



4 November 2021

If you would like to collaborate in our next newsletter, contact us at pr@meira.me

Weekend reading list

- > Navigating ESG disclosures in emerging markets. *Franklin Templeton* [Read more](#)
- > ESG trends: improving and standardizing disclosure. *Reuters* [Read more](#)
- > Equity investors tackle carbon vs climate objectives. *IR Magazine* [Read More](#)

MEIRA Updates

from
the
GM



Dear all,

MEIRA greetings!

A week on after our annual conference and awards, we are now looking to year-end already. If you have any thoughts on what we may do next year with you, conference or other, just let us know please - [feedback survey](#).

One thing we always hear every year, and we like that, don't get me wrong - it's the only way we learn - is how to get into the annual IR Awards and of course, how to get on the short lists, and ideally, win. We love that too (and it's not as if it has to be like Highlander, remember that classic film, 'there can be only one')?!

There were more than 20 awards presented this year. Allow me to share what I have been saying in the aftermath of our biggest event of the year, notably, addressing enquiries on the coveted IR awards:

There are two distinct sets of awards we promote at MEIRA every year:

1. MEIRA annual reporting awards - both print and digital, according to market cap size (large, mid- and small cap)

These awards are based on the awards' criteria on our website that feature what we believe is most important to address as part of the key statutory reporting requirement, the annual report, first port-of-call for investors.

better each year. It is a competition for attention, if not capital, and reporting is, after all, an important process of reflecting to the outside world what the Board/executive management is thinking, saying and judging its own performance against, including KPIs. Importantly, external stakeholders need all this information to understand what companies are doing and to decide whether to invest or not. Investors have choices, after all.

In sum, we assess the awards' entries with an expert judging panel based on the following:

- What's the key overriding message you are communicating and promoting?
- Why should your target audience be interested as an investor or other stakeholder - what's in it for them?
- Why this report versus your peers, how do you make it better and stand out from all the other annual reports?
- The other important elements we look for include: design; look and feel; linkages across the report, including, for example, objective/purpose, strategy, and KPIs - do these work and make the investment proposition compelling?

Increasingly, we all know that stakeholders, including investors, expect to see more information, including extra-financial metrics, like ESG factors.

Above all, in our opinion, they want to hear the authentic voice of your organisation, including Chair's and CEO's statements. As we heard a number of times at the recent MEIRA conference, ultimately, this is really what can differentiate the way the best businesses present their business: how do you make money; what risks and opportunities are associated with this and how do you manage all this; who is in charge and accountable; how visible are they; what are they saying and do we believe them? Exactly the same things were said at COP26 this week.

When it comes to the digital version of the annual report, this has to be engaging, visual to draw the reader in, match the annual report in print, and give users a great experience in navigation, search and usability, including online access and interaction through

online among hundreds and hundreds of other reports? Time to break the mould, IR people, and digital IR does this!

2. Institutional Investor (II) Emerging EMEA Executive Team survey results

These international best practice IR awards are based on the longest running buy- and sell-side survey of issuers who are included under the II database. To be on this database, companies need to follow a process that we advertise every year leading into the voting period by the buy- and sell-side for our awards in the Middle East. If you are not on this international database, you will not appear in any voting results. Companies need to be proactive to feature in these awards.

For the 2021 results, II included votes for 7 regional markets in the Middle East. To win, companies will have won more votes, literally hundreds of votes in some cases, from the voting universe of buy- and sell-side in the II survey!

In addition to the markets recognised under the II awards, there are additional award categories that feature the following:

Grand Prix - Leading Corporate for IR in the Middle East

Best IR by a CEO in the Middle East

Best IR by a CFO in the Middle East

For the II awards process, please note that the process generally begins in the second quarter of the year and ends about a month or so later. Rest assured that we will keep you posted as and when it starts all over again so that you can prepare accordingly. And remember, you need to be included in the II survey for which the award votes are cast, otherwise nothing can happen for you - the same applies to your reporting lines if they want to know how, who, why and when.

Bravo to all participants and you will only know if you try. If you keep trying, good things

alone win, such leadership galvanised our team effort and do you know what? We won, eventually, and it was so worth it after years of trying, learning and making sure that no-one (not even your boss) can ever take that away from us!

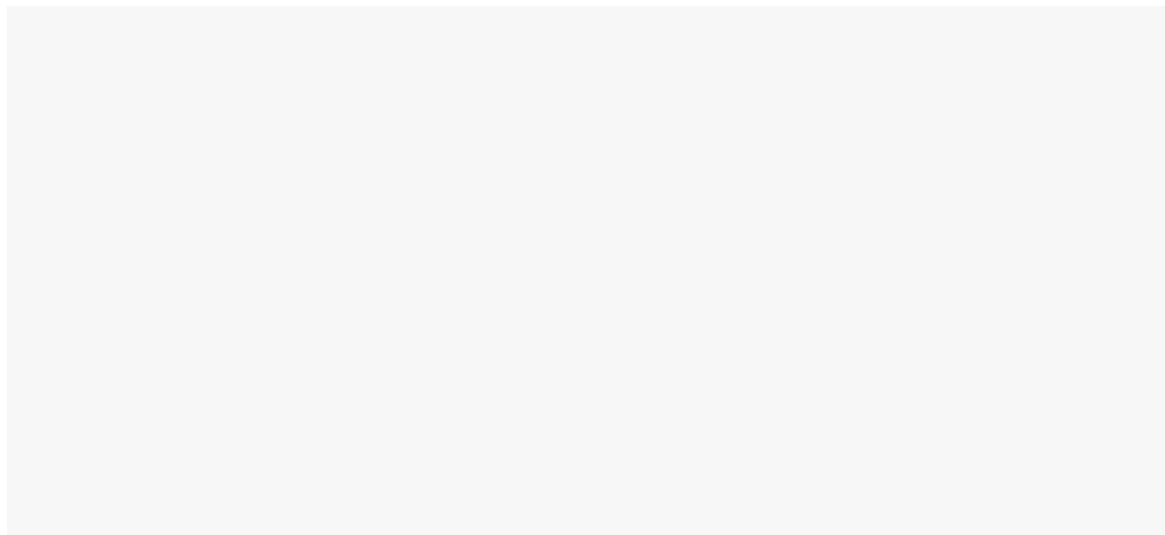
It is a process, a hard one, like so much in IR (and life), so let's get with it and let's do this all over again. For many of you, your annual reporting cycle begins again very soon - don't forget ESG factors and integrating these into your reporting, or at least starting the process. It does take time, we all get that, but begin, everyone else is.

Well folks, that's it for today. Stay well, hope to see you again soon given we still have more to do before the year is out.

Best wishes,

Team MEIRA

Publications



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Download now our [2021 Middle East IR Practitioners Report](#) and find out how the profession has evolved over the past months and the key trends for future IR leaders.

Saudi Exchange issues ESG disclosure guidelines for listed companies

The Saudi Exchange announced that it has issued Environmental, Social, and Governance (ESG) disclosure guidelines to promote sustainable growth in the Kingdom. The guidelines demonstrate Saudi Exchange's continued commitment to support more than 200 listed companies and also prospective companies looking to list. The launch of the disclosure guidelines highlights the Exchange's efforts to raise awareness on the importance of ESG within the Saudi capital market.

The ESG disclosure guidelines launch coincides with a growing global focus on ESG. Capital markets have an important role to play in promoting sustainability and Saudi Exchange is committed to advancing the Saudi capital market, in line with Vision 2030.

[Download the ESG guidelines](#)



Training

Integrating ESG/Sustainability into IR

MEIRA is delighted to partner with SRI-Connect, a pioneer in understanding and addressing sustainability issues for IR, and SITA (Sustainable Investment Training Associates), to offer an ESG/sustainability training course for IR practitioners.

Upon completion of training, course delegates will understand how to respond to the needs of the investment community, including being in a position to begin the integration

Training flyer

A purple banner featuring the MEIRA logo on the left. In the center, a white rectangular box with a thin orange border contains the text "MEIRA TRAINING" in large, bold, purple letters. Below this, in smaller blue text, it says "Visit meira.me/training to check the 2021 Calendar".

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Do you want to join MEIRA?

Don't miss the opportunity to join our IR community and become a member today.



We are looking forward to welcoming you!

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With the support of our annual strategic partners

Annual Strategic Partners



[About Middle East Investor Relations Association](#)

East capital markets.

This involves a commitment to fostering increased dialogue among its members and to encourage them to share and adopt best practice techniques within the field of IR. In partnership with stock exchanges, regulators and other market participants, MEIRA supports companies through its professional development and certification programmes as well as its membership community and network of country chapters.



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