

Understanding the Importance of Investor Relations

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Key topics

1. What is investor Relations?
2. Importance of Investor Relations
3. Role of IR Head / Functions and Responsibilities of the IR Team
4. Importance of Corporate Governance for Business Sustainability





1

What is Investor Relations?

What is IR?

- Division of a business, usually for public companies, whose job is to **effectively control the flow of information** between public company, its investors, and its stakeholders.
- Combines **finance**, **communication**, and **marketing** to effectively tell the company's story to investors





2

Importance of Investor Relations

Importance of IR

Investors play a major and vital role
in the success and growth of a
company



IR comes in

Strong & transparent relationship with
investors



Better company valuation and
long-term share price appreciation





3

Function & Responsibilities of IR

Function & Responsibilities of IR

- Generate interest in the company's stock by meeting investors and pitching the company's story to them
- Keep close communication with current investors
- Bridge between the investment community and the management of the company



Ways to reach out and meet investors

- One-on-one meetings with investors
- Participating in investor conferences
- Roadshows (IPO or capital raising roadshows, or non-deal roadshows)
- Phone calls, emails
- Facility tour



How do we keep investors up to date?

- Periodic reports
 - Annual Report /FS (SEC 17A)
 - Quarterly Report /FS (SEC 17Q)
 - Sustainability Report
- Quarterly analyst
- Quarterly press briefing
- Annual Shareholders' Meeting
- Press releases for major corporate developments



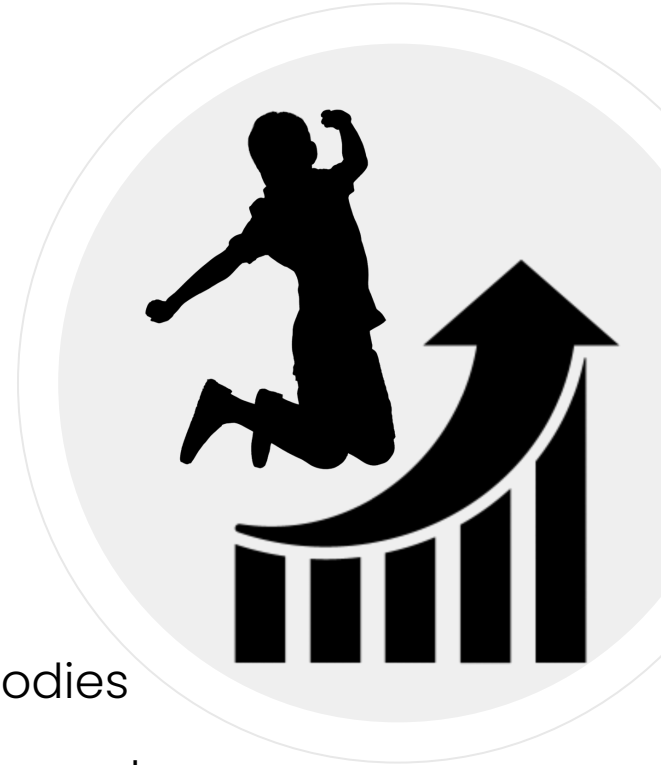
Benefits of a good IR team

- Maintain a loyal shareholder base
- Enhance long-term shareholder value
- Receptive capital markets for future financing at favorable terms
- Lower cost of capital
- Build long-term credibility with the investment community



How do we measure IR team's effectiveness

- Long term share price appreciation
- Diverse mix of investors
- Positive perception of the investment community on the company (both sell side & buy side)
- Recognition from various award-giving bodies
- Full compliance with all regulatory requirements



Awards D&L received over the years

We have been awarded and recognized both locally and internationally

Institutional Investor

2020 – ASEAN Honored Company; Alvin D. Lao as Best CEO in Phils; Crissa Bondad as 2nd Best Investor Relations Professional in the Philippines; 3rd Best IR Team, 3rd Best ESG

2019 – ASEAN Honored Company; Alvin D. Lao as Best CEO in Phils, ranked 2nd in ASEAN; Best Investor Relations Program in Phils; Crissa Bondad as 3rd Best Investor Relations Professional in the Philippines; 2nd Best ESG and Corporate Governance initiatives

2017 – Most Honored Company; Alvin D. Lao as Best CEO; 3rd Best Investor Relations Program

campden **FB**

2017 – Top 50 Global Challengers (2nd place)

ASIAMONEY

2014- Best Managed Company– Small Cap Category (Philippines) candidate

2021 – Most Outstanding Company in the Philippines (Industrial Sector)



2013 - Global Small Cap Index



2014 - Top 10 Corporate Governance and Sustainability Report



2015 - Global Equity Index Asia Pacific ex Japan All Cap & Small Cap

Finance Asia

2019 – Best Mid-Cap Company, 7th Best Investor Relations

2018 – 2nd Best Mid-Cap Company

2015 & 2016 – Best Mid-Cap Company

2015 –Alvin D. Lao as Best CFO – 2nd Place; Best Investor Relations – 9th place

2014 – 3rd Best Mid-Cap



2013- Islamic Market ASEAN Index



2016 & 2015 - Asia's 200 Best Under a Billion



2015 – Alvin D. Lao, CFO Best IR by a senior management team Small & mid-cap – South East Asia



ASIAN DEVELOPMENT BANK

2014 & 2015 - Top 50 Best Performing Philippine-listed Companies - ASEAN Corporate Governance Scorecard



4

Importance of Corporate Governance in Business Sustainability

What is corporate governance?

- **System of rules , practices, and processes** by which a firm is directed and controlled
- **Framework** for attaining the company's objective



Why is good corporate governance important?

- Aligns interest of all stakeholders
- Leads to ethical business practices, which leads to financial viability and long-term sustainability of the business
- Builds public trust in the company
 - = higher investor interest
 - = potentially higher valuation



Areas of corporate governance that investors tend to focus on

- Disclosure practices
- Executive compensation structure
- Risk management
- Composition of the board of directors
- Contractual and social obligations
- Complaints received from shareholders
- Audits





Thank you!