



香港投資者關係協會
Hong Kong Investor Relations Association

HKIRA's First-ever Publication “*Investor Relations Best Practice Guide*” Contributed by 10 IR Professionals of Leading Hong Kong Listed Companies

Hong Kong (11 December, 2017) – **Hong Kong Investor Relations Association (HKIRA)**, a professional association dedicated to promoting the profession of investor relations to international standards, is pleased to announce today the launch of “*Investor Relations Best Practice Guide*,” its first book since the association’s establishment. The book offers a closer look at the work nature of the investor relations (IR) industry in Hong Kong with practical tips and advice based on real-life experiences from IR professionals at Hong Kong’s listed companies.

Dr. Eva Chan, Founding Chairman of HKIRA, said, “HKIRA is proud to launch its first publication. Since we established the Association in 2008, we have seen prominent growth of the IR industry in Hong Kong, and it is our mission to advance the practice of investor relations as well as the professional competence and status of our members. This Guide gives tips and suggestions based on real-life experience from our IR Panel members. They are all from local listed companies of various cap size and sectors, and are well-sophisticated in this surging capital market. We believe this Guide offers a valuable and practical support to listed companies.”

Through collaboration from contributors of various listed companies, the book provides a clear guidance on the best steps to take in different scenarios and tools that IR professionals used to communicate investment proposals and build comprehensive IR programmes for their companies. As an organisation dedicated to promoting excellence in investor relations in Hong Kong, HKIRA strives to advocate the setting of international standards in IR education as well as advance best IR practices to meet the professional development needs of IR professionals.

Mr Paul Kennedy, Group Chief Financial Officer of Hong Kong Exchanges and Clearing Limited said, “It is with great pleasure that I recommend the *Investor Relations Best Practice Guide* to you. I trust that you will find it helpful in achieving our shared objectives, enhancing both the understanding of our own individual organisations and also contributing to that of the Hong Kong equity market as a whole.”

Besides IR professionals, the guide could also benefit other functions in the company as well as those who are interested to start a career in investor relations. The guide not only helps familiarise new IR officers with the industry and practices in Hong Kong, it also helps senior management understand the functions and importance of an in-house IR team, and how different internal parties should collaborate to deliver the best IR and highlight the company’s value.

Mr. Eric Yau, Head of Investor Relations and Corporate Finance of Link REIT, said, “Institutional and retail investors in the Hong Kong stock market are very seasoned. They have a wealth of experience and will make thorough analyses before they make any investment decisions. Investor relations is an important link between the company and its investors, especially in challenging capital markets. IR enables the investment community to have a full appreciation of the company’s strategy, business activities, financial performance, and value drivers.”

“Investor Relations Best Practice Guide” will be available on HKIRA official website and accessible in public and university libraries. To coincide with the book launch, HKIRA has organised a conference on the same day under the topic of “Sustainability of Investor Relations”.

(Remarks: The conference is only open to IR practitioners in listed companies, and the media is not allowed.)

"Investor Relations Best Practice Guide" covers topics including:

1. Stakeholders – how to deal with buy/sell side investors, the media, credit rating agencies and debt investors
2. Investor Relations Partners – how to deal with company management, internal network, registrar and financial PR firms/ IR consultancies
3. Building IR Programmes – how to formulate investment propositions, regulatory disclosure issues, IR websites and more
4. Others – including sustainability and black out period

Quick facts about the book:

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Language	English	
ISBN:	978-988-78614-0-9	
Retail Price:	HK\$300	

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About HKIRA

Hong Kong Investor Relations Association (HKIRA) is a professional association comprising investor relations (IR) practitioners and corporate officers responsible for communication between corporate management and the investment community. HKIRA advocates the setting of international standards in IR education, advances the best IR practices and meets the professional development needs of those interested in pursuing the investor relations profession.

HKIRA is dedicated to advancing the practice of IR as well as the professional competency and status of its members. To date, HKIRA has over 650 members most of whom are working for companies primarily listed on the Stock Exchange of Hong Kong. HKIRA's members are from a wide spectrum of professions including IR, finance, accounting, and company secretarial to corporate investment and hold positions at different corporate levels, including top executives responsible for IR and management of listed companies.

For more information about HKIRA, please visit www.hkira.com.

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