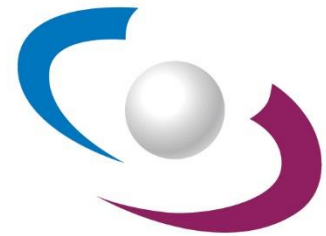


Investor Relations Excellence Program

Abdul Aziz Al Emadi
Director, Qatar Stock Exchange

Oliver Schutzmann
CEO, Iridium Investor Relations

Doha - 30 April 2015



بورصة قطر
Qatar Stock Exchange

iridium
INVESTOR RELATIONS

Issuers need Investors Investors need Issuers

US\$ 177,530,620,905

QR 646,211,460,093

QSE Market Capitalization

43

Listed Companies

Emerging From Emerging

Good & Great Investor Relations

82% of investors would pay
a 10-25% premium for strong IR

Qatar Investor Relations Excellence Program - Objectives -

Exchange commitment to IR

Investor confidence

Encourage transparency & disclosure

Regional benchmark

Inspire excellence in IR

Qatar Investor Relations Excellence Program - Execution -

Mission: Best in class IR Excellence Program

Concept: Global benchmarking

Fair, transparent and credible methodology

Key differentiating features

Crystal clear process and ranking criteria

Full methodology publicly available in advance

Market
Survey

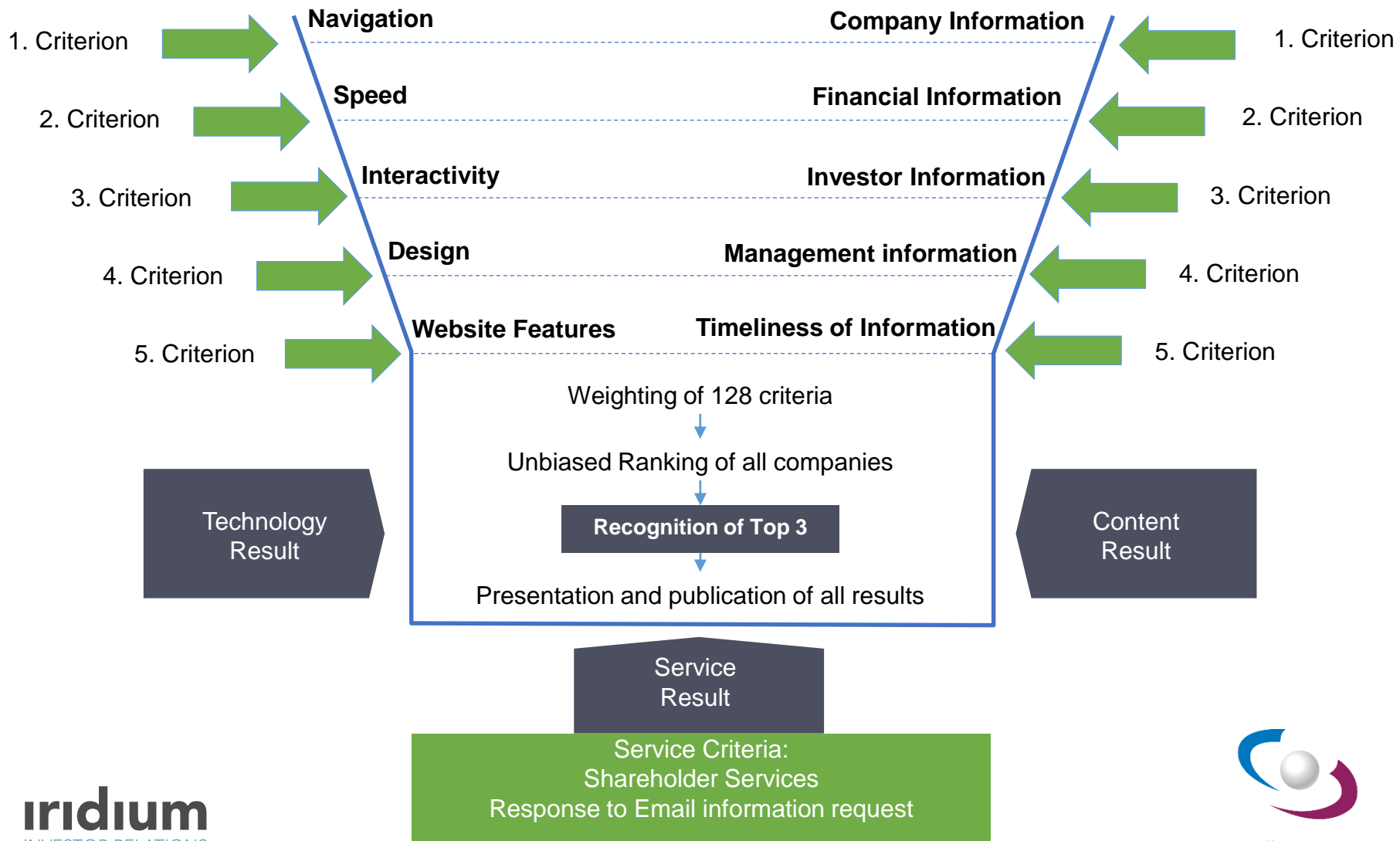


Website
Ranking

Methodology

Website Ranking

Website analysis of all
QSE listed companies



128 Individual Criteria (Binary data entry)

Category: Technology	Weighting	Data Entry
NAVIGATION	5.00%	Company
1 "Investor Relations" main tab on homepage	0.83%	1
2 IR main menu on homepage	0.83%	1
3 IR sub-menu links directly accessible from homepage	0.83%	0
4 English and Arabic version	0.83%	1
5 Search function (test via search for financial statements)	0.83%	1
6 All links to IR pages work and have content	0.83%	1
SPEED	3.00%	
7 Loading speed test (faster than 7 sec - avg global loading time)	3.00%	1
INTERACTIVITY	5.00%	
8 IR Information Subscriptions	0.50%	0
9 IR updates	0.50%	0
10 Company News	0.50%	0
11 Company Reports	0.50%	0
12 Company Events	0.50%	0
13 Financial data presented in interactive graphs	0.50%	0
14 Financial data downloadable in excel	0.50%	0
15 Shareholder Forum	0.50%	0
16 Virtual visits to company facilities	0.50%	0
17 Content personalization for download	0.50%	0
DESIGN	2.00%	
Responsive Design in multiple webbrowsers	1.00%	1.00
18 Internet Explorer	0.33%	1
19 Google Chrome	0.33%	1
20 Safari	0.33%	1
21 Responsive design for smartphones (iPhone)	1.00%	1
WEBSITE FEATURES	10.00%	
22 Share Price Ticker (Homepage)	0.67%	1
23 Share Price Chart (Homepage)	0.67%	0
Share Price Information	0.67%	1
24 Latest Share Price (% up/down)	0.13%	1
25 Latest Share Price (QAR up/down)	0.13%	1
26 Traded Volume	0.13%	1
27 High/Low Price	0.13%	1
28 52 weeks High/Low	0.13%	1
29 Share price Chart (Company)	0.67%	1
30 Share Price Chart with index comparison	0.67%	0
31 Share Price Chart with peer group comparison	0.67%	0
32 Investment Calculator	0.67%	1
33 Dividend Calculator	0.67%	0
Ownership Structure	0.67%	0.5
34 By Top Shareholders	0.34%	1
35 By Geography	0.34%	0
36 Analyst Coverage	0.67%	0
37 Analyst Consensus Estimates	0.67%	0
Social Media Links	0.67%	1.00
38 LinkedIn	0.17%	1
39 Facebook	0.17%	1
40 Twitter	0.17%	1
41 Youtube	0.17%	1
42 Interactive comparison of financial information	0.67%	0
43 List of most viewed pages on IR website	0.67%	0
44 Latest updates on the IR website	0.67%	1



Criteria Weighting (3 categories)

Qatar Stock Exchange - Investor Relations Recognition System

Website Ranking	Company
Company Results	72.24%
Category: Technology (25% weighting)	13.51%
NAVIGATION	4.17%
SPEED	3.00%
INTERACTIVITY	0.00%
DESIGN	2.00%
WEBSITE FEATURES	4.34%
Category: Content (50% weighting)	34.63%
COMPANY INFORMATION	9.00%
FINANCIAL INFORMATION	6.00%
INVESTOR INFORMATION	5.63%
MANAGEMENT INFORMATION	9.00%
TIMELINESS OF INFORMATION	5.00%
Category: Service (25% weighting)	24.11%
IR SERVICES ON WEBSITE	4.11%
RESPONSE TO EMAIL INQUIRY (Service check)	20.00%



Final Ranking & Results

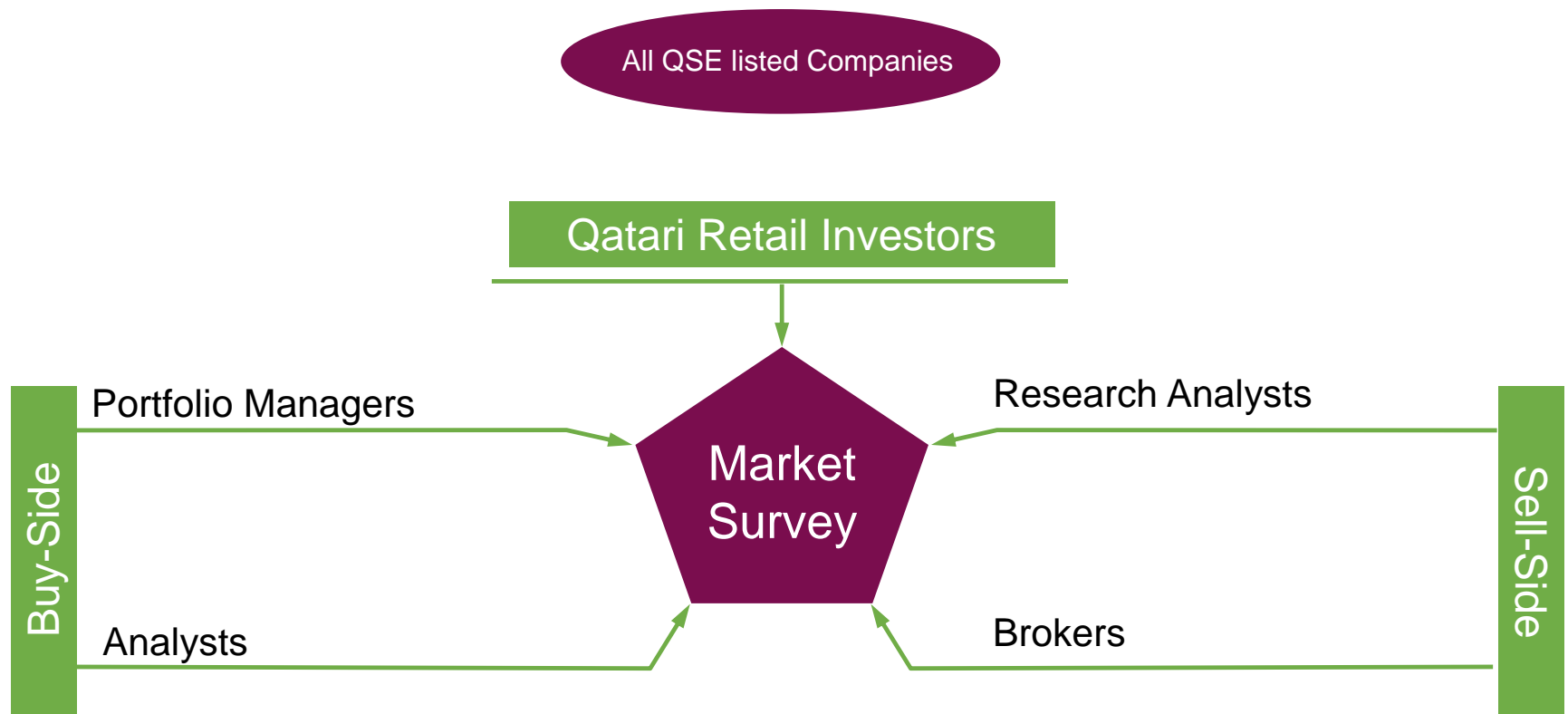
Qatar Exchange - Investor Relations Recognition System

Website Ranking	
Company 1	72.54%
Company 2	70.25%
Company 3	70.12%



Methodology

Market Survey



1 + 3 simple ranking questions:

50% Weighting:

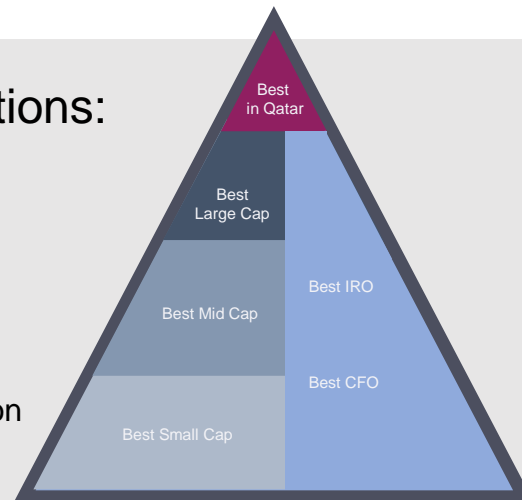
1 Best IR Overall

50% Weighting:

1 Best informed about

2 Best Corporate & Financial Information

3 Most responsive



1 + 3 simple ranking questions:

50% Weighting:

1 Best CFO/ IRO Overall

50% Weighting:

1 Accessibility

2 Responsiveness

3 Information quality

Investor Relations Excellence Recognition Program

2. Please let us know how you represent the investment community

1. Please identify yourself by clicking below:

- ☐ Portfolio Manager (buy-side)
- ☐ Analyst (buy-side)
- ☐ Analyst (sell-side)
- ☐ Broker (sell-side)
- ☐ Retail Investor
- ☐ Media

Other (please specify)

Investor Relations Excellence Recognition Program

3. Best Investor Relations of Large Cap Companies.

2. Please rank the top 3 Large Cap Companies

Which three Large Cap companies display the Best Investor Relations overall?

3. Please also rank the top 3 Large Cap Companies for the following criteria:

Which company do you feel best informed about?

Which company best presents its corporate and financial information?

Which company is most responsive to inquiries?

Al Khailji Holding
Barwa Bank
Commercial Bank of Qatar
Ezdan
Industries Qatar
Masraf Al Rayan
Mesaieed
Ooredoo
Qatar Electricity & Water
Qatar Fuel
Qatar Islamic Bank
✓ Qatar National Bank
Vodafone Qatar

Number 1

Industries Qatar
Commercial Bank of Qatar
Mesaieed

Number 2

Qatar Islamic Bank

Number 3

Qatar Electricity & Water

Number 2

Ooredoo
Barwa Bank
Masraf Al Rayan

Number 3

Qatar Fuel
Al Khailji Holding

38%

Q&A