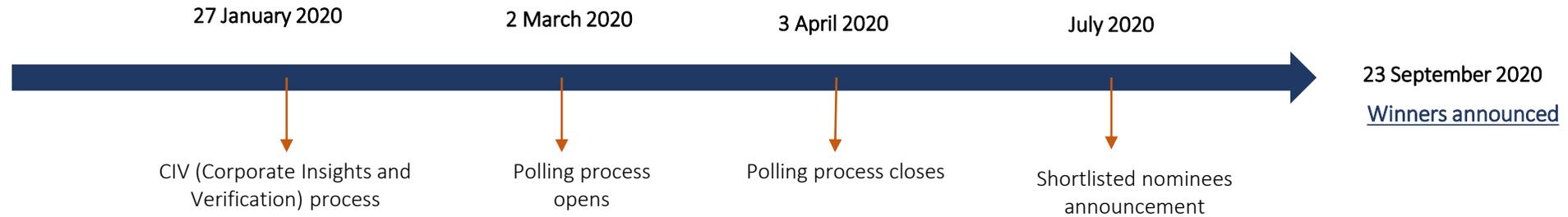
John Gollifer joined the Middle East IR Association (MEIRA) as General Manager in January 2019.

John was the General Manager and an executive director of the Board of the UK's Investor Relations Society from 2012 to 2018. On joining the IR Society, which works in partnership with other IR associations, including MEIRA, John led IR training for the International Certificate in IR (ICIR) in Chile, Indonesia, Japan, Nigeria, Singapore, Thailand, Turkey and the UK, as well as for the Certified IR Officer (CIRO) in the Middle East. From 2016 to 2018, John lectured at the University of Liverpool in London on the MSc in Strategic Communication programme for the IR module which he created. In 2018, John was awarded an Honorary Fellowship of the UK's IR Society in recognition of his services to IR.

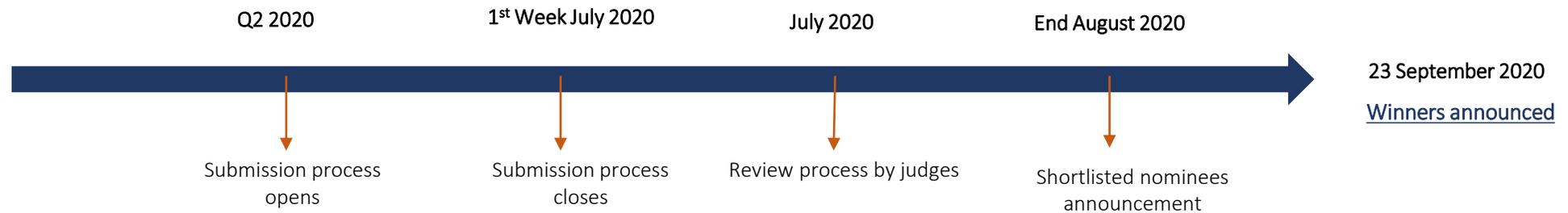
Prior to this, John spent 11 years at the Singapore Exchange where he was Senior Vice President and responsible for investor relations, among other roles in corporate strategy and communications. He established and ran the IR Professionals Association of Singapore from 2006 to 2008, is a multiple IR award winner and he created and taught an IR course at the Singapore Management University from 2009 to 2012.

John has a BA (Hons) degree, Diplomas in Banking (ACIB) and Marketing (ACIM) and MBA degree.

IR Best Practice Category – Institutional Investor



Best Annual Report & Best Digital Communication





**STRENGTHEN YOUR
INVESTOR OUTREACH
WITH INSTITUTIONAL
INVESTOR RESEARCH**

2020

**INSTITUTIONAL INVESTOR
RESEARCH
EUROPE & EMERGING EMEA
IR PERCEPTION STUDY**

CHANGES IN 2020

INSTITUTIONAL INVESTOR RESEARCH ACQUIRED EXTEL IN MARCH 2018

**Institutional
Investor**

Credible Research & Reputation

- Part of Euromoney Institutional Investor Plc
- Unique access to market players
- Global research
- **The GOLD STANDARD** – Recognised by global market players as industry benchmark
- Non-comparable independent performance assessment

Why Institutional Investor Research?



Improve your Investor Relations



Improve your company's valuation

Actionable Insights for Better Decisions



WHAT INVESTORS WANT



IDENTIFY PARTNERS

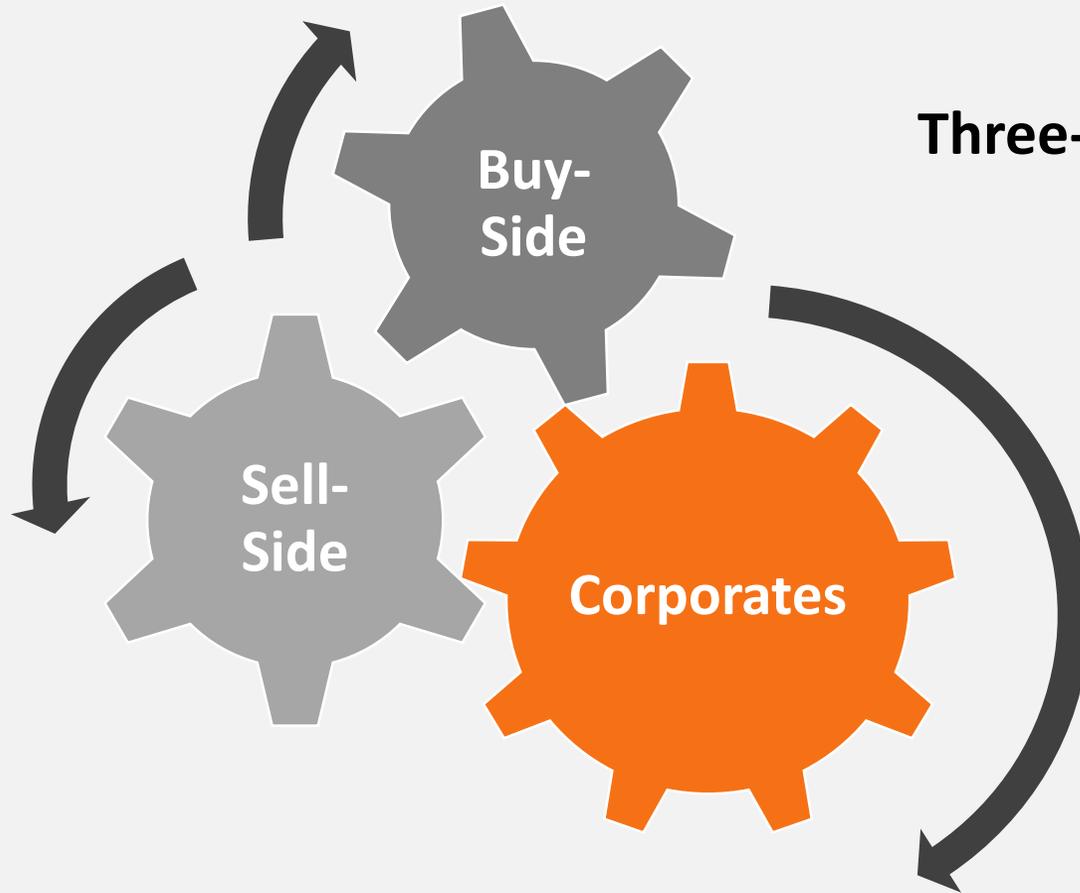


IR PEER BENCHMARK



RESOURCE ALLOCATION

Research process



Three-way Quality and Performance Assessment

2 STAGE PROCESS

Research Process

STAGE 1

Corporate Insights and Verification (CIV) – 27 January – 2 March

- Company verifies their details
- Provide information about their IR structure – responses are anonymised and aggregated from hundreds of companies to produce IR Best Practices
- Evaluate buy and sell-side engagement – to help their performance assessment

 If you have not yet received your personalised CIV link, email IJET@iirgs.com

Research Process

STAGE 2

- Buy-side Voting – [2 March – 3 April](#)
- Sell-Side Voting – [2 March – 17 April](#)
- Please include this banner in all your communication to your stakeholders



The banner is a rectangular graphic with a black background and a teal border. On the left side, there is a vertical teal bar with the text "POLLING NOW" written vertically in white. The main text is centered and includes a call to action, the title of the poll, and a note about the research. On the right side, the Institutional Investor logo is displayed in white.

POLLING NOW

CLICK HERE TO VOTE NOW!

2020 EMERGING EMEA EXECUTIVE TEAM

// Research acquired Extel in March 2018

**Institutional
Investor**

1 Voting area

- Sales
- Corporate Access

CEO, CFO & Investor Relations

Research Firms & Analysts

Please select one of the following areas, then a category, followed by a firm and its analysts

- Industry Research Sectors
- CE3 (Czech Republic Hungary)

Alternatively, search for an analyst by first name or last name

Analyst First Name or Last Name

2 Category

Overall Firm Ratings

3 Firm

We ask you to rate at least Emerging EMEA on their p

Search for a firm

Orascom Development E

Orascom Development Egypt

Investor Relations

Please evaluate the quality of the selected firm on the following areas on a scale of 1 for average to 5 for excellent

Services & Communication

- Productivity of NDR/RD Shows/Conferences ☆☆☆☆☆
- Conference calls ☆☆☆☆☆
- Business & Market Knowledge ☆☆☆☆☆
- Responsiveness ☆☆☆☆☆

Cancel

Save

Methodology I

Voter Universe

- Global
- Combined Extel and II proprietary database

Eligibility Criteria & Verification

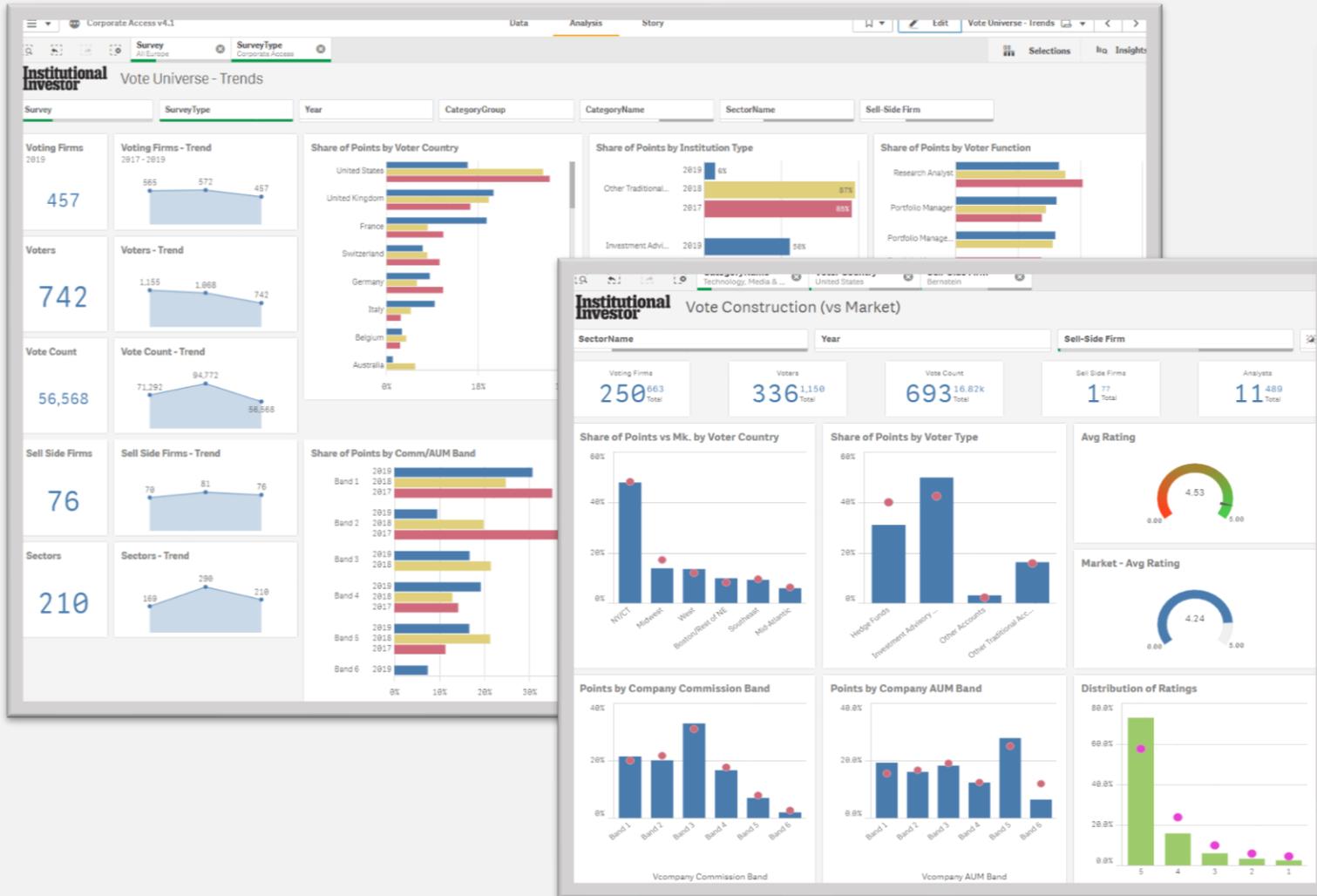
- Corporates must be headquartered in the survey region
- Sell-side must be certified, publish research during polling and cover region
- Buy-Side must report actively managed assets in country/region and procure research from providers in that region
- Throughout survey process

Methodology II

Voting and Results

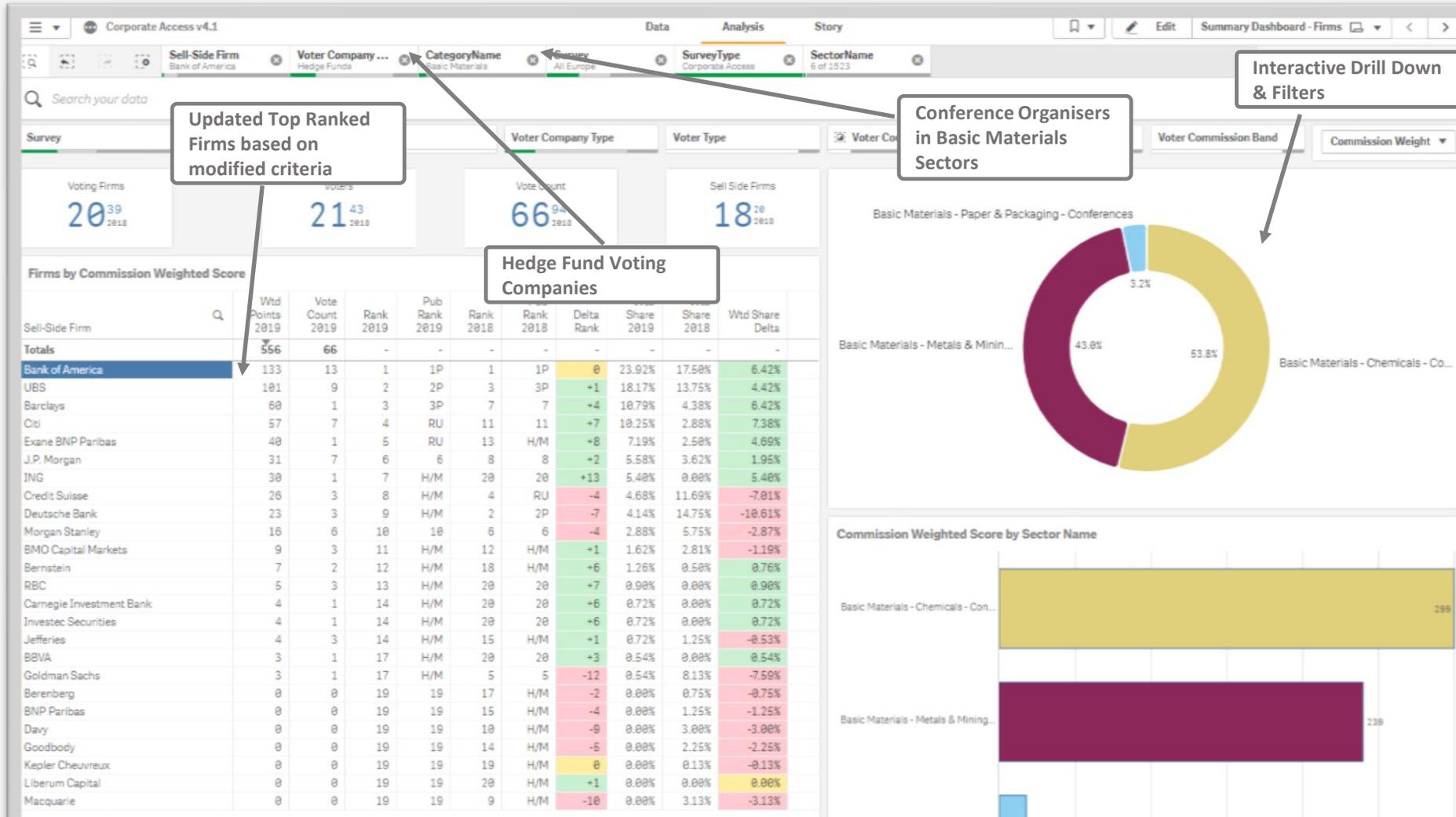
- No Weighting
- Unprompted company nomination
 - Prepopulated executives roster on ballot
- Rating based evaluation
- Core and Small/Mid cap research results
- [Top 3 Sector Results](#) by research category published in late Summer
- MENA results announced at **MEIRA Awards on 23rd September**

Survey Results: Actionable Research Insights & Analysis



- ✓ **Identify** strengths/weaknesses of your IR outreach relative to your peers.
- ✓ **Recognise** which geographic/demographic target markets you engage (in)effectively compared to peers.
- ✓ **Understand** which Corporates deliver
 - The best Financial Disclosure,
 - the best Conference calls,
 - The best ESG reporting...and more based on the views of the buy- and sell-side
- ✓ **Learn** which Executives deliver on:
 - Capital allocation & Financial Stewardship
 - Credibility and Knowledge
 - Quality of Meetings
 - Communication & Responsiveness based on the views of the buy- and sell-side

Survey Results: Actionable Research Insights & Analysis



- ✓ Identify best brokers for
 - Road shows
 - Conferences
 - Corporate access

- ✓ Identify new investors
 - Region
 - Size
 - Type
 - Peer engagement

Deliver better Investor Relations

Assess your engagement, identify gaps, compare with best in class practices to help improve your IR



Build long-term credibility with investment community



Pave favourable market conditions for future financing



Mitigating risk (e.g. shareholder activism)



Drive long-term shareholder and stakeholder value



Deliver **fairer valuation of the company stock**

**STRENGTHEN YOUR
INVESTOR OUTREACH
WITH INSTITUTIONAL
INVESTOR RESEARCH**



**INSTITUTIONAL INVESTOR
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**Institutional
Investor**

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Q & A

Key Takeaways

Thank you

Recording will be available shortly

Visit meira.me and discover our upcoming events

Organised by: