

Looking Back – 10 years of e-IR for irasia.com – Going Forward

‘It is hard to believe that 10 years has passed since we launched our visionary e-IR (electronic investor relations) website www.irasia.com for Asia Pacific companies. We have witnessed the passing from a nice-to-have to a must-have for e-IR,’ says Osbert Kho, CEO and co-founder of [irasia.com](http://www.irasia.com). ‘Advances in technology allow companies to translate increased transparency into action.’

When the SEC enacted Reg FD, it meant a new era of information dissemination by US-listed companies to all their investors; then came SOX, reinforcing yet higher standard of corporate disclosure. While these rulings do not directly apply to non US-listed companies, they have set the pace for Asia Pacific stock exchanges to follow. For example, the HKEx has implemented the “Code On Corporate Governance” effective for F/Y beginning Jan 2005.

For Asia Pacific companies, the promise of better IR disclosure draws long-term offshore money from investors, boosting the Asian market as a whole. Companies have since embraced the underlying principle that “open and honest communication is the cornerstone of targeting investors.”¹

‘Going forward, [irasia.com](http://www.irasia.com)’s unwavering commitment is to offer both strategic advice and technical expertise to companies, integrating global best practices in IR with local regulatory compliance,’ explains Kho. ‘A company’s IR strategy could be summed up into three key areas. The first two are what companies devote more attention to, the third one calls for further understanding by most’.

First, maximize the cost benefits of e-IR communications – the cost of servicing all investors is a budget dilemma. All that has made easy for companies willing to make the effort to expand their e-IR, leveraging on professional IR platforms as dissemination media, reaching millions more investors.

Next, maintain a transparent and investor-friendly corporate website – once thought as basically for reporting requirement, the use of a company website is now seen as an essential e-IR communications tool. A strong corporate website can clearly articulate, in content and design, the essence and prospects of a company.

Finally, utilize cutting-edge interactive e-IR solutions – IR efforts are made easier with a new generation of interactive tools. For example, video webcasts put a company in instant contact with constituents, beyond physical limitations. [irasia.com](http://www.irasia.com) offers a value-added approach, advising IROs on the latest array of available tools.

‘Give us a call to find out how you can better deliver your IR!’ suggests Kho. ‘Addressing your objectives, we can construct a plan of action, and apply the available resources to best meet your needs.’

¹ Source: IR Magazine, Article “Targeting Investors: a disciplined approach”, October 2005