



***Investor relations: what investors expect from you and your company?***

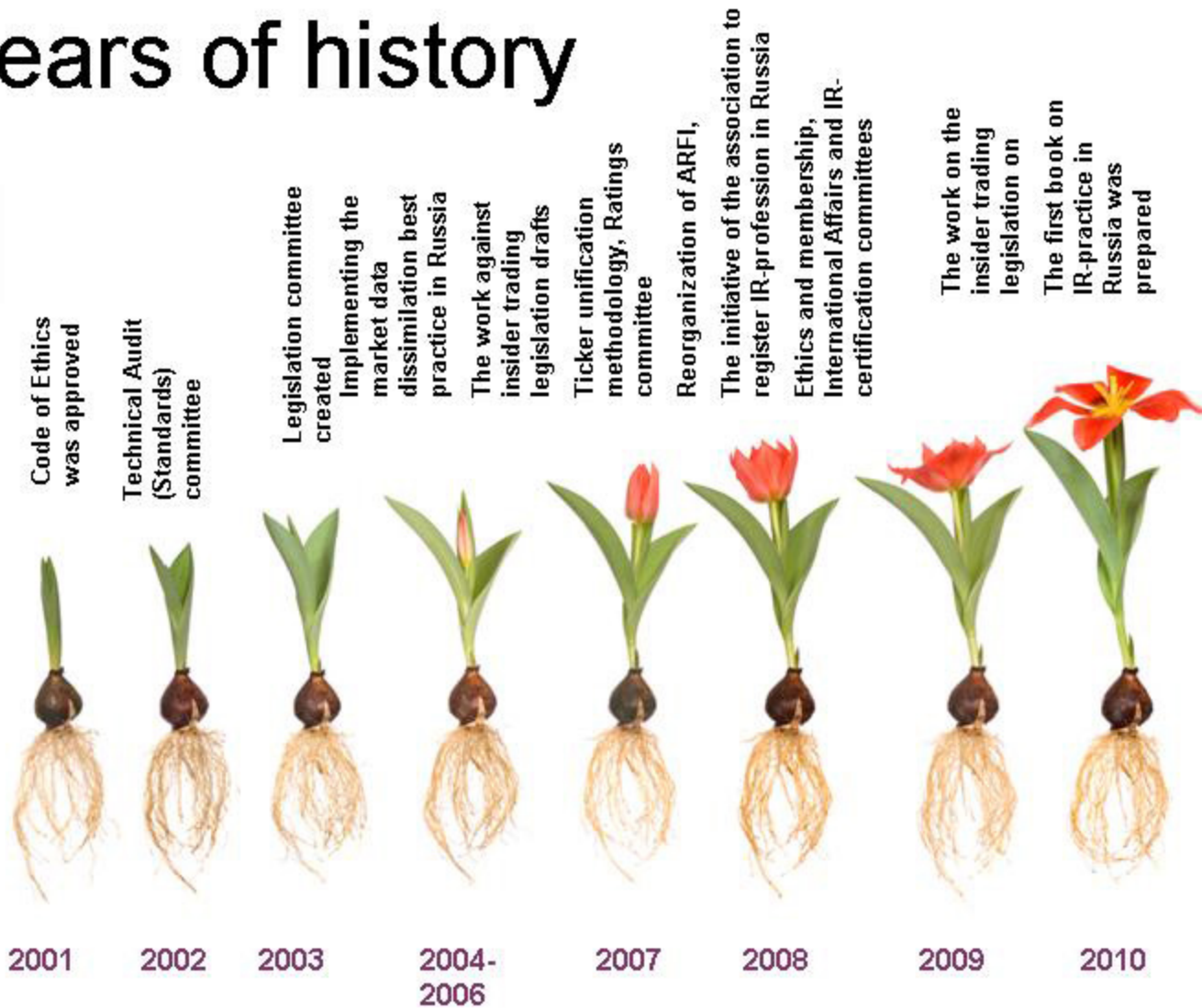
# Key topics

- Overview of ARFI's networking advantages
- Official recognition of IR profession in the Russian Federation
- ARFI initiatives: regulations for IR departments
  - Setting priorities
  - Disclosure policy
  - Duty responsibilities
  - Professional license (IR certificate)
- Best practice
  - Corporate disclosure rules
  - Committee on the disclosure policy

# Financial Communications and Investor Relations Association

- Founded in 2000
- Comprises leading Russian stock exchanges, financial media, consultants, issuers etc
- No permanent staff
- Corporate governance
  - General meeting
  - BoD, Executive director, Secretariat
- Supervising Board, government officials and experts
- Code of Ethics was approved in 2001
- 7 Committees, IR Club, Working groups
- Reorganized in 2008, ex-AFBID

# 10 years of history



# committees

- ARFI's affiliates have the right to influence in the IR landscape developments through participation in initiatives of the committees
  - Technical Audit (Standards), 2002
  - Legislation, 2003
  - Ticker Unification, 2007
  - Ratings, 2007
  - Ethics and membership, 2008
  - IR Certification, 2008
  - International Affairs, 2008

# ARFI networking facilities

- International MoUs
  - 2009 ABIRD
  - 2008 UAIR
  - 2008 FISD/SIIA
- ARFI in LinkedIn – near 90 members
- IR-club - conferences, round tables, IR-breakfasts



# IR profession in Russia

- The IR qualification requirements were collected and addressed to the Health and Social Development Ministry (a survey of ARFI, 2007)
- April 29, 2008 became the official birthday of IR profession in Russia

# IR certification

- ARFI standards were recommended to the educational centers in Russia by expertise of the Health and Social Development Ministry
- The committee was created in July 2008 to initiate common market educational standards
- 2009-2010 First textbook was written



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