SAL Wroclaw Lectures on Corporate Governance

Session 7
Reporting on Corporate Governance
Sunday, January 16, 2011

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Definitions Corporate Governance from the Company's Perspective Disclosure – Globalization, Harmonization and **Standardization Disclosure - Developed Capital Markets Disclosure – Emerging Markets** Management and the Board **Country Information Investor Relations Investor Relations in Emerging Markets Investor Relations Mechanisms**

Definitions

Corporate Governance from the Company's Perspective Disclosure – Globalization, Harmonization and **Standardization Disclosure - Developed Capital Markets Disclosure – Emerging Markets** Management and the Board **Country Information Investor Relations Investor Relations in Emerging Markets Investor Relations Mechanisms**

Definitions Compliance / Corporate Governance / Disclosure

to comply (with) (v) – to follow or to obey a law or regulation Compliance (n) – fulfillment of a legal requirement or the provisions of a regulation

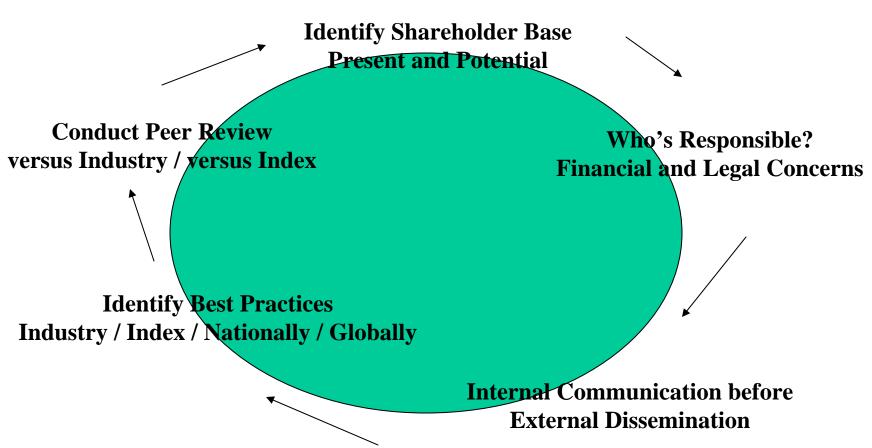
Corporate Governance – The mechanism by which interested parties in a corporation interact with each other and promote their interests.

to disclose (v) – to provide information publicly, in compliance with law or regulations requiring it

Disclosure (n) – the making public of information, in compliance with law or regulations requiring it

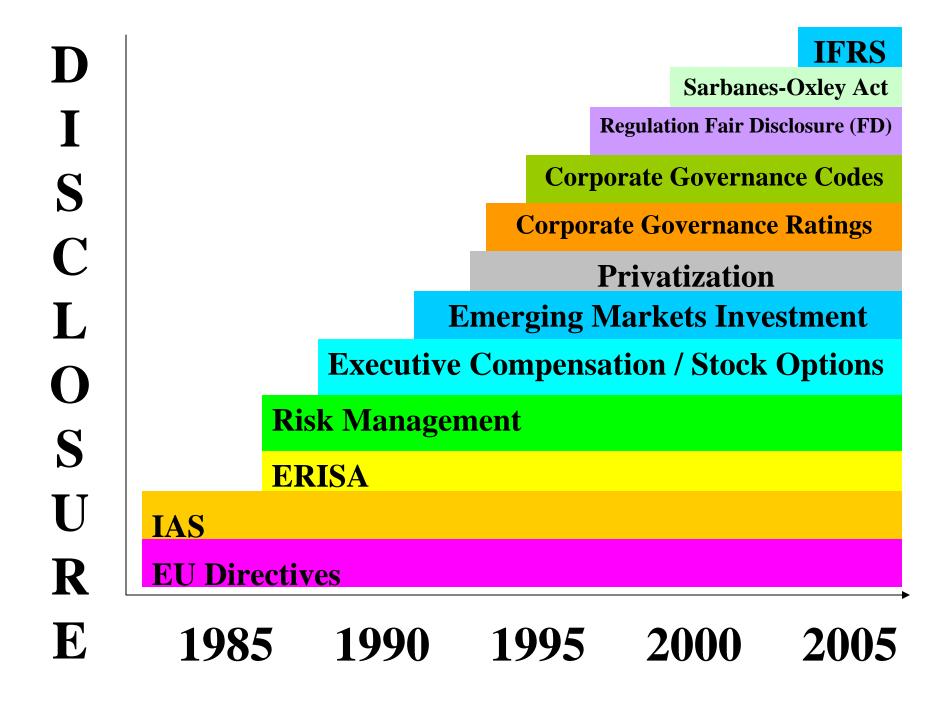
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Corporate Governance from the Company's Point of View – An Ongoing Process



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Disclosure: A Timetable of Development of Disclosure Requirements



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Disclosure: Developed Capital Markets

Relationship between Effective Corporate Governance and Share Price – Developed Capital Markets – 199-2001

Wiltshire Study – 2001

"CalPERS Effect activism resulted in certain companies jumping from 96% of the Wiltshire index (of 5000 companies) to 14% over the index."

McKinsey Study – 2000

"Institutional investors note that quality of the board is often a more important criteria than financial data in selecting stocks."

University of Vienna (Klaus Gugler) Study – 2000 "Shareholder monitoring is critical where blockholders wield control."

Millstein/MacAvoy Study – 1999

Investors will pay a premium for shares of a company with a good board.

CalPERS Announcement - February 20, 2002

In February 2002, the California Public Employees' Retirement System (CalPERS) – one of the largest public pension funds in the US, announced that it was selling its investments in several Southeast Asian emerging markets and reallocating its portfolio based on specific

COUNTRY FACTORS (50%)
POLITICAL STABILITY
TRANSPARENCY
PRODUCTIVE LABOR PRACTICES

and

MARKET FACTORS (50%)

MARKET LIQUIDITY AND VOLATILITY

MARKET REGULATION / LEGAL SYSTEM / INVESTOR PROTECTION

CAPITAL MARKET OPENNESS

SETTLEMENT PROFICIENTY

TRANSACTION COSTS

CalPERS Announcement - February 20, 2002

"We now have in place a blueprint to examine which emerging markets can support institutional investment," said Michael Flaherman, Chair of CalPERS Investment Committee. "It is a screen and an important entry point for investments into our portfolio that will help to protect our pensioners assets in the emerging markets."

Based on its new review process, CalPERS will begin taking a public equity position in Poland and Hungary, while eliminating its public equity investment position in Indonesia, Malaysia, the Philippines and Thailand.

The following are the emerging markets that CalPERS will allow its managers to invest in: Argentina, Brazil, Chile, Czech Republic, Hungary, Israel, Mexico, Peru, Poland, South Africa, South Korea, Taiwan and Turkey.

http://www.calpers.ca.gov/whatsnew/press/2002/0220a.htm

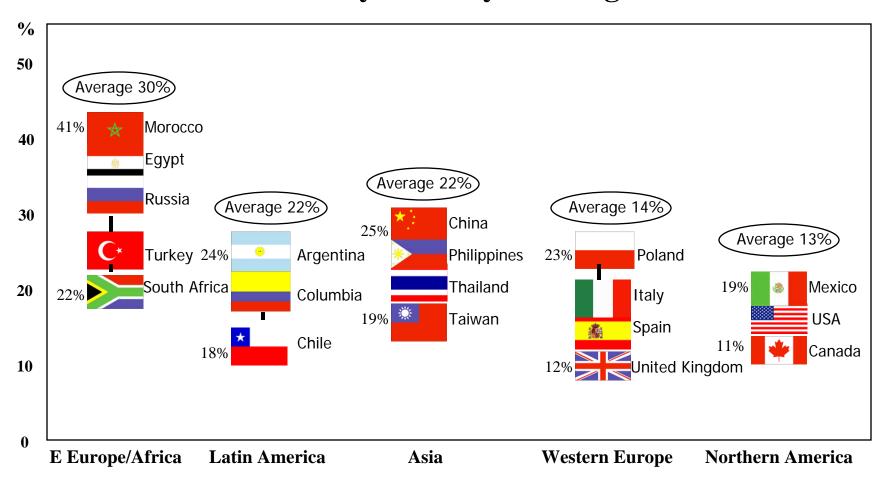
CalPERS Announcement - February 20, 2002

Question:

Based on the methodology employed (country factors -50% and market factors -50%), which emerging market scored the highest in February 2002:

Argentina, Brazil, Chile, Czech Republic, Hungary, Israel, Mexico, Peru, Poland, South Africa, South Korea, Taiwan or Turkey?

The Average Premium Investors Would Be Willing to Pay for Good Governance Differs by Country and Region



Source: McKinsey Global Investor Opinion Survey on Corporate Governance, 2002

Relationship between Effective Corporate Governance and Share Price – United States - 2004

GovernanceMetrics International analyzes the S&P 500 and the Russell 1000 indices semi-annually on approximately 500 corporate governance variables. Each company is then rated from 1 to 10, with 10 being the best score. The company publishes a list of the highest rated companies twice a year

The 18 companies that received the highest rating on February 28, 2004 were up 2.5% in early September 2004 versus a 2.5% decline in the S&P 500 during that time period.

Source: GovernanceMetrics International and "Investors Reward Good Housekeeping," by Jon D. Markman, Columnist MSN Money, Thursday, September 9, 2004

Two US-based Corporate Governance Rating Services

	Governance-Metrics International	Institutional Shareholder Services
Number of metrics/data points	600-plus	51
Can companies being rated review data?	Yes	Yes
Categories rated	Board accountability	Board structure & composition
	Financial disclosure & internal controls	Charter & bylaw provisions
	Shareholder rights	Laws of the state of incorporation
	Executive compensation	Executive & director compensation
	Market for control	Qualitative factors including financial performance
	Ownership base & potential dilution	D&O stock ownership
	Reputational and socially responsible investing (SRI) issues	Director Education
Rating type	1 to 10	Percentile rankings
Key component of calculation	"Asymmetric geometric scoring"	Basing rankings on market cap and industry group
Web site	www.governancemetrics.com	www.isscgq.com

Impact of Corporate Governance on Brand Value - 2005

"Executives see rewards in better governance" Financial Times, Monday, February 14, 2005

A new survey entitled, "Business 2010" published by the Economist Intelligence Unit (EIU) and sponsored by SAP AG, analyzes the impact of corporate governance on brand value.

EIU interviewed more than 4,000 senior managers in 23 industrialized countries. 50% were executive directors and 25% were chief executives/managing directors.

80% think that good corporate governance will enhance their company's brand value by 2010.

Good governance gives 18% better returns over 5 years ABI report shows clear link between corporate governance and returns *Responsible Investor*, February 27, 2008

- "Companies with the best corporate governance records have produced returns 18% higher over a sixty-month sample period than those with the poorest governance, according to a report by the UK Association of British Insurers (ABI).
- The study of 654 UK FTSE All-Share companies from 2003-2007 using governance data from the ABI's Institutional Voting and Information Service (VIS), also revealed that breaches of governance best practice reduces a company's industry-adjusted return on assets by an average of 1% per annum.
- Other key findings of the report were that the worst offending companies, which breached guidelines in every year examined, underperformed the average industry-adjusted return on assets by 3-5% a year. The ABI found that there was a time lag of two to three years between any breach and the impact on performance. The report said that the volatility of share returns for well-governed companies is 9% lower than for poorly governed companies."

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Why?

Corporate Governance and Bankruptcy – US - 2010

Companies flashing financial danger signs By Neil Weinberg – Friday, January 2010 Provided by *Forbes*

"Audit Integrity's risk model incorporates the usual factors that go into credit ratings, like balance sheet strength and earnings. But it also figures in a measure of "accounting and governance" quality. The idea is that historical data can uncover push-the-envelope accounting and help predict which firms are likely to undergo financial restatements, regulatory troubles, class actions or severe financial distress.

Recently Audit Integrity began assessing bankruptcy risk as well, using not only accounting indicators like liquidity and leverage but also the Accounting and Governance Ranking metrics and market measures like stock volatility. "We find governance and transparency correlate with bankruptcy," says Kaplan. Under AI's model 81% of the public companies that went bankrupt last year would have been classified among the riskiest 10%.

Corporate Governance and Bankruptcy – US - 2010

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Disclosure: Emerging Markets

Primary Criteria for Portfolio Investment Decisions in Listed Companies in CEE Countries

ZEW study, October 1999

General	Microeconomic	Financial Markets

Disclosure of Corporate Governance Data – A Prerequisite for Attracting Institutional Investors

Since investment fund managers note liquidity as a prime criterion for selecting portfolio companies, listed companies in emerging markets that want to attract such investors should invest resources in an investor relations program that boosts the <u>liquidity</u> of the company's bonds and/or shares.

Bearing in mind legal requirements in a number of countries and the informational demands of institutional investors, listed companies in emerging markets should disclose information on <u>corporate governance</u> if they want to attract long-term investors, namely public pension funds and investment funds.

Relationship between Effective Corporate Governance and Share Price – Emerging Markets

Credit Lyonnais Securities Asia (CLSA) Emerging Markets study – 2001

The study analyzes 495 companies in 25 emerging markets around the world.

"In many markets, companies with good corporate governance have outperformed their indices in recent years and move to valuation premia, "explained Amar Gill, Head of CLSA Emerging Markets in Kuala Lumpur and author of the report. "Our research shows that companies with governance are also those with high ROE (return on equity) and the largest value creators on an EVA (Economic Value Added) analysis."

For more information, please read an article on www.socialfunds.com about the survey. The URL is http://www.socialfunds.com/news/article.cgi?sfArticleId=592

Quality of Management and the Board

"The bottom line? Check the management"

"The fund's best investments revolved around being in bed with superior managements who were able to be opportunistic on a long-term basis."

Quotation from Annual Shareholder Letter of the Third Avenue Value Fund

Martin Whitman, Manager of Third Avenue Value Fund since 1990

International Herald Tribune, Saturday-Sunday, April 2-3, 2005

Quality of Management and the Board

4 THURSDAY, FEBRUARY 8, 2007

THE WALL STREET JOURNAL.

CORPORATE NEWS

TELECOMMUNICATIONS

Vodafone users to get mobile access to MySpace



ODAFONE Group PLC said it signed a deal with MySpace.com that will give its customers access to the social-networking Web site via their handsets.

Vodafone customers will be able to access MySpace via the portal application on their mobile phone and update personal profiles, add pictures and send messages to friends.

The U.K. mobile-phone operator aims to get 10% of its revenue during the next three years from offering Web services and mobile ads. The deal with MySpace marks the first time that the Fox Interactive Media unit of Rupert Murdoch's News Corp. has made its MySpace.com portal available to European mobile-phone users.

—Daniel Thomas

BANKING

Purchase gives Swedbank a foothold in Ukraine



WEDBANK AB said it agreed to acquire Ukraine-based TAS-Kommerzbank for \$735 million, in a move that builds on its strong presence in the Baltic region and gives it a leading role among Nordic banks in the Ukrainian market.

Swedbank Executive Chairman Carl Eric Stalberg, left, called Ukraine a relatively immature banking mar-

ket with big potential. He added that Swedbank's decision to buy the bank was influenced by confidence in TAS Chief Executive Officer Sergiy Tigipko, who formerly served as governor of Ukraine's central bank. Mr. Tigipko will remain the Ukrainian bank's CEO.

—Jenny Clevstrom

AIRLINES

BA trustees clear plan to plug big pension gap



RITISH AIRWAYS PLC said trustees of its main pension plan have formally signed off on a proposed funding deal to close a £2.1 billion (\$4.14 billion) deficit.

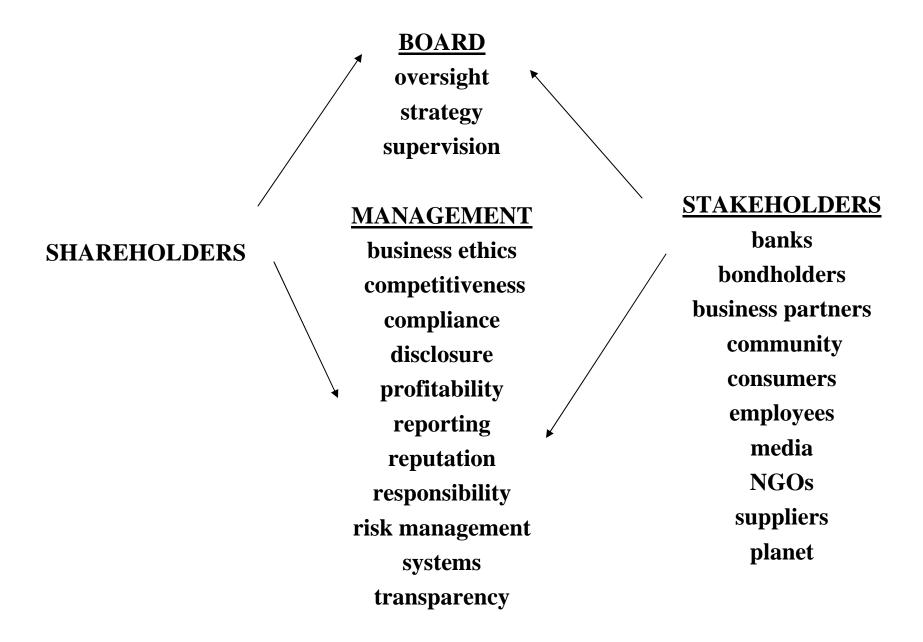
The plan includes annual company contributions of some £280 million over the next 10 years and a one-off cash injection of £800 million. BA said benefit changes—

which include capping pension-pay increases and raising retirement ages in some cases—will deliver an immediate deficit reduction of £400 million and savings of some £80 million a year. The pension deal gives BA a sounder financial footing to push through a major investment program.

—Rod Stone

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Management, the Board and Corporate Governance



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Corporate Governance Informational Needs of Shareholders: Country Information

Country Information

"Countries still matter as investors scan the European stock universe" *Financial Times*, Saturday-Sunday, January 22-23, 2005

A recent study by Credit Suisse First Boston (CSFB) indicates that the country of the particular company continues to influence stock selection by fund managers.

May 2003: country effect 9.23%

sector influence 27%

December 2004: country effect 17%

sector influence 21.8%

The remaining drivers are company-specific factors.

"The old model for continental Europe was very much the slow economic growth of the core (France and Germany) contrasted with the fast growth of the periphery countries. This two-speed Europe has moved to a multi-speed Europe."

"... the faster growing countries tend to have the loosest policy and the growing countries the tightest." In turn, this influences GDP growth rates.

CSFB Strategists Nick Gelson and Andrew Garthwaite

Corporate Websites

Webranking

Review of the websites of the 500 largest listed companies in **Europe**

http://www.webranking.nu/

"What's good for the professional is also good for the private investor. The website is at its best for the active retail investor who suddenly has the ability to get professional information that would not otherwise be so quickly available."

Gabriel Thulin, Head of Research, Hallvarsson & Hallvarsson, 2001

Corporate Governance Informational Needs of Shareholders: Country Information - Poland

Country Benchmarking World Economic Forum

Global Competitiveness Report Global IT Report **Global Enabling Trade Report Travel & Tourism Competitiveness Report** Gender Gap Report **Financial Devlopment Report Africa Competitiveness Report Arab World Competitiveness Report** http://www.weforum.org/en/initiatives/gcp/Global%20Compe titiveness%20Report/index.htm

Agenda

Definitions Corporate Governance from the Company's Perspective Disclosure – Globalization, Harmonization and **Standardization Disclosure - Developed Capital Markets Disclosure – Emerging Markets** Management and the Board **Country Information Investor Relations Investor Relations in Emerging Markets Investor Relations Mechanisms**

Investor Relations

Investor Relations - Definition

Investor Relations

The mechanism by which a company, usually a company that issues bonds or shares, provides information about itself to <u>investors</u> and maintains a <u>relationship</u> with its investors.

Investor Relations vs. Public Relations

Public Relations - Relations with the **Public** at Large

Investor Relations - Relations with <u>Investors</u>

Investor Relations vs. Public Relations

Public Relations - Relations with the <u>Public-at-Large</u>

Investor Relations - Relations with <u>Investors</u>

Investor relations differs from public relations in terms of: the <u>nature</u> of the institution disclosing information; the <u>type</u> of information disclosed; the <u>relationship</u> between the institution disclosing the information and the institution obtaining the information; and the <u>purposes</u> for which the disclosed information is used.

Investor Relations vs. Public Relations

Investor Relations - Relations with Investors

Investors have three groups of rights:

The right to information; Financial rights; and Voting Rights.

An effective investor relations program provides investors with the information to make investment decisions.

Investor Relations – Shareholders' Rights

Investor Relations - Relations with Investors

Shareholders have three groups of rights:

The right to Information;

Financial Rights; and

Voting Rights.

Right to Dividend Right to buy/sell shares

Voting Rights at AGM / EGM Right to propose an Agenda Item Right to Nominate Board Members New Share Issues Periodic Reports
Annual Report
Financial Statements
Agenda for the AGM
Agenda for any EGM
Information on Issues to be
Voted at the AGM/EGM
Dividend
Ad hoc / Ongoing Disclosures
New Share Issues
Website

Agenda

Definitions Corporate Governance from the Company's Perspective Disclosure – Globalization, Harmonization and **Standardization Disclosure - Developed Capital Markets Disclosure – Emerging Markets** Management and the Board **Country Information Investor Relations Investor Relations in Emerging Markets Investor Relations Mechanisms**

Emerging Markets

"The term emerging markets appeared during the 1990's and is now widely used. It is easy to find lists of emerging market countries but hard to find a <u>definition</u> of what they are. Look at those lists and you will see countries such as China, Botswana, Chile, South Africa, Hungary, Jordan, Singapore and Hong Kong. Given the diversity of these economies how can we come up with a sensible definition of emerging markets?"[1]

This definition suggests categorizing a country as an emerging market according to indicators such as: level of income, growth rate, stage of development, maturity and stability. "Emerging markets therefore include those which have reached a minimum level of GDP and are in the growth phase of the development cycle but whose economies are particularly vulnerable to internal or external forces." [2]

1. "Emerging Markets Defined," Pearson http://www.pearsoned.co.uk/Bookshop/article.asp?item=361
2. ibid.

Effective Investor Relations

Investor Relations - Relations with Investors

Bondholders have two groups of rights:

The right to Information; and
Rights outlined in the Bond Agreement.

Shareholders have three groups of rights:
The right to Information;
Financial Rights; and
Voting Rights.

An effective investor relations program provides <u>current</u> <u>bondholders/shareholders</u> and <u>potential investors</u>, both <u>individual and institutional</u>, with the information they need to make informed investment decisions and exercise their rights.

Effective Investor Relations ... in Emerging Markets

Notwithstanding the above-mentioned heterogeneity of emerging markets, one can nevertheless make a general statement that for a number of reasons, it is generally more difficult to obtain information about listed companies in emerging markets than in developed/established markets. This lack of information makes it difficult for investors in emerging markets to make informed investment decisions and exercise their rights.

Specific challenges in investor relations in emerging markets include: the <u>timeliness</u> of the information disclosed and the <u>difference between information disclosed in local language</u> and in English / other languages.

Decoupling – A Tectonic Shift for Emerging Markets

As Mark Mobius noted in June 2009 in the *Financial Times*, "Emerging economies [are] set to play leading investment role. While global growth has slowed, emerging markets are still expected to grow at a much faster rate than developed markets." [1]

A few days earlier, an article in the same publication carried the headline, "Emerging markets outpace the west." [2]

Other institutions share this view. In 2009 September the Financial Times quoted Charles Roxburgh, a director at McKinsey as follows: The big drivers of growth in the past 30 years have been deregulation, the impact of technology and the innovation of securitization. They have fuelled growth in private debt and equity. The emerging markets may help boost growth, but otherwise it is difficult to see where the growth will come from over the next few years."

- 1 Mark Mobius, Insight, Emerging economies set to play leading investment role, *Financial Times*, Thursday, June 11, 2009.
- [2] Financial Times, Monday, June 8, 2009.
- [3] David Oakley, "McKinsey signals lower growth era," Financial Times, Friday, September 25, 2009.

Decoupling – A Tectonic Shift for Emerging Markets

Other analysts are not as enthusiastic about emerging markets as a group. According to James Poole, global head of emerging markets research at HSBC, "It is no longer as straight-forward for investors as it was before the credit crisis when emerging markets rose and outperformed the western markets. Investors have to be more selective, look at valuations and the domestic factors that drive economies." [4]

[4] David Oakley, "China poses questions for Bric economies," *Financial Times*, Weekend, June 27-28, 2009.

Agenda

Definitions Corporate Governance from the Company's Perspective Disclosure – Globalization, Harmonization and **Standardization Disclosure - Developed Capital Markets Disclosure – Emerging Markets** Management and the Board **Country Information Investor Relations Investor Relations in Emerging Markets Investor Relations Mechanisms**

Investor Relations Mechanisms Best Practice Examples

Ad hoc Disclosures

Annual General Meeting of Shareholders

Annual Report

Calendar of Disclosures

Conference Calls

Investor Day / Meetings / Presentations

Newsletters

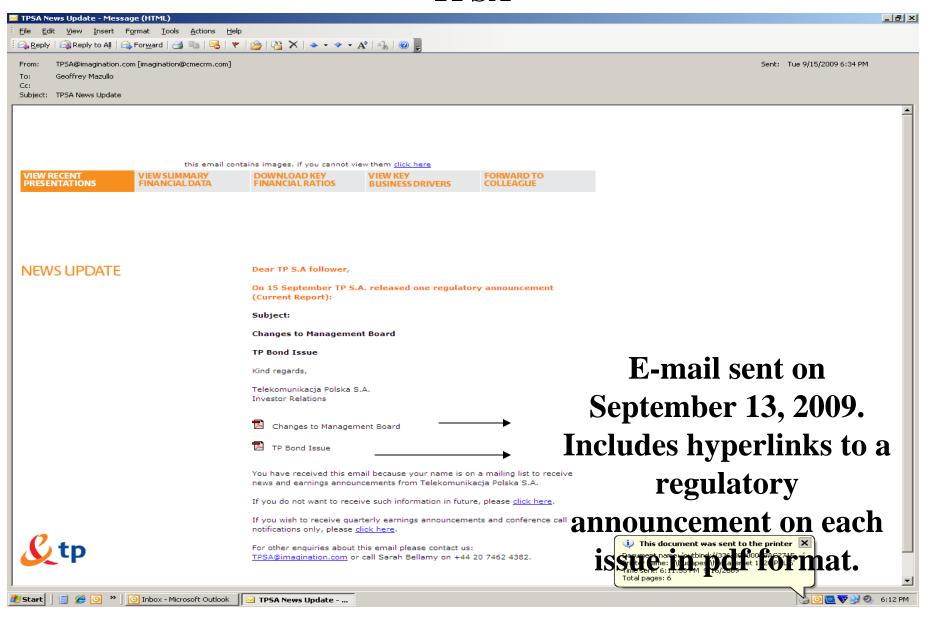
Press Releases

Road Shows

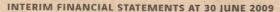
Share Price

Ad hoc Disclosures

Changes to Management Board / Bond Issue TPSA



Interim Financial Statements as of June 30, 2008 VINCI





Strength and Resilience

"VINCI has the qualities and means necessary to adapt to an increasingly difficult and demanding economic environment. It has a diversified portfolio of business activities in terms of both expertise and geographical location. It also has a well balanced business model and a sound financial position. The Board of Directors has therefore decided to pay an interim dividend of €0.52 per share in respect of 2009. This dividend will be payable in cash on 17 December 2009."

Yves-Thibault de Silguy, Chairman of the Board of Directors

"The Group's companies achieved a good performance overall in the first half of the year. The decline in revenue and net profit was limited as a result of an upturn in traffic on French motorways and resilient operating margins. In our contracting businesses, the order book remained at a high level - despite the slowdown in order intake - driven by contracts in our speciality business lines and major projects in the international arena."

Xavier Huillard, Director and Chief Executive Officer

Revenue: €15,155 million (3.6%)*

Operating profit from ordinary activities: €1,358 million (3.7%)**

Net profit attributable to owners of the parent: €690 million (5.8%)*

Order book at 30 June 2009: €24.1 billion + 4%***

Interim dividend: €0.52 /share

* Compared with the first half of 2008

** Compared with the first half of 2008 excluding exceptional items

*** Compared with 31 December 2008

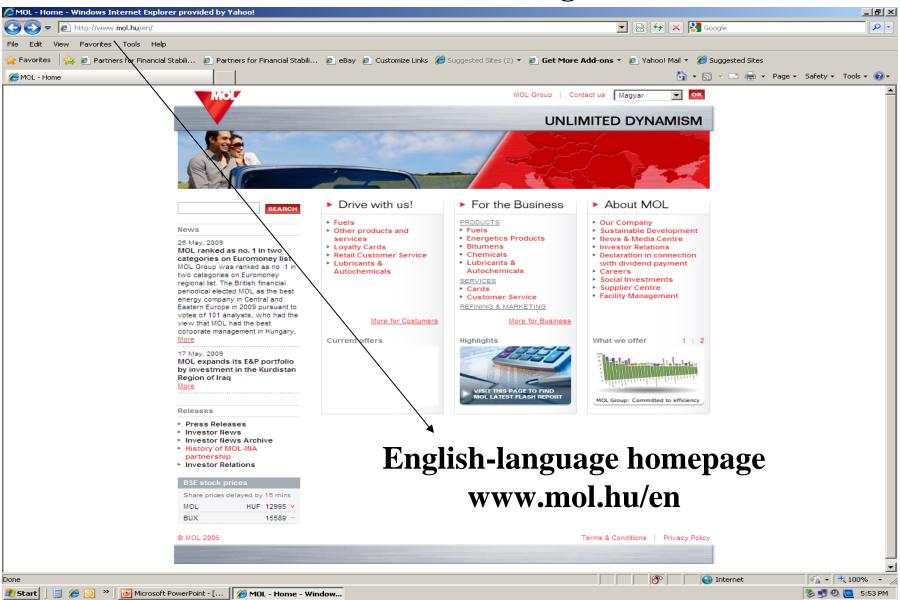
www.vinci.com



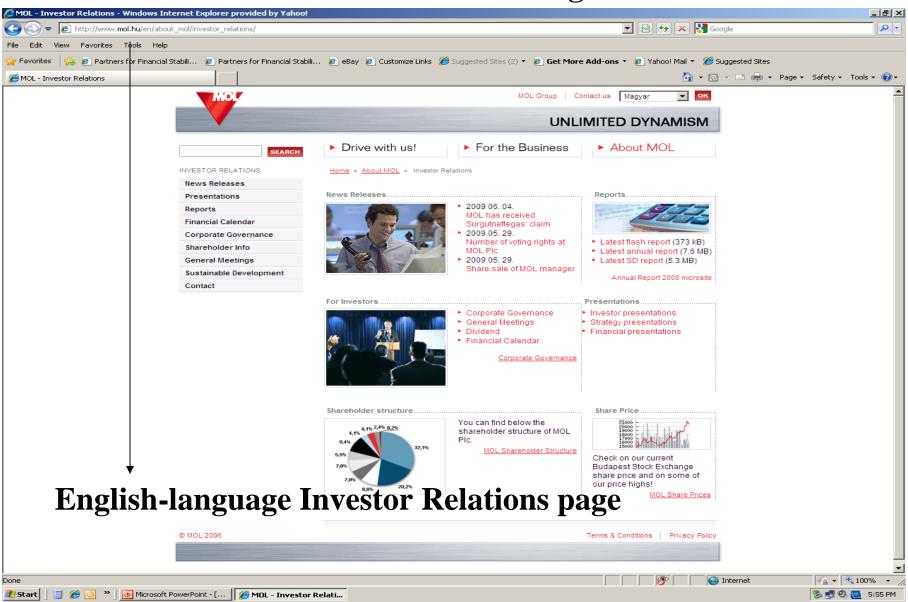
Financial Times Monday, September 7, 2009

Annual General Meeting of Shareholders

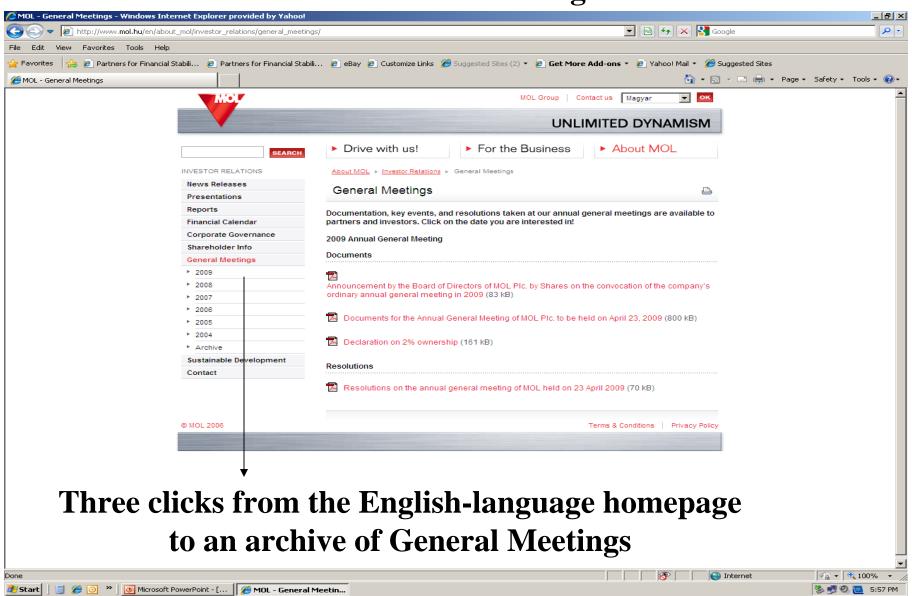
Other Investor Relations Mechanisms Annual General Meeting - MOL



Other Investor Relations Mechanisms Annual General Meeting - MOL



Other Investor Relations Mechanisms Annual General Meeting - MOL



Other Investor Relations Mechanisms Summons to Annual General Meeting 2008 – UPM-Kymmene



Remuneration to be pold to the Board of Directors
The Noministing and Corporate Governance Committee proposes
that the fees of the Board and Committee members remain
unchanged i.e. the fees for the Board members who do not belong
to the operative management will be the following: EUR 175,000
types—Chairment of the Board and to the Chairman of the Audit
Committee, and EUR 95,000 p.a. to the members of the Board.
Daily allowance will be paid in accordance with the company's
Travel Rule when the meeting is held outside the place
of the the committee of the Board of the the Committee of the Committee of the Board from trovel and logging will be payable against newcee. Of the
annual fee, 60% will be payable in cash and 40% in the form of
company shares to be purchased on the members' behalf. The
the Annual General Meeting and the shares will be relinquished to
the Annual General Meeting and the shares will be relinquished to
the members in October.

9. Authorization to the Board of Directors to Buy Back the Company's Own Shares

bolders who are registered in the 1std of shareholders inhantaneous by Finnish Central Securities Depository Led on March 31, 2008.

which is the record date to the Annual General Meeting that the dividend payment be made on Thursday, April 10, 2008.

3. Discharge from Liability to the Members of the Board of Directors and the President & CEO

4. Remuneration to be paid to the Board of Directors

The Neminating and Corporate Governance Committee proposes that the fees of the Board and Committee members remain unchanged is the Board and Committee members remain unchanged is the Board members who do not belong

Shareholders wishing to attend the Meeting have to be registered in the list of the company's shareholders maintained by Finnish Central Securities Depository Ltd on Friday, March 14, 2008.

Helsinki, February 5, 2008 Helsinki, February 5, 2008 BOARD OF DIRECTORS

Annual Report

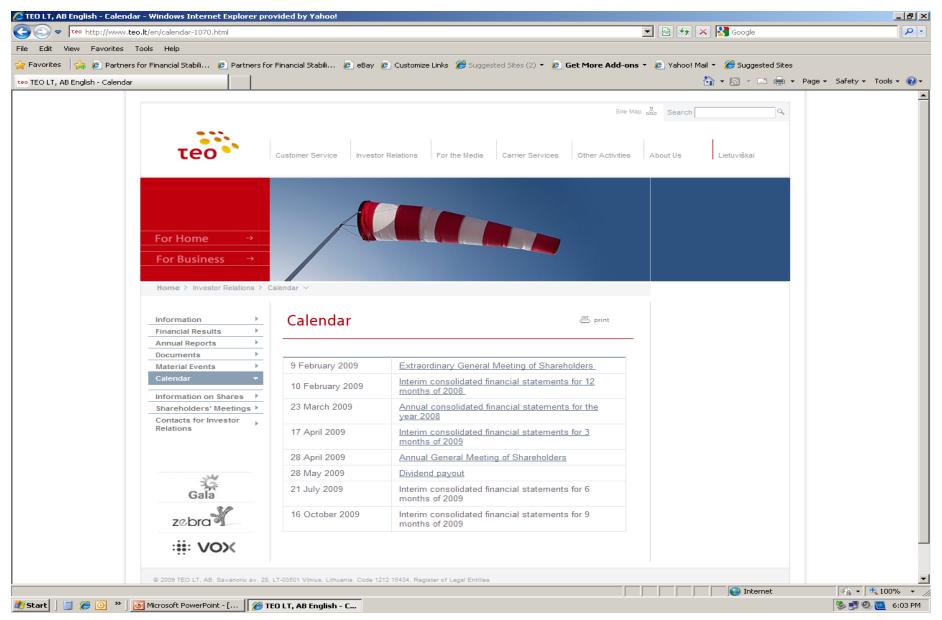
Annual Report

The annual report is largely influenced by local legislation. However, listed companies should use the report as an investor relations mechanism.

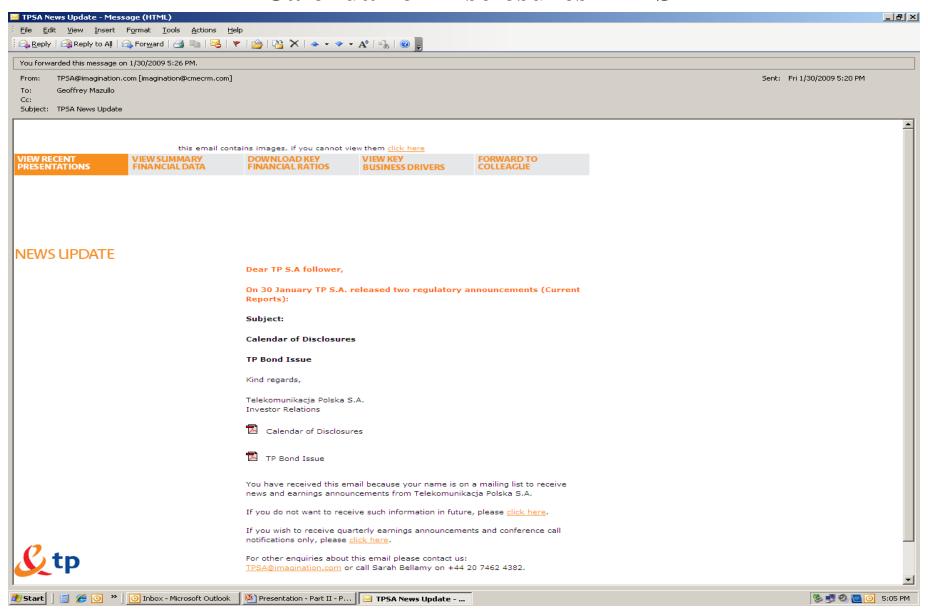
For examples of best practice, please refer to the award-winning companies from *Investor Relations* magazine and from the Baltic Market Awards. See http://www.nasdaqomxbaltic.com/?id=3261621

Calendar of Disclosures

Other Investor Relations Mechanisms Calendar of Disclosures – TEO LT

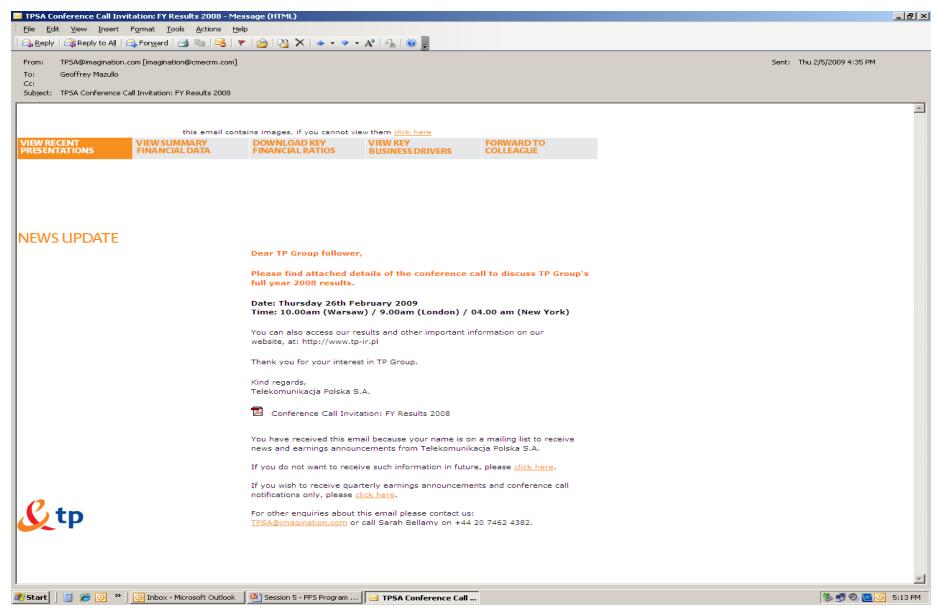


Other Investor Relations Mechanisms Calendar of Disclosures - TPSA



Conference Calls

Other Investor Relations Mechanisms Conference Call - TPSA

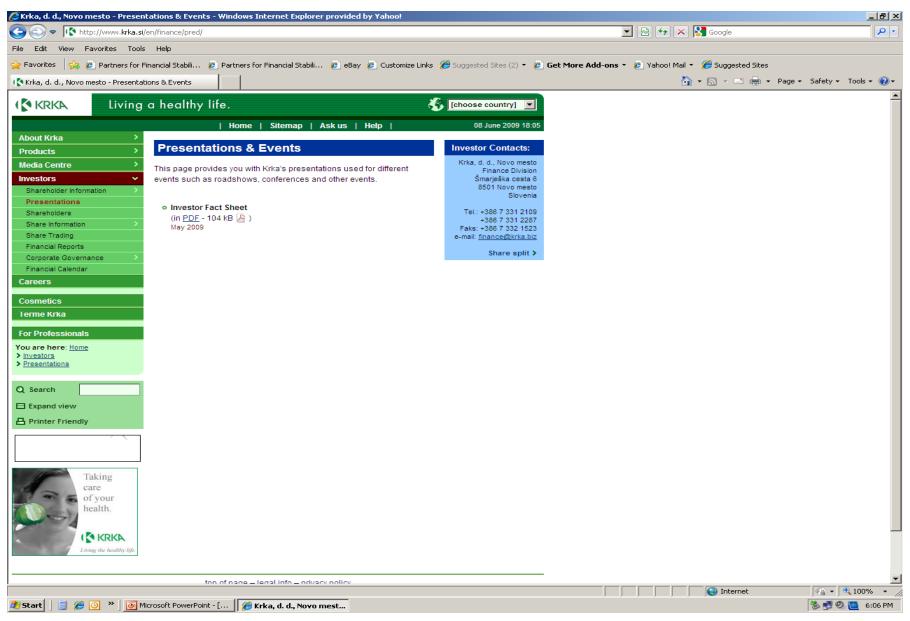


Investor Day / Meetings / Presentations

Other Investor Relations Mechanisms Investor Day – IR Global Rankings | Monthly Newsletter – 1-2/2010

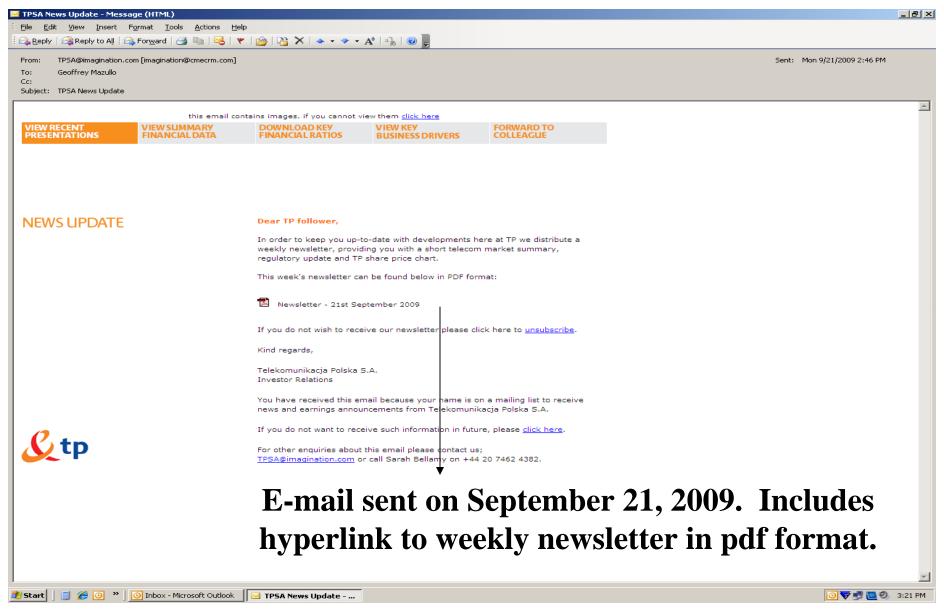


Other Investor Relations Mechanisms Presentations - Krka



Newletters

Other Investor Relations Mechanisms Newsletter – TPSA



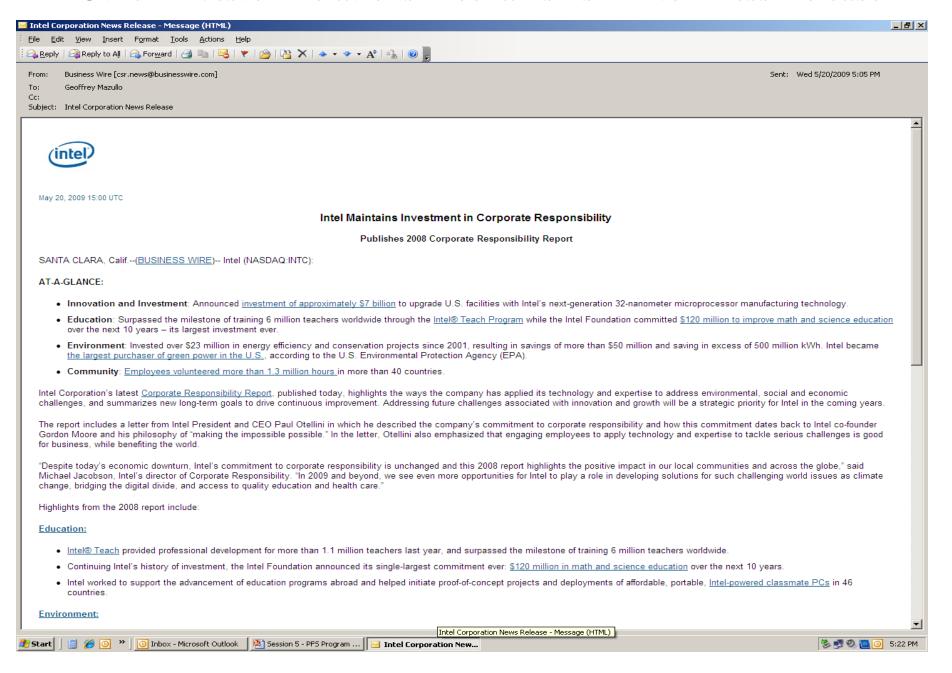
Other Investor Relations Mechanisms – Press Releases

Intel Maintains Investment in Corporate Responsibility May 20, 2009

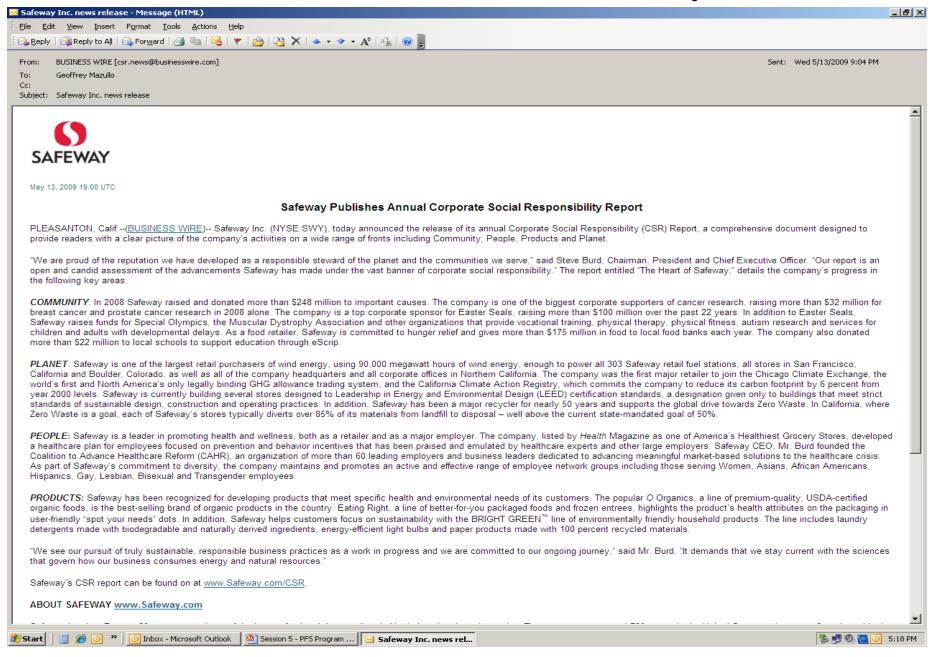
Safeway Publishes Annual Corporate Social Responsibility
Report
May 13, 2009

Cereplast Reports Second Quarter 2008 Financial Results,
Provides Business Update
August 14, 2008

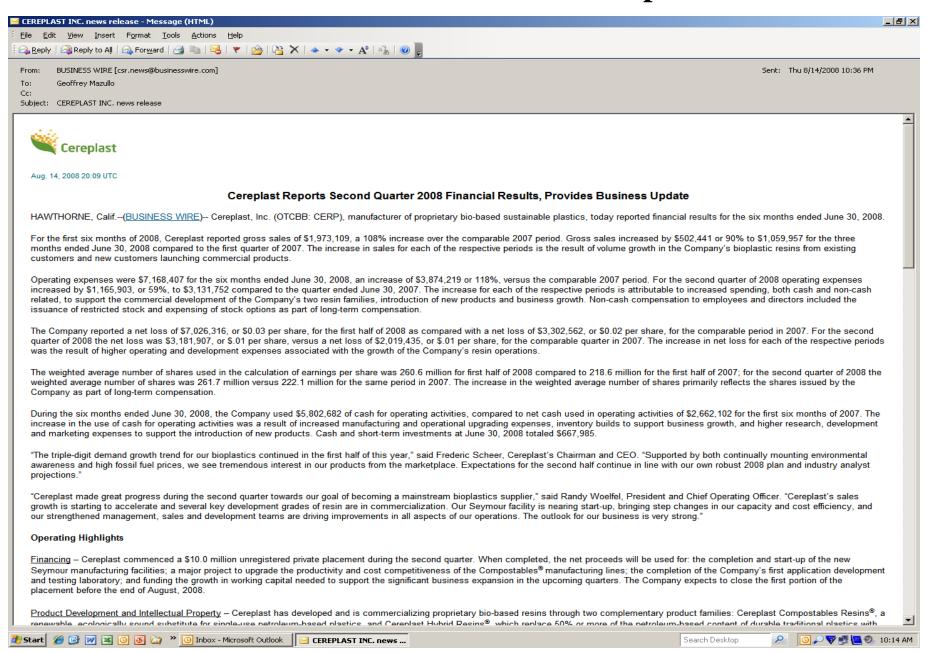
Other Investor Relations Mechanisms – Intel Press Release



Other Investor Relations Mechanisms – Safeway Press Release

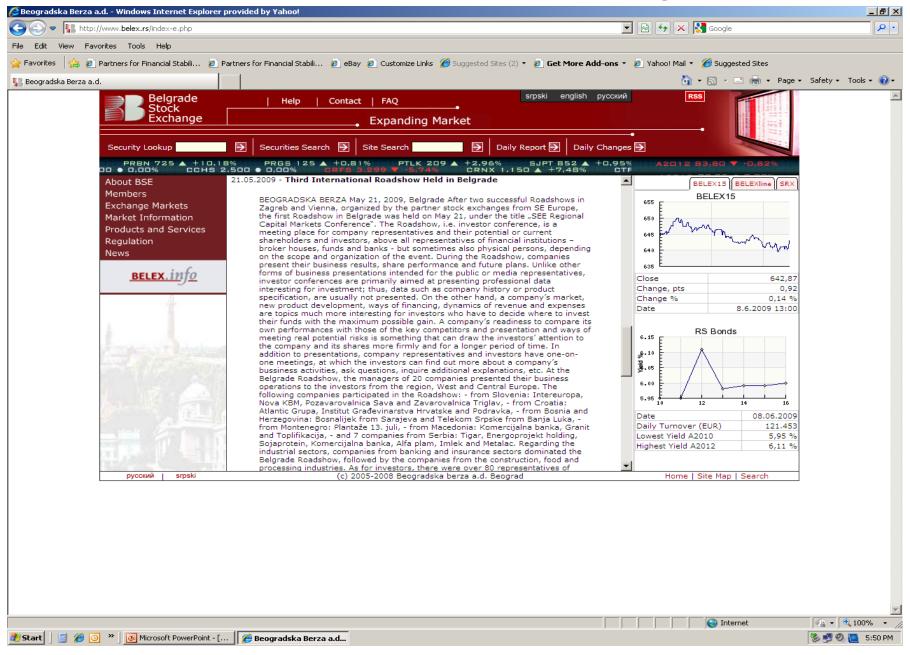


Other Investor Relations Mechanisms – Cereplast Press Release



Road Shows

Other Investor Relations Mechanisms - SEE Regional Roadshows



Share Price

Other Investor Relations Mechanisms – Share Price

