

# THE IMEJ JIWA JOURNAL

Issue No.1



*We aspire to create value for you through a formidable integrated communications strategy, uniquely tailored to your requirements and corporate DNA.*

*We firmly believe in developing a personal yet professional relationship  
with  
our clients and stakeholders.*

*We strive to nurture and build a team of high calibre talent pool  
in order to provide the best to our clients.*

## Editor's Note

First and foremost, with greatest pleasure, I would like to welcome you to the first edition of our much anticipated newsletter.

Inside, you will find information about our humble company and what we do. In each issue we hope to be able to feature write ups from our special guest writers and also a feature story on our most current event.

Please feel free to let us know if you have any comments or feedback on what you would like to see more in our forthcoming issues. Email them to [jasmine@imejjiwa.com](mailto:jasmine@imejjiwa.com).

Best Wishes,  
*The Editor*



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October - December 2014

## Our Service Offerings



### VALUE CREATION THROUGH INTEGRATED COMMUNICATIONS

#### INVESTOR RELATIONS (IR)

- Strategic advisory and planning for matters relating to investor relations
- Initiate and secure contacts with buy-side and sell-side analysts
- Review and monitor current and future related issues specific to the client's organisation and industry
- Preparation of the company's fact sheet and presentation materials
- Monitor and review research reports published on the company
- Initiate and build relationship with investment bankers and relevant authorities
- Plan and organise shareholders' meetings
- Plan and organise briefing with analysts & fund managers
- Plan, organise and facilitate site visits
- Deal / non-deal roadshows for corporate clients

#### PUBLIC RELATIONS (PR)

##### Media Engagement

- Media Briefing
- Media Interview
- Media Liaising
- Media Kit

##### Editorial

- Press Release
- Profile Stories

##### Others

- Media Monitoring
- Media Training
- Corporate CSR
- Organisation and Facilitation of Site Visits

##### Events

- Prospectus Launch
- Listing Ceremony
- Press Conference
- EGM / AGM
- Corporate Events

#### INITIAL PUBLIC OFFERING (IPO)

##### Pre-IPO

We assist to establish disclosure guidelines identify and strategize corporate and investment message, develop key communication materials, plan appropriate advertising and organise media & investors' roadshow training. We also prepare the Investor Relations tools (eg. Corporate presentation, factsheets etc) and study the market awareness.

##### IPO Launch

We will draft and release press statements, communicate with media on coverage and interviews, and follow up with distribution of related photographic and other material to the media. We will also execute key IPO events as well as ensure that the client is receiving adequate media and investor exposure.

##### Post-IPO (Retainer Basis)

We assist in organising meetings with investors, ensure continued financial communications as well as publicise the client's good corporate governance measures. Simultaneously, we follow-up on meetings and identify other investor & public related opportunities for the client while continuously review the client's entire integrated communications plan.

#### EVENT MANAGEMENT

##### Events

- Product Launching
- Press Conference
- Corporate Event
- Award Ceremony
- Annual Dinner

## Get To Know The People



Mr. Stanley Khoo  
BA (Hons) ACCA  
Chief Executive Officer

Stanley, a Chartered Accountant by profession and ex-investment banker, has undertaken a large number of IPOs and secondary placement, book-running and underwriting assignments under his belt during his career in investment banks. His extensive knowledge of the industry backed by good relations with institutional investors and research analysts gives him an excellent competitive edge. As a Director of Investor Relations in a previous employment, Stanley was involved in several IPOs including, Datasonic Group Berhad, OCK Group Berhad, Gas Malaysia Berhad, Pavilion REIT, MSM Malaysia Holdings Berhad, UOA Development Berhad and etc.

Mr. Mahathir Mahzan  
BEng (Hons) ACA CA(M)  
Executive Director



Mahathir is an associate member of Chartered Accountants Ireland (previously known as the Institute of Chartered Accountants in Ireland), and a Chartered Accountant (Malaysia) member with the Malaysian Institute of Accountants (MIA). Mahathir graduated with honours from University College London with a Bachelor's Degree in Electronic and Electrical Engineering. He then pursued his Chartered Accountancy training in Dublin, Ireland, with a medium sized audit firm. After successful completion of his professional examinations, he was admitted as a member of Chartered Accountants Ireland, and progressed as an audit manager and subsequently an Associate in the same firm.

Mahathir returned to Malaysia after spending 15 years in the United Kingdom and Ireland and worked for BinaFikir, a local strategic advisory firm and subsidiary of Maybank Investment Bank. Throughout his training and post-qualification work, he has accumulated significant experience in areas of audit, accounting, tax, company secretarial, corporate finance, insolvency and corporate governance.



Ms. Jasmine Cheung  
Bachelor of Arts(Hons)  
Senior Manager

Jasmine graduated as an Interior Architect from Griffith College, Dublin. Her corporate career started as an associate in Kindlon Insurances Limited, a local medium-sized firm of financial advisors and intermediary for financial products. She moved to Malaysia in 2009 and started her career in PR/ IR consultancy before joining Imej Jiwa Communications Sdn Bhd. From her time in PR/ IR thus far, Jasmine has been involved in various IPO exercises such as Pavilion REIT, OCK Group Berhad, Datasonic Group Berhad, Gas Malaysia Berhad.

As a Senior Manager, she is responsible for proactive management of client projects. Her extensive experience gained to date on PR/ IR issues makes her an invaluable part of our team.

Ms. Norraine Chung  
Bachelor of Communications (Hons) Public Relations  
Manager



Norraine has notable experience in her previous employment involving PR campaigns, event management, editorial assignments and social media management. Her education pursues in multimedia advertising, copywriting, media planning and public relations had certainly aided her in these areas. Her experience in the PR field which includes oil & gas, telecommunications, fiber optics, events & talent management background has proven worthy with an extensive network of contacts in the relevant industries.



Ms. Dorothy Mah  
Bachelor of Multimedia (Hons.)  
Senior Associate

Dorothy started her career as a project coordinator at a local production house. Since then, she continued her career in stock-broking industry where she learned about the stock market and gained interest in the stock broking industry. She has acquired more than 6 years of stock-broking experience prior to joining Imej Jiwa Communications as a senior associate.

## Get To Know The People

Mr. Jason Chiew  
Bachelor of Science in Finance & Management  
Associate

Jason joined Imej Jiwa Communications as an associate in 2013 upon graduating from a twinning program with SEGI College and Upper Iowa University. He has since been involved in various event management, PR and IR activities for our clients.



Mr. Michael Lau  
Bachelor Degree of Management & Marketing  
Associate

Upon graduation, Michael started his career as a Marketing Executive with an international firm based in Malaysia. In 2013, he joined Imej Jiwa Communications as an associate, and since then he have been involved in various event management, PR and IR activities for our clients.

Mr. Samuel Lo  
Bachelor of Applied Finance  
Associate

Samuel graduated with a Bachelor of Applied Finance and embarked on his career as a Research Analyst with American Express. Prior to his first stint in full time employment, he has gained additional experience by taking up various internships at multinational commercial banks and audit firms. He is currently undertaking a myriad of finance oriented professional papers to adequately equip himself with the knowledge and expertise to strive in an increasingly challenging and competitive market.



Mr. Jeff Tan  
Bachelor of Communication (Hons) Journalism  
Production Executive

Jeff joined Imej Jiwa Communications as an production executive in 2011 upon graduating from Universiti Tunku Abdul Rahman Malaysia. He has since been involved in various advertising and event management activities for our clients.

Ms. Maliyana  
Bachelor of Business Administrations (Hons) Transport  
Accounts and Admin

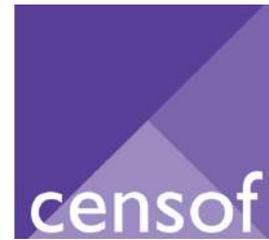
Liya joined Imej Jiwa Communications as an accounts and admin in 2013. Before joining Imej Jiwa Communications, she started her career as account executive with a local firm. She has accumulated 7 years of experience.



## Our Clientele

# ASIA BRANDS

Asia Brands Berhad (“ABB”) is an established and diversified brand conglomerate with over 30 consumer apparel brands in its portfolio. ABB’s business divisions covers 3 core markets; innerwear, baby products and casualwear that distributes market leading brands such as Anakku, Audrey and B.U.M Equipment.



Censof Holdings Berhad (“Censof”) is a global player in its arena specialising in financial management solutions. They have established presence in the market with their financial management solutions, e-payment gateway services, and wealth management solutions. Censof is a brand synonymous with innovative and dependable solutions for both the government and corporate sectors across a myriad of industries.



Crest Builder Holdings Berhad (“CBHB”) is an integrated construction and high profile property player with over 30 years of successful operation in the industry. CBHB is principally involved in construction, property development and PFI & privatization with a comprehensive portfolio of clients from both the private sector and the government sector.



Datasonic Group Berhad (“Dsonic”) is Malaysia’s leading provider of ICT solutions including the smart card personalisation, customisation of large scale ICT software and hardware solutions, project management, consultancy, R&D and technical consultancy services.



Daya Materials Berhad (“Daya”) is an integrated oil & gas company based in Malaysia with a global reach in the industry. Daya’s principal business is predominantly focused in the oil & gas sectors, engineering & construction. Daya has developed various strategic partnerships to venture into marginal oilfields and brownfield developments.



Dialogue in the Dark Sdn Bhd (DID) is a Social Enterprise licensed by DID Germany to conduct business workshops and exhibition in Malaysia. DID have been presented in more than 36 countries and 170 cities throughout the world since its opening in 1988. More than 7 million visitors worldwide have experienced DID and thousands of visually impaired guides and trainers have found employment through DID.



**George Kent (Malaysia) Berhad**

George Kent (Malaysia) Berhad (“GKENT”) is an established engineering company with core businesses focused on the water industry and the delivery of specialized infrastructure projects since 1936. With a proven track record, they are the trusted partner to their stakeholders, delivering quality and excellence locally and across the region.



Goodway Integrated Industries Berhad (“GIIB”) is one of the leading market players specializing in compounds and other rubber related production. GIIB focuses mainly on development, manufacturing and distribution of technical compounds, retreading compounds, tyre compounds and retreading services. GIIB also offers consultancy in compound development and the retreading business.

## Our Clientele



Kanger International Berhad (“Kanger”) is a global integrated bamboo product manufacturer and supplier covering the industry value chain from conceptualization, R&D, manufacturing and production to sales and distributions of bamboo flooring and related products. They are the sole authorized bamboo flooring supplier of B&Q China.



OCK Group Berhad (“OCK”) is principally involved the provision of telecommunication network services. OCK provides full turnkey services that comprehensively cover all 6 segments of the telecommunication network services market: network planning, design & optimization, network deployment, operations and maintenance, energy and infrastructure management.



Signature International Berhad (“Signature”) is the largest kitchen retail network in Malaysia with extensive presence across 15 countries in both retail and corporate project segments. Their business segments comprises of the designing, manufacturing and retailing of kitchen and wardrobe systems, marketing and distribution of white goods, and the manufacturing of glass and aluminum products.



Titijaya Land Berhad (“Titijaya”) is one of Malaysia’s leading property developers with a proven track record in the property industry of more than two decades. Led by innovation and quality, Titijaya has an established presence within the Klang Valley with an extensive portfolio of projects largely focused on residential, commercial and industrial developments.



Weida (M) Berhad (“WEIDA”) is a pioneer in sustainable engineering work across Malaysia with over 30 years of proven achievements. They are the leading manufacturer of high-density polyethylene. Weida’s four core competencies are in manufacturing of polyethylene-based building materials, environmental engineering services, construction of telecommunication infrastructure, environmental and building works, and property development.



Yinson Holdings Berhad (“Yinson”) is one of Malaysia’s premier integrated offshore services provider. Ranked 6th as a global FPSO player, Yinson has international business presence in Malaysia, Thailand, Vietnam, Singapore, Norway, USA and Africa.



## MIRA: The Investor Relations Awards 2014 - 17th June 2014



In an effort in identifying and recognizing companies that have been leading in excellent IR practices, The Malaysian Investor Relations Association (“MIRA”) has recently hosted the 4th Malaysia Investor Relations Awards Ceremony at Sime Darby Convention Centre. Imej Jiwa Communications was engaged to help them from the initial planning stages, the public relations campaign in building awareness, event management and post-event public relations. We would like to extend our congratulations to the award winners and may you continue in leading the way to excellence in IR practice.

### THE INVESTOR RELATIONS AWARDS 2014 WINNERS

- |   |  |
|---|--|
| 1. Best Quality One-One-One Meetings<br>WINNER : Genting Plantations Berhad                                 | 11. Best CFO for IR - Small Cap Category<br>WINNER : Steve Neoh Sze Tsin, Tambun Indah Land Berhad |
| 2. Best Quality of Annual Report & Formal Disclosure<br>WINNER : Sime Darby Berhad                          | 12. Best CFO for IR - Mid Cap Category<br>WINNER : Purushothaman Kumaran, IJM Plantations Berhad   |
| 3. Most Improved Services From IR Team<br>WINNER : Felda Global Ventures Holdings Berhad                    | 13. Best CFO for IR - Large Cap Category<br>WINNER : Datuk Tong Poh Keow, Sime Darby Berhad        |
| 4. Best Business Knowledge and Insights of an IR Team<br>WINNER : Sime Darby Berhad                         | 14. Best CEO for IR - Small Cap Category<br>WINNER : Kho Pok Tong, KKB Engineering Berhad          |
| 5. Best IR for an IPO for 2013<br>WINNER : AirAsia X Berhad   | 15. Best CEO for IR - Mid Cap Category<br>WINNER : Joseph Tek Choon Yee, IJM Plantations Berhad    |
| 6. Best IR Website - Mid Cap Category<br>WINNER : AirAsia Berhad  | 16. Best CEO for IR - Large Cap Category<br>WINNER : Tan Sri Dato' Seri Mohd. Bakke Salleh         |
| 7. Best IR Website - Large Cap Category<br>WINNER : Sime Darby Berhad                                       | 17. Best Company for IR - Small Cap Category<br>WINNER : MKH Berhad                                |
| 8. Best IR Professional - Small Cap Category<br>WINNER : Lim Zee Yang, CB Industrial Product Holding Berhad | 18. Best Company for IR - Mid Cap Category<br>WINNER : Genting Plantations Berhad                  |
| 9. Best IR Professional - Mid Cap Category<br>WINNER : Benjamin Low Ewe Ee, Genting Plantations Berhad      | 19. Best Company for IR - Large Cap Category<br>WINNER : Sime Darby Berhad                         |
| 10. Best IR Professional - Large Cap Category<br>WINNER : Benjamin Poh Chee Fong, Sime Darby Berhad         |  |

# The Investor Relations Awards 2014 - Photo Moments



## *An Integrated Approach To Strategic Communications*

The development of an integrated, strategic approach to communications, which is in line with a company's long-term vision and corporate direction, is imperative and critical to success. Unfortunately, there are countless instances where companies continue to take a tactical, short-term approach to their communications strategy, resulting in an adverse impact on its competitive edge and eventually, its bottom-line and valuation.

So, what do I mean by an integrated communications strategy? It is a two-way communication between the company and its multiple constituents, which comprises a wide variety of iterative loops via multiple communication channels on multiple strategic levels that is aligned with the company's overall strategy in order to enhance its strategic positioning. The diverse and rapidly expanding array of constituents is a broad audience that encapsulates customers, employees, shareholders, suppliers, competitors, the investment & financial community, regulators and the general public.

It is imperative that a company's C-Level executives has a complete understanding of how an effective communications strategy can be a differentiator for business, drive strategy and unlock a company's intrinsic value. The importance of communications shows that it is critical that communications professionals have a seat at the strategy-making table. Strategy cannot be executed if a company cannot effectively communicate about it. It has to be positioned in the center of everything in order to be optimally effective. It is important when things are going well and even more crucial when things are not going according to plan. It is applicable during both economic booms and busts.

The collapse of Enron and the recent global financial crisis that was caused by financial deregulation and the greed of Wall Street was partly a result of lack of transparency, which resulted in distrust of corporate giants among its constituencies. In light of these corporate disasters and financial tsunamis, regulators have insisted in more transparencies and consistent communications in order to keep a company's stakeholders informed of its developments, results and plans. Communications now have to be crisp and give more clarity.

Executives must carefully think about the objectives of a company for each specific communication. They have to determine who the audience will be, the message that needs to be delivered and choose the most effective channel. Both the message and the messenger are critical, but at the same time, the feedback from the audience after the message is communicated is important as well.

A company will need to adopt a multilevel approach in order to design and implement its communications strategy. It will need to identify the different communication functions – media relations, employee communications, financial communications, community relations, Government relations, marketing communications and others. Within each of these different functions, a company will need to identify the specific objectives. For example, under financial communications, a company's objectives may be to promote transparency and keep shareholders and the financial community informed of its financial results and at the same time to manage analyst expectations. Under the media relations, the objectives will include Public Relations and crisis management.

Within each of these communication functions, a company will then need to identify the primary and secondary constituencies. For example, under financial communications, the constituencies will be institutional and retail investors, equity research analysts, and media. The communication channels for a company's financial communication function will be regular analyst briefings, conference calls, investor roadshows, annual reports, quarterly result announcements and others. Under community relations, the constituencies may include communities, non-Governmental organisations, and media. The communication channels may include town hall speeches and discussions, Corporate Social Responsibility initiatives and philanthropy work.

Within the perspective of Malaysian public listed companies, there are many instances in which companies are not in constant communications with its stakeholders. The only efforts made are the statutory disclosure requirements like issuing annual reports, quarterly results and material events announcements and holding annual general meetings. The result of this is an uninformed public, poor valuations, lack of liquidity in their quoted shares, and absence of institutional investors in their shareholding spread. To rectify this situation, these companies can take proactive measures to engage their existing shareholders and potential investors by holding regular briefings, site visits and investor roadshows, capitalising on mainstream media to reach out to the public to keep them informed of its developments via media interviews and press conferences, and enhance their presence in social media and internet by improving the quality and relevance of information on their websites. They can also engage sell-side equity analysts from various research houses and educate them about their operations, financial track record and future outlook in order to get valuable research coverage. These initiatives will result in a renewed interest among the investment and financial community, enhance their shareholder mix and unlock their valuation, resulting in their ability to leverage their presence in the capital markets to raise future funds for growth and have a positive impact on their earnings.

What is also important here is that within all the various levels of communication functions, companies must ensure that they speak in harmony. Messages must be consistent and clear. They must sound like they are coming from the same place, leading in the same direction. In addition, it must be stressed that companies must have a solid corporate communications team that has valuable access to the mainstream media and investment community in order to plan and execute the strategy. Appropriate training must be given to the spokesperson(s) of the company to ensure consistency and clarity of messages.

Companies that focus on the long term, with a strong and unwavering set of values, are proven to be the most enduring. These companies are also proactive in their communications, instead of reactive. They have a master communication strategy. At the end of the day, it is not just about meeting expectations of the next quarter's numbers. It is not just about short-term gratification and "getting good ink" and media coverage. It is about keeping the public well-informed, building the trust from the various constituencies, ensuring that expectations are well managed and deliver according to the communicated plans, and getting a valuable insight into the public's perception about themselves.

Once the strategy and framework is in place, companies must also ensure that they have defined key performance indicators to track the progress and impact of their communications strategy. Without a clear and definitive measurement framework in place, an excellent strategy can be wasted if no corrective actions are taken when KPI's are not met.

Finally, I need to highlight that companies that continue to take a laissez-faire approach to communications and put it in the back-burner without a clear sense of direction will lose its competitive edge and market relevance.

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Written By:  
Mahathir Mahzan

<i>Date</i>	<i>Month</i>	<i>Happenings</i>
2	October	Signature International Berhad - Induction Meeting
6	October	Goodway Integrated Industries Berhad - Star Interview “Falling rubber price good news for Goodway”
7	October	Century Software (M) Sendirian Berhad - JV with Asian Business Software Solutions Sendirian Berhad Signing Ceremony
20	October	Yinson Holdings Berhad announced “Yinson’ FPSO Knock Adoon Receives Contract Extension Worth USD 39 Million”
23	October	Titijaya Land Berhad NDR in Singapore with CIMB
20 – 30	November	Proposed Q3FY14 Financial Result Announcements <ul style="list-style-type: none"> <li>- Daya Materials Berhad</li> <li>- Datasonic Group Berhad</li> <li>- Kanger International Berhad</li> <li>- Goodway Integrated Industries Berhad</li> <li>- Crest Builder Holdings Berhad</li> <li>- OCK Group Berhad</li> </ul> Proposed Q1FY15 Financial Result Announcements <ul style="list-style-type: none"> <li>- Signature International Berhad</li> <li>- Titijaya Land Berhad</li> </ul> Proposed Q2FY15 Financial Result Announcements <ul style="list-style-type: none"> <li>- Weida (M) Berhad</li> <li>- Asia Brands Berhad</li> <li>- Censof Holdings Berhad</li> </ul> Titijaya Land Berhad - AGM & EGM
25	November	Titijaya Land Berhad - Foundation/Annual Dinner
4	December	Imej Jiwa Communications (IJC) Christmas Cocktail Party
15	December	Signature International Berhad - 8th AGM
19 – 26	December	Proposed Q3FY15 Financial Result Announcements <ul style="list-style-type: none"> <li>- George Kent (M) Berhad</li> <li>- Yinson Holdings Berhad</li> </ul>