

Practical Investor Relations

Guest Lecture @ Universitas Bakrie
“Government & Investor Relations”

Tuesday, 05 June 2012

What is Investor Relations?

The basic understanding

“An activity to maintain shareholders and the general public’s expectation of the company’s performance as projected in the share price through an equal disclosure of corporate information to external parties in accordance with Bapepam and IDX regulations.”

Why they need Investor Relations?

The parties

The Shareholders; *true valuation of their asset*

The Company; *access to competitive cost of funds*

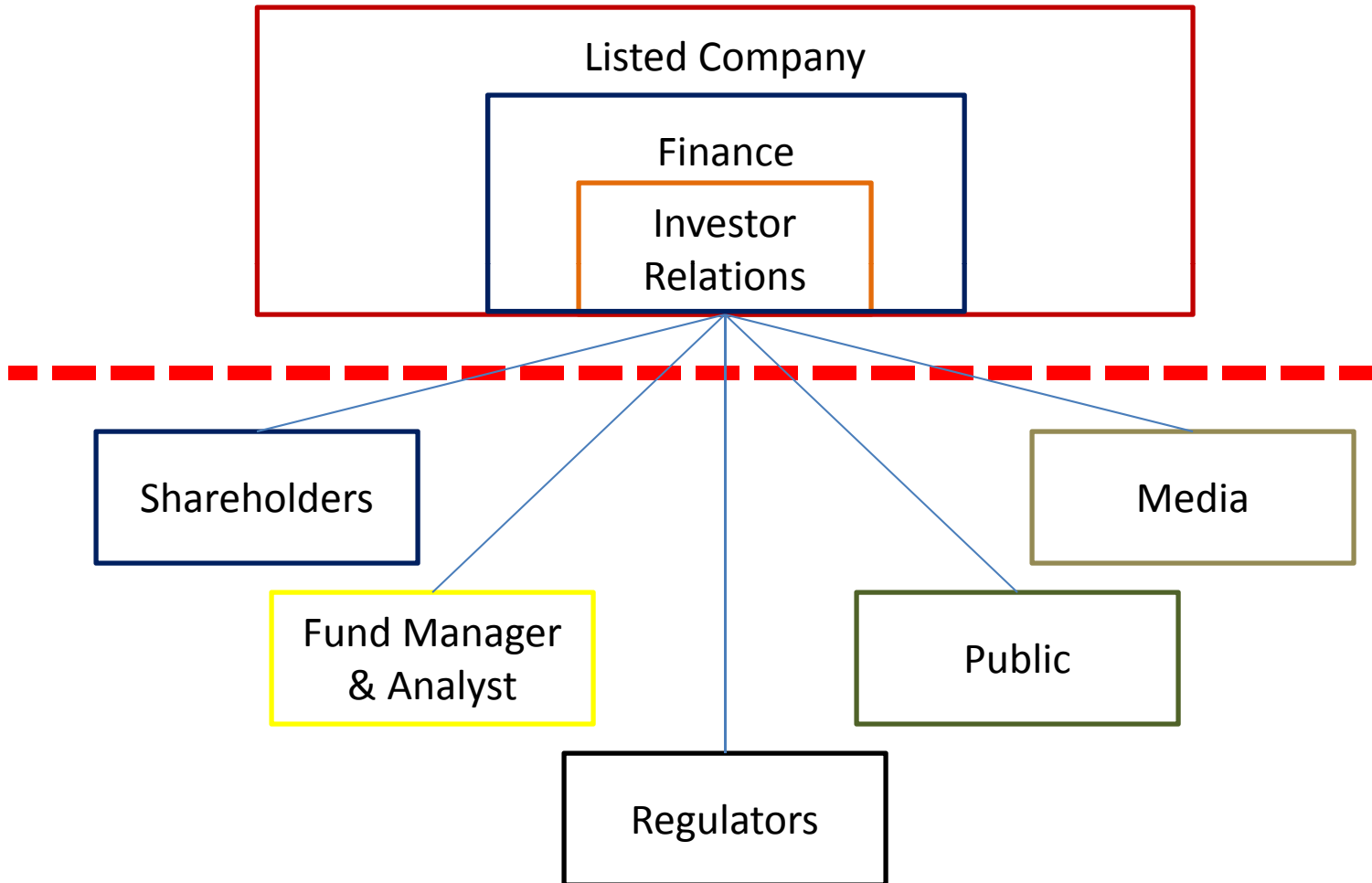
The Fund Manager and Analysts; *access to investment*

The Regulators; *access to the company*

The Media; *source of news*

The Public; *source of information*

Where is Investor Relations?



When we need Investor Relations?

Bakrie Sumatra Plantations Tbk. (UNSP.JK) - Jakarta

[+ Add to Portfolio](#)



200.00 **↓25.00(11.11%)** 4:33AM EDT

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

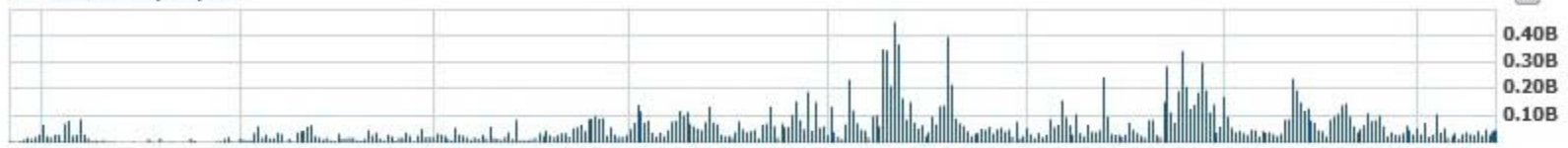
CHART SETTINGS ▾

RESET

Week of May 28, 2012: **UNSP.JK 225.00**



Volume: 22,105,600



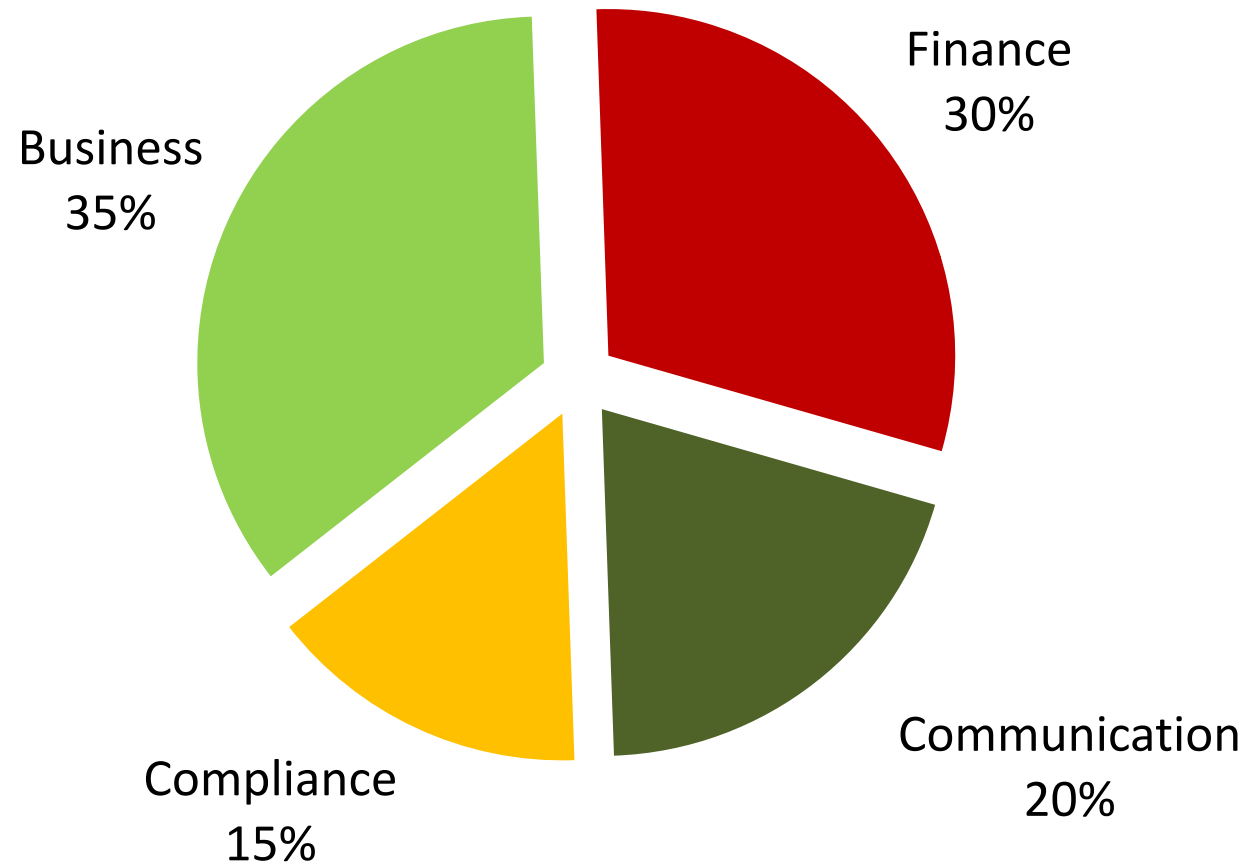
1D 5D 1M 3M YTD 6M 1Y 2Y 5V **Max**

FROM: Nov 4 2004

TO: May 28 2012

-47.06%

Who is Investor Relations?



HOW?



- Tools:
Annual Reports, Financial Statements, Management Presentation, Newsletter, Management Discussion and Analysis, Press Release, Website
- Events:
Public Expose, Analyst Meeting, Roadshow, Conference, One-on-One Meeting

THANK YOU



Hadi Susilo (32yrs) as Vice President in PT Bakrie Sumatera Plantations Tbk currently heads the Corporate Finance and Investor Relations Division where his contribution started in August 2011.

Prior to that Hadi has gained comprehensive understanding of financial market by taking key managerial roles of Corporate Secretary and Strategic Business Development in Cargill Starch & Sweeteners Indonesia (2009-2011), Investment Analyst for PT CLSA Indonesia (2007-2009) and Investor Relations for PT Adhi Karya (Persero) Tbk (2003-2007).

Hadi earned his Bachelor Degree in Accounting from the University of Indonesia (2003) and his other qualification includes; Underwriter Representative License (2008), Broker-Dealer Representative License (2008), Public Accountant License (2004).

Hadi is happily married and blessed with a beautiful daughter.