

The 4th Investor Relations Awards 2018

Conference & Presentation Luncheon Agenda

Monday, 21 May 2018 | Grand Ballroom, Conrad Hong Kong, Admiralty

09:30	Registration & refreshment
10:00	Welcome speech ★ Dr. Eva CHAN Chairman, Hong Kong Investor Relations Association
10:10	Presentation - Relative Valuation Effects of Local and Foreign Analysts' Voting: The Case of IR Awards <i>Using a proprietary data set on voting records of analysts and professional investors on Hong Kong listed firms for Investor Relation (IR) Awards for 2015-2017, preliminary finding suggests that the stock price effect of IR award announcements is positively significant. More importantly, awardees receiving stronger voting from international investors experience higher valuation effect upon announcements.</i> <i>Professor Louis Cheng will present the findings from his recent study of IR Awards, and share how international voters/investors disseminate positive information of these voted firms in the market, leading to a stronger market valuation effect.</i> Speaker: ★ Prof. Louis CHENG Professor of Finance, School of Accounting and Finance, The Hong Kong Polytechnic University
10:30	Panel Discussion #1 - Thinking from the Investor Perspective <i>The contemporary capital market is flooded with sell-side analyst research reports that narrate on the buy, sell and hold call of listed companies. The embedded literature is generated by sell-side analysts working round-the-clock, particularly during corporate result seasons. Are the typical content within sell-side research reports generally sufficient and relevant for investor's consumption? What exactly do investor look out for when analyzing a listed company?</i> <i>Alan Lok, CFA from the CFA Institute, will showcase what he has found out in his latest research from the other side of the fence (investors), and commence with an expert panel to discuss better ways for Investor Relation Officers to engage investors with these research reports.</i> Moderator: ★ Mr. Alan LOK Director, Society Advocacy Engagement, Asia Pacific, CFA Institute Speakers: ★ Lisa LAI Director of IR, China Telecom Corporation Limited ★ Lisa MARKLUND CEO Middle East and Asia, Euroland IR ★ Stephen PAU CIO, Hefeng Family Office ★ Richard TSANG Chairman, SPRG ★ Shiu Kee Keith, WU Chief Executive Officer and Executive Director, Sunlight REIT
11:10	Presentation to IR Awards 3-year-winning-companies ★ Prof. Louis CHENG

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11:15	Keynote speech - How to Get IR Placed on the Board's Agenda ★ Mr. Andrew WEIR Regional Senior Partner, Hong Kong, Vice Chairman, KPMG China
11:35	Panel Discussion #2 - Ascent of big data and AI in investment decision – How IR may be affected <i>The increase in data mining offers more information and insights in the marketplace, and large fund management groups are keen to exploit 'big data' to improve their investment returns. While many believe that machine learning can revolutionize many facets of the investment industry, how investor relations (IR) may be affected? How can IROs harness artificial intelligence in the trend of its influence in investment decisions?</i> <i>Join Osbert Kho, CEO of irasia.com, with a distinguished panel in discussion on the outlook of IR in the ascent of big data and AI.</i> Moderator: ★ Mr. Osbert KHO CEO, irasia.com Speakers: ★ Peter CAVENY Assistant Senior Vice President – Investor Relations, Galaxy Entertainment Group Limited ★ Stanley CHAN CEO and co-founder, Farseer Limited ★ Adam RILEY Director, Head of Systematic Active Equity Product Strategy, BlackRock Asset Management North Asia Limited ★ Adam STUCKERT Partner, CIO Advisory, KPMG
12:15	End of Conference / Networking / Luncheon registration
12:45	Opening speech ★ Dr. Eva CHAN Chairman, Hong Kong Investor Relations Association
12:50	Keynote speech by Guest-of-Honor ★ Mr. Ashley ALDER JP Chief Executive Officer, Securities and Futures Commission (SFC) Chairman of the Board, International Organization of Securities Commissions (IOSCO)
13:10	Awards Presentation Luncheon
14:15	End of Luncheon

* Topic names are subject to final confirmation. Presentation slides will be uploaded on hkira.com for HKIRA members' access.

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Guest-of-Honor

Mr. Ashley Ian Alder, JP

Chief Executive Officer, *Securities and Futures Commission*
Chairman of the Board, *International Organization of Securities Commissions*

Ashley Alder is the Chief Executive Officer of the Securities and Futures Commission (SFC) and the Chairman of the Board of the International Organization of Securities Commissions.

Ashley started his career as a lawyer in London in 1984. He came to Hong Kong in 1989 with the international law firm Herbert Smith, practising corporate and business law. He was Executive Director of Corporate Finance at the SFC from 2001 to 2004, before returning to Herbert Smith, later as head of the firm's Asia Region. He rejoined the SFC in 2011.

Ashley attained his Bachelor of Laws degree from the University of London in 1982 and graduated from the University of Cambridge with a Master of Laws degree in 1983.



Keynote Speaker

Mr. Andrew Weir

Regional Senior Partner, Hong Kong, *KPMG China*

Andrew is the Regional Senior Partner of KPMG in Hong Kong. He has over 25 years' international experience servicing listed companies, public bodies, investment funds and MNCs in Hong Kong, Asia and internationally. He is the Global Chairman of Real Estate and Construction, and ASPAC Chairman of Infrastructure, Government and Healthcare, which also includes the real estate, hospitality and transport sectors.

Andrew was appointed by the HKSAR Government as a council member of the Hong Kong Trade Development Council (HKTDC), and a member of the Financial Services Development Council (FSDC) and FSDC Policy Research Committee.

Andrew is Chairman of the Listing Committee of the Hong Kong Stock Exchange and sits on the advisory panels of the Securities Institute, Hong Kong Investor Relations Association and Institute of Chartered Accountants in England and Wales (ICAEW).

Andrew has served as Chairman of the British Chamber of Commerce in Hong Kong, and is also the Chairman of the Pacific Basin Economic Council, and a member of the World Economic Forum B20 Trade and Investment Taskforce. He is also a board member of the Asia Pacific Real Estate Association (APREA) and the Asian Association for Investors in Non-listed Real Estate Vehicles (ANREV).

Andrew was made an MBE in the Queen's Birthday Honours List 2017 for his contribution to trade and investment links between Hong Kong and the UK.



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Conference Speakers

Arranged in order of appearance

Mr. Alan Lok

Director, Society Advocacy Engagement, Asia Pacific, *CFA Institute*



Alan Lok is responsible for engaging the growing CFA Institute member societies in Asia Pacific in advocacy work. In his role, Mr Lok works with member societies to advance awareness and adoption of CFA Institute ethics and standards, as well policy positions on financial market integrity issues. This involves outreach to local stakeholders, including the industry, financial regulator, and the public across the APAC markets. Alan also managed thought leadership research projects carried out by societies leaders as well as facilitating their advocacy activities on the Asia-Pacific Research Exchange (ARX) post publication.

Prior to this role with the Institute, Alan has served three years as the director of Capital Markets Policy within the Standards and Advocacy division of CFA Institute in the Asia-Pacific region. He was responsible for conducting research projects in market instruments and market structures. In addition, he was also given the duty to develop ARX till full completion until its official launch. Mr. Lok works with regulators, institutional investors, academics, and various other stake holders within the financial industry to uphold investor protection and market integrity.

Prior to joining CFA Institute, he was a senior investment manager in a renewable-energy multinational corporation in Singapore. His portfolio revolved around carrying out intensive due diligence exercises in North America, Europe, and Asia Pacific.

Mr. Lok also spent six years as an equity research analyst; initially with a sell-side research house based in Singapore and subsequently with a buy-side boutique house based in China. As a spokesperson for both companies, he appeared regularly on various financial media such as CNBC, Financial Times, The Edge and The Straits Times to discuss issues related to behavioral finance and macroeconomics. He was also featured regularly as one of the regular guest commentator on Mediacorp's "Good Morning Singapore" – a leading Mandarin-language financial TV program in Singapore.

Mr. Lok has extensive teaching experience in the areas of asset valuation and corporate finance. Concurrently, he serves as an adjunct lecturer at the Nanyang Technological University of Singapore.

He received his MBA from the University of Manchester. He was also awarded the FRM (Financial Risk Manager) certification by the Global Association of Risk Professionals.

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Ms. Lisa Lai

Director of Investor Relations, *China Telecom Corporation Limited*

Lisa has extensive experience in investor communications, public relations as well as advertising and marketing. In her current role as the Director of Investor Relations of China Telecom Corporation Limited (HKEx: 728, NYSE: CHA), she formulates investor relations strategies for the company and leads a team to execute the plans which facilitate bilateral communications between management and investors. She is also responsible for the media relations of the company. Prior to joining China Telecom in 2006, Lisa served in various renowned public relations and advertising agencies with sizable and multinational clients.



Lisa received top rankings in her profession recognized by a number of reputable organizations. She was awarded with the “Best Investor Relations Professional” by Corporate Governance Asia for two consecutive years in 2016 and 2017, and was voted as “First Place – Best Investor Relations Professional (Overall)” in telecommunications in All-Asia Executive Team by Institutional Investor for two years in a row in 2016 and 2017. She was accredited with “No.1 Best Investor Relations Officer (Large cap)” at IR Magazine Awards – Greater China 2015.

Lisa graduated from the University of Hong Kong with Bachelor of Finance and holds Master of Business Administration degree from the Chinese University of Hong Kong. She is a CFA charterholder. She is also a member of IR Panel of Hong Kong Investor Relations Association.

Ms. Lisa Marklund

CEO Middle East and Asia, *Euroland IR*

Lisa Marklund is the CEO of Euroland IR Middle East and Asia and has been working in the global Investor Relations business for more than 20 years.

Lisa is co-founder of the company and has been active in Europe for 15 years and for the past 7 in Middle East and Asia. With an extensive knowledge of the IR industry, Lisa and Euroland IR has been providing small and large companies with compliance guidance and professional IR tools, in order to reach and communicate with investors, analysts and other stakeholders around the world.



Lisa and Euroland are long time members of the Middle East Investor Relations Association, the Nordic Investor Relations Association; Hong Kong Investor Relations Association and National Investor Relations Institute.

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Mr. Stephen Pau

Chief Investment Officer, *Hefeng Family Office*

Stephen has a MSc in Actuarial Science from Cass Business School in the UK, and is a Chartered Statistician and a Chartered Scientist. He has over 20 years experience in the financial services industry, having worked in multi-family office, asset management firm, insurance company, corporate reserve fund and brokerage.

Stephen is currently the Chief Investment Officer at Hefeng Family Office. Before Hefeng, he held financial positions in various institutions, including senior portfolio manager at Veco Invest (Asia) Limited; managing multi-manager portfolios at The Hong Kong Jockey Club, the largest institutional investors in the Asia Pacific region; at the quantitative micro-strategy team with Deutsche Bank, ranked one of the top three research teams in the Quantitative / Derivative Category by Institutional Investors; a portfolio analysis specialist with JP Morgan Asset Management in the UK; and a fixed income analyst for The St. Paul Travelers Companies, Inc. in the UK.



Mr. Richard Tsang

Chairman, *SPRG*

Richard Tsang founded Strategic Public Relations Group (“SPRG”) in 1995. Today, SPRG is among the largest PR networks in Asia and the largest PR consultancy in Hong Kong.

Richard is heavily involved in the PR industry, as well as education and community services, holding over 50 board, committee and advisory positions in various business, religious, education and non-governmental organisations. Currently the Global Chairman of Public Relations Organisation International, Richard is the first Asian elected to the helm since the organisation was established in 1970.

He is also a member of the Advisory Council on Food and Environmental Hygiene; member of the Hong Kong Council on Smoking and Health; Executive Board Member of Hong Kong AIDS Foundation; Council Member of The Hong Kong Institute of Directors; advisor to Hong Kong Public Relations Professionals’ Association Limited; Committee Member of Federation of Hong Kong Industries – Group 18 Executive Committee; and Council Member of Hong Kong Q Mark Council. Richard’s other contributions include serving as Member of the Caring Company Scheme Steering Committee of The Hong Kong Council of Social Service; Trustee of Ocean Park Conservation Foundation Hong Kong; and Vice Chairman of The PR Trust.

He has consequently earned over 20 awards in recognition of his entrepreneurship and contributions to the community and industry.



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Mr. Wu Shiu Kee, Keith

Chief Executive Officer and Executive Director, *Henderson Sunlight Asset Management Limited*

Mr. Wu is the CEO of Henderson Sunlight Asset Management Limited, the REIT manager of Sunlight REIT. He has over 30 years of experience encompassing property investment, corporate finance, asset management and investment research. Prior to joining Henderson Sunlight, Mr. Wu served as an executive director at a Hong Kong listed real estate group between 1997-2005.



Mr. Wu holds a Master of Science degree in Engineering-Economic Systems (since renamed Management Science and Engineering) from Stanford University in the United States and a Bachelor of Science degree in Economics and Statistics (High Distinction) from the University of Toronto in Canada. He is a fellow of The Hong Kong Institute of Directors.

Professor Louis Cheng

Professor of Finance, School of Accounting and Finance, *The Hong Kong Polytechnic University*

Dr. Cheng is a Professor of Finance at the School of Accounting and Finance of the Hong Kong Polytechnic University. He is a member of the Investment Committee of the Hospital Authority Provident Fund Scheme (Nov 2016 - Nov 2018) and a member of the Solicitors Disciplinary Tribunal Panel (Nov 2013 - Oct 2019). He also serves as a member for the Business Studies Panel (Joint Research Schemes, Feb 2016 - Jan 2018) for the Research Grants Council (RGC). He served as the Monitoring & Assessment Panel of the Local Self-financing Sector (Feb 2015 - Aug 2017) for the Research Grants Council (RGC). He served as a Council member and a Trustee of the Pension Fund of the Hong Kong Polytechnic University in January 2011 to February 2013. He also served as a member of the Advisory Committee on Human Resources Development in the Financial Services Sector for HKSAR in June 2009 to May 2013. He is currently a member of the Examination Board of The Institute of Financial Planners of Hong Kong (IFPHK). He has been a CFPCM certificant since 2001.



Dr. Cheng graduated with a DBA in Finance from Louisiana Tech University in 1989. Before joining PolyU, he was an Associate Professor of Finance at Murray State University in Kentucky. He served as a Visiting Scholar at Hong Kong Baptist University in 1995-96 and at Southern Illinois University, Carbondale in the Spring of 1997. In the summer of 2003, he served as the HSBC Fellow of Asian Financial Markets at the University of Exeter in UK. Moreover, he has more than 80 articles published in top finance research journals including the Journal of Finance.

Dr. Cheng is an author of *Fundamentals of Financial Planning* by McGraw-Hill, 2006, and the lead author of *Financial Planning and Wealth Management: An International Perspective*, also by McGraw-Hill, 2008. Dr. Cheng served as a project consultant for various organizations including Bank of China (HK) Private Banking, Investor Education Centre (IEC), Securities and Futures Commission (SFC), Mandatory Provident Fund Scheme Authority (MPFA), Value Partners, Agricultural Bank of China (HK) Private Banking, Bank Consortium Trust Hong Kong, Fubon Bank, Hong Kong Exchanges (HKEx), Charles Schwab (US), Tai Fook Securities, and Hong Kong Securities and Investment Institute (HKSI).

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Mr. Osbert Kho

CEO and co-founder, *irasia.com*

Osbert Kho is the CEO & co-founder of *irasia.com* Limited, with more than 20 years of experience and the pioneer in online investor relations. He and his award-winning team have worked with hundreds of listed companies in Asia on empowering their IR work using the latest technology. They developed many innovative IR tools to help listed companies in communicating timely and effectively with their investors. As the leading online IR company in the region, *irasia* is now an integral part of many listed companies' IR strategy.



Mr. Peter John Caveny

Assistant Senior Vice President – Investor Relations, *Galaxy Entertainment Group Limited*

Peter is responsible for and leads all aspects of Galaxy's Investor Relations activities on a global basis. He is a highly respected IR practitioner who has been at the Group since 2006 and has more than 20 years' experience in the IR field having previously worked at a number of Investment Funds and Corporates. He has in-depth knowledge of the Company, industry and capital markets. Peter is instrumental in setting the company's IR strategy and implementing world-best IR practices. GEG has a diverse shareholder base, with more than 60% of the Group's free float held outside of its home market of Hong Kong.



Galaxy Entertainment Group Limited is one of the world's leading hospitality and gaming companies. The Group primarily develops and operates integrated hotel, entertainment and gaming resorts in Macau. The Group is listed on The Stock Exchange of Hong Kong Limited (SEHK: 27) and is a member of the Hang Seng Index.

GEG is one of six gaming concessionaires in Macau with an exceptional track record of delivering innovative, spectacular and industry leading properties, products and services, underpinned by a "World Class, Asian Heart" service philosophy, that has enabled it to consistently outperform the wider market.

Mr. Stanley Chan

CEO and co-founder, *Farseer Limited*

Stanley is the co-founder & CEO of Farseer, an award winning ("2018 B4B Challenge Champion") proprietary big data/A.I. cloud that combines text analytics & search technology to extract realtime financial related intelligence according to clients' criteria & output/alerts format, with user-defined sentimental weightings, with 24/7 web & apps access, to significantly reduce, digitise & automate research effort.

Data/A.I. technology cooperations Farseer has been working along include Caixin, the HK Trade Development Council, the WPP Group companies & the Tsinghua University etc.

Before that, Stanley founded & sold a cash equity brokerage platform primarily focused to deliver timely, bespoke & relevant on-the-ground HK/China stocks intelligence to the hedge funds universe.

Previously an equity analyst & private banker with Citigroup & UBS respectively, Stanley accumulated rich Greater China sector know-how from across primarily the consumer, TMT & automobile industries, & have close connections with technology development across China & the US.



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Mr. Adam Riley

Director, Head of Systematic Active Equity Product Strategy, *BlackRock Asset Management North Asia Limited*

Adam Riley, Director, Head of Systematic Active Equity Product Strategy for Asia Pacific with a specific focus on the Retail & Wealth segments.

Mr. Riley joined BlackRock in 2006 and prior to moving to his current role, was the Asia Pacific Head of Product Strategy for the Retail Business. Prior to moving to Asia, Mr. Riley was Head of BlackRock's EMEA Retail Sales Support Group with responsibilities for 11 country offices within Europe, the Middle East and Africa. Prior to this Mr. Riley was part of the Investment Oversight & Due Diligence Team at BlackRock and earlier in his career Adam trained as a Strategy Consultant in Milan and London.

Mr. Riley earned a BA Dual Honours Degree in International Business with Languages from Sheffield Hallam University and Università Degli Studi Di Firenze in 2004.



Mr. Adam Stuckert

Partner, CIO Advisory, *KPMG*

Adam was the Project Director for a large scale digitalization project helping a leading global supermarket chain to establish their business in China through eCommerce platforms and by building a highly automated, digital enabled customer service organisation.

Adam was the Program Manager and lead for a three-year operations transformation program involving a cloud-based solution implementation, departmental process redesign, and departmental re-organisation. The program involved multiple vendors, multiple departments, and over 20,000 total days of effort, and was delivered on time and on budget.

Adam led a cloud migration assessment project, where the objective was to determine the optimal approach – in terms of IT delivery complexity, risk, and cost – for migrating applications from an on premise data centre to a combination of public and private shared data centres.

Adam was the Project Manager and utilities subject matter expert for a Hong Kong-based electric utility's data integration architecture design. The project involved working with stakeholders across multiple domains of a vertically-integrated utility, and catered for both real-time systems integration and the utility's need to integrate over 250 legacy applications.

As a subject matter expert in electric utilities, Adam managed a project team to develop a 10-year corporate and smart grid strategy roadmap for a north-western China electric utility. During this time, Adam also managed a project team to develop advanced performance measurement models and business analytics software for an eastern China electric utility.

Adam was the industry subject matter expert for a business capability mapping and application portfolio assessment for a Hong Kong-based electric utility, which helped prioritize the valuation of and investment in the client's application portfolio.

