

WELCOME to POSTGRADUATE PROGRAMME

The London School of Public Relations – Jakarta

The Leading Graduate School of Communication

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

MASTER OF ARTS IN COMMUNICATION : MARKETING COMMUNICATION

E-learning Programme

SUBJECT/LECTURER :
INVESTOR RELATIONS /
Bambang Sumaryanto, MBA, M.Si

2nd SESSION

Roles & Function

Investor Relations

Investor Relations

- A Strategic management responsibility that integrate finance, communication, marketing and securities law compliance to enable the most effective two-way communication between company, the financial community and other constituencies, which ultimately contributes to a company's securities achieving fair valuation

(National Investor Relations Institute –NIRI)

Objectives of IR

- Explain the company's vision, strategy and potential to investor and intermediaries, e.g. analysts and the media
- Ensure the expectation of the company's stock price are appropriate for its earnings prospects, the industry outlook and the economy
- Reduce stock price volatility

IR REQUIREMENT

1. Solid in Finance & Accounting principles, incld terminology & rules for the company industry
2. Detailed knowledge of short-term and long-term financing needs
3. Have an excellent knowledge of Capital Market and understand how they operate (buy sie/sell side)
4. Writing Skills + Communication Skills
5. Planning Expertise

IR STRATEGY

INVESTOR

- Institutional
- Individual
- Analysts

Intermediaries

- Media
- Rating Agencies

2017/09/27 15:53 | Stock News A − A +



PT Bank Tabungan Pensiunan Nasional Tbk (BTPN) baru saja mengantongi peringkat AAA(idn) dari Fitch Ratings Indonesia untuk surat utang yang akan diterbitkan perusahaan.

Peringkat ini diberikan untuk Obligasi Berkelanjutan III Bank BTPN Tahap II Tahun 2017 sebesar maksimum Rp 1,5 triliun dengan jangka waktu maksimum tiga tahun. Peringkat AAA(idn) ini merupakan peringkat tertinggi yang diberikan Fitch pada skala peringkat nasional untuk indonesia. Itu artinya, BTPN dipercaya memiliki ekspektasi risiko gagal bayar yang paling rendah untuk Obligasi ini dibanding emiten atau surat

2017/09/27 15:54 | Industry A − A +



Penyedia layanan transportasi berbasis aplikasi, Grab Indonesia meresmikan Grab Driver Center (GDC) yang berlokasi di Maspion Plaza, Jakarta, pada Rabu (27/9). Pembukaan kembali GDC tersebut sebagai bentuk perhatian Grab Indonesia kepada para mitra pengemudinya dalam memenuhi kebutuhan finansial dan non-finansial mereka.

Ridzki Kramadibrata selaku Managing Director Grab Indonesia menyatakan bahwa GDC tersebut merupakan satu-satunya driver center yang ada di Indonesia dalam industri penyedia tranportasi berbasis aplikasi.

Sekadar informasi, GDC tersebut baru dikhususkan

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ANNUAL MEETING – RUPS

http://annualreport.id/
perusahaan

ANNUAL REPORTS

- The Purpose
- Content

PUBLIC EXPOSE

PROXY SOLICITATION

IR Intermediate Tools

- **Press Release**
- **Web site**
- **Fact sheet**
- **Reports**
- **Speech Transcripts**
- **Advertising**

IR Advance Tools

- Road Show
  - CEO, CFO and IRO present the company to investment community
- Conference Calls
  - Made after Quarterly Report Release
- Investor Day
  - Company invites investor and analyst to a formal series of presentation by company's managers


Thank you!