

8 September 2010

Dear Dr. Pathathai Sinliamthong  
Chairperson of Finance and Banking Department  
School of Management, Assumption University  
88 Moo 8 Bang Na-Trad Km. 26  
Bangsaothong, Samuthprakarn  
Thailand 10540

On behalf of CFA Society Thailand, I would like to invite Assumption University to participate in the 2<sup>nd</sup> CFA Thailand Investment Research Challenge (CFA Thailand IRC). This competition is part of the CFA Institute Global Investment Research Challenge® or Global IRC®

The Challenge is a competition in which student teams from the top area business and finance schools write an equity research report on an assigned company and present their findings to a panel of investment industry experts. The winning team will represent Thailand to compete in the Asia Pacific Regional Investment Research Challenge (Asia Pacific Regional IRC) hosted by CFA Institute, to be held in Bali, Indonesia on 25 February 2011.

This annual educational initiative is designed to promote best practices in research among the next generation of analysts through hands-on mentoring and intensive training in company analysis. It complements students' university curriculum by simulating the 'real world' experience of an equity analyst.

The Challenge spans three months, and consists of the following components:

- Analysis of a Public Company
- Mentoring By a Professional Research Analyst or Portfolio Manager
- Writing an Equity Research Report
- Presentation of Research to a High-Profile Panel of Experts in Bangkok

Each university chooses one team of 3-5 members to represent it. Both graduate and undergraduate students are eligible. Students must be enrolled in the current term at the university they represent. CFA Charterholders and students who have prior work experience in fundamental company analysis are not eligible. It is highly recommended that the participating students have a valid passport before applying for the competition.

The winning university team will win various prizes (include Society Scholarships for the CFA Exam) and a chance to compete against the winning teams throughout the Asia Pacific Region IRC.

The Asia Pacific Regional IRC will be held in Bali, Indonesia on 25 February 2011. The challenge culminates with the 5th Annual Global Investment Research Challenge to be held in Omaha, Nebraska, United States on 8 April 2011. The Global IRC® consists of the winners of the regional finals held in the Americas, Asia-Pacific, EMEA and New York. The 2009 and 2010 winners were the Nanyang Technological University of Singapore and University of the Philippines – Diliman Campus respectively.

**Key Dates:**

|   |                   |
|---|-------------------|
| Deadline for Intention Form                                   | 20 SEP 2010 (MON) |
| Deadline for Submission of Final Team List                    | 28 SEP 2010 (TUE) |
| Kick-off Meeting  | 2 OCT 2010 (SAT)  |
| Company Presentation  | Early NOV 2010    |
| Draft of Report to Mentor                                     | 29 NOV 2010 (MON) |
| Deadline for Submission of Final Report                       | 15 DEC 2010 (WED) |
| Graders Final Comments  | 3 JAN 2010 (SUN)  |
| Announcement of Finalists                                     | 5 JAN 2011 (WED)  |
| Panel Presentation  | 9 JAN 2011 (SUN)  |
| Regional IRC (winning team only), Bali                        | 25 FEB 2011 (FRI) |
| Global IRC (winners of four regions), Nebraska, United States | 8 APR 2011 (FRI)  |

We hope that your university will take this opportunity to participate in this worthwhile initiative. The teams should be finalized by *28 September 2010*, to attend the kick-off meeting on *2 October 2010*. I will follow up with you shortly to discuss this in more detail and to answer any questions you have.

Best regards,



**Pisit Jeungpraditphan, CFA, CAIA**  
President  
CFA Society of Thailand

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**Attachments:**

1. *CFA Thailand Investment Research Challenge OFFICIAL RULES*
2. *University Application*
3. *Team Profile*