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NEW MEMBER

BRK FINANCIAL GROUP



**Daniela Șerban - President of ARIR,
and Nicolae Gherguș - President of BRK Financial Group**

[BRK Financial Group](#) (BVB: [BRK](#)), one of the largest brokerage companies in Romania, became an Associate Member of [ARIR](#). The company is recognized for its activity of over 20 years in the Romanian capital market, listing among the first 11 out of 12 companies on the Bucharest Stock Exchange, the preparation and the admission to trading of over 45 companies and innovation in addressing financial investment services, for both retail and institutional clients.

BUSINESS OVER BREAKFAST

2ND EDITION WITH ȘTEFAN LUNGU, ANALYST WOOD & COMPANY

To sum it up, we talked about:

- analyst's expectations regarding the communication and the relation with the IR department
- the pre-reporting stages and the expectations of the IR teams from the community of analysts and investors in key periods of the year
- examples of good practices and
- how the analyst - companies relation could be improved



PUTTING IR FIRST

Daniela Șerban, ARIR President & Co-Founder discussed in Informed Magazine about "How Romania is building its IR skills" and the collaboration with IR Society on IR training and certification.



How Romania is building its IR skills

Letter from
Romania



In just nine months, Romanian listed companies have made great progress in implementing best practice in investor relations, says **Daniela Șerban** – and more is to come.

The Romanian Investor Relations Association (ARIR) will soon reach its first anniversary. It has become a reference point to its members and to the capital markets community for events, solutions and proposals to meet day-to-day priorities, as well as long-term regulatory challenges.

There is no doubt that setting up the association in Romania was not only a need, but also a response to an emergency, as more and more companies were struggling to keep pace with EU and local legislative changes. Also the FSE and NSCG organizations were closely monitoring the market for potential upgrades to emerging market status, and worldwide investors have been searching for great investment opportunities.

Our focus has expanded from best practice implementation to closely looking at the EU regulations impacting listed companies. Implementing the European Single Reporting Format is already high on our agenda for the upcoming year, guiding

companies and suppliers throughout the process. We have also opened a direct channel of communication with the European Commission, which has allowed us to further align with the European agenda and contribute to the development of new projects.

The landmark project of the Association is to assess the communication of listed companies with investors and assign a grade on the stock exchange profile page of every issuer. Together with analysts, investors, academia and advisors we have set 15 criteria aligned with IR best practices that, if fulfilled, will give the company a grade of 10. It is a unique project in Europe and has already driven changes, with more and more companies involved in best practice implementation.

PUTTING IR FIRST
• ARIR is helping companies to comply with the European Single Reporting Format.
• Companies will be able to judge themselves based on 15 criteria regarding IR best practice.
• Several private and state-owned companies have already joined ARIR.

ARIR will also recognize the best professionals and companies in IR at a gala dinner on 23 November, in a partnership with institutional investors. ■

Follow ARIR on LinkedIn:
www.linkedin.com/company/arir

Who are the members of ARIR?

Four more companies have joined ARIR since launch, comprising some of the largest players in the Central and Eastern European (CEE) countries. These are:

- OMV Petrom (the largest energy company in Southeastern Europe), also listed with the London Stock Exchange;
- Electrica (a market leader in electricity distribution and supply), also listed with the London Stock Exchange;
- Autolabice (one of the most important Romanian manufacturers of generic drugs from the pharmaceutical industry); and
- Purcel Wineries Group (a leading player in the wine and brandy segments in the CEE).

The listed companies who founded ARIR are:

- Bucharest Stock Exchange (the market operator, leading capital market institution);

- ALRO (one of Romania's largest companies, one of the largest vertically integrated aluminium producers in Europe by production capacity);
- Franklin Templeton Management – Bucharest Branch (one of the largest independent asset management companies in the world with offices in 31 countries);
- Electromagnetics (a leading manufacturer of telecommunication equipment in Romania);
- Hidroelectrica (the largest Romanian company, state-owned, leading power producer);
- Nucleoelectrica (state-owned company producing nuclear power);
- Terplast (one of the largest PVC processor in Romania and one of the leading producers of materials for installations and construction markets); and
- Transselectrica (state-owned, transport and system operator in Romania, with a key role in the Romanian electricity market).



Daniela Șerban is initiator, co-founder and president of ARIR. dserban@investor.ro

THE IR SOCIETY AND ARIR IN NEW TRAINING COLLABORATION



In September, the IR Society announced an exclusive collaboration with the Romanian Investor Relations Association (ARIR) on IR training and certification. Romanian IR professionals now have access to the Society's courses and can obtain a Certificate in Investor Relations (CIR).

Gary Davies, outgoing CEO of the IR Society, said: "We are delighted to be collaborating with Daniela Șerban and the team at ARIR to offer our extensive range of professional development courses and our certification programme. Launched over 10 years ago, the CIR has become the benchmark for the IR profession, recognised in the UK and in other international markets as the 'best way' to demonstrate competency in investor relations. We already have collaborations with associates in the Middle East, Asia, Europe and Latin America and we are delighted to be able to offer the programme for ARIR's members."

Daniela Șerban, ARIR President, also commented: "Part of our mission at

ARIR is to offer our members a platform for professional development of investor relations professionals. The IR Society has guided us in the process of setting up the Romanian Investor Relations Association and with this new collaboration we add an essential pillar in implementing best practices in Romania. We are enthusiastic about providing Romanian capital market professionals with access to an internationally recognised qualification."

The programme comprises a self-study course and an exam in Bucharest. The topics covered in the course include principles of investor relations, financial markets, companies and regulation, the regulatory environment, accounting, valuation and investment principles and effective IR in practice. The course will teach a broad understanding of the key elements of the IR profession and financial markets, as well as capturing the essential elements of best practice in international markets. ■



The Palace of the Parliament, Bucharest, Romania.

ARIR ROLE IN 2019, IN HOTNEWS



Daniela Șerban also spoke to Hotnews.ro readers about the future of bonds issuing in Romania and about EU's plan to launch a fund to help list companies on the stock exchange.

Read the full interview here.

VEKTOR

MEASURE OF THE COMMUNICATION OF LISTED COMPANIES WITH INVESTORS

Results will be announced on January 30th.

Listed companies have been evaluated in December based on the methodology that comprises 15 criteria and are now reviewed by Mazars.

UPCOMING EVENTS

ARIR FORUM
May 28th, 2020

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