



VITAL FACTOR CONSULTING
Creating Winning Business Solutions

Marketing Your Public Listed Company To Fund Managers and Securities Analysts

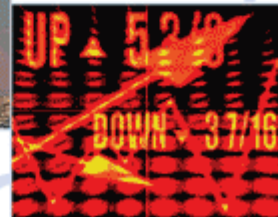
*A Critical Market Study on
What Excites Fund Managers and Securities Analysts
and How to Increase Your Company's Share Price*



Position Your
Company to be
Attractive to Fund
Managers and
Securities Analysts



Make Business
Decisions that
Meet the
Approval of Fund
Managers and
Securities Analysts



Understand the Critical Information Fund Managers and
Securities Analysts are Seeking and Increase your Share Price

CONTENTS OF MARKET STUDY REPORT

A Critical Market Study on What Excites Fund Managers and Securities Analysts and How to Increase Your Company's Share Price

How favourable will Fund Managers/Securities Analysts view the following business decisions:

Business Operations:

- Having operations/manufacturing in China
- Having diverse subsidiaries
- Revenue derived mainly from Malaysia
- Revenue derived mainly from exports
- Highly integrated business
- High dependency on Government projects
- High dependency on key customers
- High dependency on key suppliers
- Having large size order book
- Having a focused range of products/services

Corporate Policies:

- Paying dividends and how much to pay out
- Buying back own company shares
- Having large cash reserves
- Chairman of Board of Directors is also MD

Organisation and Management:

- Flat structure for subsidiaries
- High dependency on MD
- Family members holding senior positions
- Young management team
- Influential figures as Directors

Communicating effectively with Fund Managers and Securities Analysts

Investor Communications:

- Where do Fund Managers and Securities Analysts obtain information on PLC
- Effectiveness of Fund Managers and Securities Analysts briefings and site visits
- Communication role of company website
- Interactions required to increase profile with Fund Managers and Securities Analysts
- Value of benchmarking against industry
- Importance of in-house investor relations

- Effective methods of communications with Fund Managers and Securities Analysts
- Perception of CMDF-Bursa Research reports
- Influencers in the decision making process

Lessons from Favourite Stocks:

- Favourite Main and Second Board, and MESDAQ listed companies and reasons
- Favourite industries and reasons
- Recent purchases and reasons
- Factors that discourage investment in PLC

Key decision factors

- Information required when considering buying PLC shares
- Characteristics and profile of an excellent PLC
- Decision factors when buying PLC shares
- Key business, financial and management factors when considering buying PLC shares

- Factors that encourage buying of PLC shares
- Factors that trigger sell down of PLC shares
- Preference for professional or owner managed PLC
- Allocation of investment funds to Main and Second Board, and MESDAQ listed companies

Profile of Fund Managers and Securities Analysts

- Demographics (gender, race, age group)
- Readership of Newspapers and Magazines
- Favourite free-to-air TV channels
- Subscription to pay-TV

- Size of funds under management
- Ownership structure
- Management of local and foreign funds
- Active in local and foreign Equity Markets

PLC = Public Listed Company



BACKGROUND TO MARKET STUDY

USAGE OF REPORT

The report is developed specifically to assist you in the following areas:

- Make winning business decisions that are within Fund Managers and Securities Analysts' expectations
- Formulate corporate policies that are highly favourable to Fund Managers and Securities Analysts
- Develop effective communications strategies and programmes and accurately target Fund Managers and Securities Analysts

BENEFITS TO YOUR COMPANY

The report will provide you with the following benefits:

- Increase your company's share price by meeting expectations of Fund Managers and Securities Analysts
- Increase demand for your company's shares
- Increase your company's profile among Fund Managers and Securities Analysts
- Increase the attractiveness of your company among Fund Managers and Securities Analysts

You achieve your benefits through:

- Understanding what Fund Managers and Securities Analysts need and expect from your company
- Knowing how Fund Managers/Securities Analysts make investment decisions and recommendations

Your understanding and knowledge comes from our report **"A Critical Market Study on What Excites Fund Managers and Securities Analysts and How to Increase Your Company's Share Price"**

RESEARCH METHODOLOGY

All information were derived from primary market research through market survey:

- Respondents to our survey were Asset and Fund Managers who were directly responsible for making buying decisions on shares of public listed companies, and Securities Analysts who were responsible for analysing and recommending purchase of shares of public listed companies
- A wide spectrum of asset and fund management companies, investment organisations and securities houses in Malaysia were approached for the market survey
- A total of 89 interviews were conducted. All interviews were conducted face-to-face through prior arranged appointments
- The majority of the surveys were conducted during the months of September and October 2005

VITAL FACTOR CONSULTING SDN BHD

- We are an established Business Consulting and Market Research firm in Malaysia since 1993
- We have extensive experience in the corporate finance sector and have consulted to many public listed companies in Malaysia, and multinational companies locally and overseas
- Visit our website for more details: www.vitalfactor.com

This Market Study was developed to assist Main and Second Board, and MESDAQ listed companies meet the expectations of Fund Managers and Securities Analysts



PURCHASE FORM

Report Pricing

A Critical Market Study on What Excites Fund Managers and Securities Analysts and How to Increase Your Company's Share Price

RM7,500 per report

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I would like to purchase(number) copies of the Report.

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