

MANAGEMENT DISCUSSION AND ANALYSIS: Value-Added Investment Tool?

Management Discussion and Analysis or MD&A is a form of narrative reporting mandatory under Bursa Malaysia Listing Requirements for annual reports of public listed companies for FYE on or after 31 December 2016. MD&A presents an overview of the Group's business and operations, objectives and strategies, discusses and analyses its financial results and condition, reviews its operating activities, identifies any anticipated or known risks and presents forward-looking statements.

MD&A is a core and powerful communication tool used to explain the figures and financials to make them more easily understood and more meaningful. It helps to describe how the company has created value and how it plans to continue to do so. Its effectiveness obviously is dependent on how well it is written and presented.



INTRODUCTION

Management Discussion and Analysis or MD&A is a form of narrative reporting mandatory under Bursa Malaysia Listing Requirements for annual reports of public listed companies for FYE on or after 31 December 2016. MD&A presents an overview of the Group's business and operations, objectives and strategies, discusses and analyses its financial results and condition, reviews its operating activities, identifies any anticipated or known risks and presents forward-looking statements.

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COURSE OBJECTIVE

The topic is designed to provide an invaluable insight into what MD&A entails, its importance as a mandatory disclosure item in an annual report and explore in greater details the various requirements and implications. MD&A is not only a narrative reporting that links various parts of the annual report and connects the financials to readers but also serves as a value-added investment tool for investors. A well-written and effective MD&A will go a long way in facilitating investors in making informed investment decision-making.

Participants will learn about the characteristics/practices of a good MD&A statement and how to write an effective statement. Exemplary quality MD&A statements will also be showcased.

METHODOLOGY

Lectures facilitated by PowerPoint presentation and real examples and supplemented with videos, wherever applicable.

COURSE CONTENT

- Purpose of MD&A
- Regulatory requirements and implications
- Characteristics/Practices of a good MD&A statement
- Exemplary MD&A Statements
- How to write an effective MD&A statement?

TARGET AUDIENCE

- Board Directors, CEOs, CFOs and Senior Management Personnel
- Investor Relations Officers and Company Secretaries
- Existing and potential equity investors and other stakeholders

ADMINISTRATIVE DETAILS

DATE	:	07 th June 2017
DURATION	:	Half-day (0900 – 1300)
VENUE	:	Seri Pacific Hotel Kuala Lumpur
FEE	:	RM932.80 (inclusive of 6% GST)
PAYMENT	:	Cheque is to be made payable to BURSATRA SDN. BHD.

Postponement / Cancellation within seven (07) working days prior to the event are subject to a cancellation / postponement fee of 20%. Full amount of the registration fee(s) is chargeable for non-attendance of the participant(s).

**4 CEP
POINTS**

SPEAKER'S PROFILE



CHONG CHEE FERN

B. Econs. (Accounting), University of Malaya

Mr. Chong, a Chartered Accountant registered with the Malaysian Institute of Accountants, holds a B. Econs. (Accounting) (2nd Class Upper Hons.) Degree and a Postgraduate Dip. In Accounting, both from University of Malaya. He is also a holder of the Certified Financial Planner (CFP) qualification and has vast experience in banking and capital market with many years of exposures in internal audit, corporate planning, investor relations, risk management, monitoring of public listed companies and corporate governance. He was the former General Manager, Corporate Monitoring in Minority Shareholder Watchdog Group (MSWG) where his job responsibilities entailed mainly supervising the monitoring of selected public listed companies, complaints and MSWG's newsletters and the annual surveys for the Malaysian Corporate Governance Index.

Mr. Chong had delivered several talks and participated in speaking engagements, seminars and forums encompassing corporate governance, internal audit, capital market issues, audit expectation gap and how corporate reporting could meet investors' needs. He is also an HRDF certified trainer. He had many years of experience in Bank Negara Malaysia, involved in supervising financial institutions and preparation of the Bank's annual report and budget. His attachment with a large international shipping corporation had also enriched his experience in the areas of finance, corporate planning and investor relations. He had worked with international consultants in the business transformation programme and also for many years was responsible for drafting the Chairman's Statement and Managing Director's Report for the corporation's Annual Report. He had served in various positions in an investment bank with experience mainly in internal auditing and risk management.

REGISTRATION FORM

MANAGEMENT DISCUSSION AND ANALYSIS: Value-Added Investment Tool?

0900 – 1300 hours

› Event date:

07th JUNE 2017

› Details:

Name of Participant :

Designation :

NRIC / Passport # :

Name of Company :

Address of Company :

Contact Person & Designation :

Tel.# :

Fax # :

E-mail :

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TO REGISTER,
PLEASE CALL 03-7958 8001 / 03-7958 8002 OR
FAX REGISTRATION FORM TO: 03-7954 8001 OR
E-MAIL TO: sophiah@bursatra.com.my

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