

Hong Kong Investor Relations Code of Professional Conduct

PURPOSE

The Hong Kong Investor Relations Association (“HKIRA” or the “Association”) adopts this Code of Professional Conduct (the “Code”) to assist its members in practicing investor relations with the highest ethical standards. The Code sets out broad principles of behavior which the Association believes are appropriate for its members to adhere to.

The Code has been developed with the following purposes:-

- to advance the practice of investor relations (“IR”)
- to enhance the professional competency and status of HKIRA members
- to facilitate HKIRA members in meeting high standards of professionalism and ethics

ADMINISTRATION

With immediate effect, members of HKIRA are bound by the Code. The Code is subject to revision from time to time to align with current trends in corporate governance and the latest changes in local and international rules and regulations. In case of doubt on the practice or interpretation of the Code, the Executive Committee of HKIRA may be consulted for guidance.

Objective: The Code of Professional Conduct has been developed to reinforce the vision and mission of HKIRA.

Vision:

The objectives of HKIRA are to promote excellence in the investor relations profession in Hong Kong through:

1. providing a platform for investor relations practitioners to exchange views and to share knowledge and experiences;
2. offering education and training programs to support high professional and ethical standards in the practice of investor relations;
3. organizing professional and social events to advance the awareness and standing of the investor relations community; and
4. representing views of its members to the investor community, as well as regulatory and government bodies.

Mission:

HKIRA is dedicated to advancing the practice of investor relations as well as professional competency and status of its members.

THE CODE OF PROFESSIONAL CONDUCT

All members of the Association undertake to uphold the HKIRA Code of Professional Conduct with the following commitments:-

1. to uphold integrity and credibility by practising investor relations with the highest ethical standards;
2. to comply with the relevant laws, rules, and regulations of the jurisdiction in which he/she is residing;
3. to avoid any professional impropriety such as unethical, questionable, or inappropriate behaviour;
4. to keep abreast of the affairs of the company/client as well as the rules and regulations affecting the practice of investor relations.
5. to provide institutional and individual investors, analysts and the media with fair and equal access to publicly disclosed corporate information;
6. to report to the Board of Directors or appropriate regulators of any suspected illegal or fraudulent acts;
7. to recognize that the integrity and credibility of the capital markets are based on complete, timely and fair disclosure of relevant financial and non-financial corporate information and work to the best ability and knowledge to ensure that the company/client fully and fairly discloses such information on a timely basis;
8. to represent himself/herself in a reputable and dignified manner that reflects the professional stature of investor relations, to promote the interests of the profession and not to misrepresent the status of membership of the Association or misuse his/her membership of the Association for any reason; and
9. to maintain the confidentiality of information acquired during the course of work and not to use such information for personal advantage nor for the advantage of others.

HKIRA requires members to pay attention to all regulations which may have a bearing on their actions and to adhere to the HKIRA Articles of Association; the failing of such may result in disciplinary proceedings. The Association also reserves the right to terminate membership upon outcome of the disciplinary proceedings.

Members are also encouraged to inform their employers at the time of their employment that they are subject to the HKIRA Code of Professional Conduct and disciplinary proceedings in the event of non-compliance with such.