

# Enhancing Company & Shareholder Value – A Critical Revisit



Decide with Confidence

Though shareholder value has taken a beating of late (by a number of high profile corporate failures), it is no reason to question its validity as an important metric. In all fairness, the concept of shareholder value should not be made the scapegoat for bad management practices or human failures.

It is the responsibility of Management to continually seek to enhance their company's value so as to benefit its shareholders. Towards this end, it is important for them to not only know and understand the value drivers of their company but also to involve themselves in the operational level decisions that have a direct impact on the company's and shareholder's value.

## Topics covered

- Company and shareholder value – its failed promises – its abuse – its relevance?
- Rediscovering shareholder value – back to basics
- Understanding and appreciating corporate and shareholder value
- Value creation and stakeholders
- EVA and value based management – an overview of
- Dimensions of value – factors driving corporate and shareholder value
- Definition and measures of value
- Ratios and variables driving value – an analysis and critical examination
- Creating and building company and shareholder value – principles, approaches and strategies – a framework for

## Training methodology

Lectures, discussions and exercises

## Trainer's Profile

**Ee Kow Keang** is a very experienced and much sought-after course leader. He has conducted many courses and given talks on banking and finance and specialised management subjects for various organisations and institutions. He was also, for many years, a part-time lecturer for two prestigious executive MBA programmes in Malaysia.

Besides his 25 years in banking, Ee also has wide business counselling experience. He has advised and assisted many businessmen in matters such as identifying and structuring their banking needs, evaluation of business potential and viability, organisational restructuring and business start-ups.

Ee is an Associate of the Chartered Institute of Bankers, London and Institute of Bankers, Malaysia. In addition, he holds a

MBA degree from the Cranfield Institute of Technology, England.

**Pun Kai Loon** is the Chief Operating Officer of a credit and business information portal designed that meets the strategic business information needs of businessmen and practicing professionals. He is also a Director of a planning and economics research consultancy firm.

Kai Loon's portfolio included venture capital and equity investments, credit analysis and risk rating. He also wrote for a local Chinese business magazine covering contemporary economic and industry issues. In the academic field, Kai Loon has taught economics and corporate finance for the degree programmes of the University of London and University of Southern Queensland

**Koh Siew Min** is bilingual in English and Chinese and she conducts programs in a variety of banking subjects such as project evaluation and analysis of financial statements. She brings to her training programs a unique blend of academia and practical industry experience in the evaluation of project viability.

She was in the adjunct faculty with the Nanyang Technological University in Singapore. She also teaches both Corporate Finance and Bank Financial Management for the Master in Financial Management by University of London (UOL) at the Singapore Institute of Management.

She has a degree in Accountancy from the National University of Singapore and is also a qualified Chartered Financial Analyst (CFA, USA).

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**Date:** 13 May 2009, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$400 for D&B Subscriber [ ] S\$490 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 10 Apr to receive a 10% off regular fee**  
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**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

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