

16 November 2009

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 inaugural CFA Thailand Investment Research Challenge (CFA Thailand IRC). This competition is part of the CFA Institute Global Investment Research Challenge (GIRC).

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 advance to compete in the Asia Pacific Regional Investment Research Challenge hosted by CFA Institute, to be held in Manila, Philippines on 6 March 2010.

This annual educational initiative, based on the Investment research challenge originally developed by the New York Society of Security Analysts, 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 two 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
- Winning Asia Pacific Teams Presentation to High-Profile Panel of Experts in Manila

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 at the time of the CFA Society Thailand Challenge final, 6 February 2010. CFA Charterholders and students who have prior work experience in fundamental company analysis are not eligible.

Last year, 35 CFA Institute member societies held local competitions with more than 1000 students from over 240 universities worldwide, including globally ranked schools and CFA Program Partners. This year, more than 55 local challenges will be held globally including nearly 400 universities and over 1600 students preparing to become the next leaders in finance.

The winning university team will win various prizes and a chance to compete against the winning teams throughout the Asia Pacific Region. The Asia Pacific Regional Investment Research Challenge will be held in Manila, Philippines on 6 March 2010. The challenge culminates with the 4th Annual Global Investment Research Challenge to be held in Hong Kong on 17 April 2010. The Global Challenge consists of the winners of the regional finals held in the Americas, Asia-Pacific, EMEA and New York. The 2009 winner was the Nanyang Technological University of Singapore.

Key Dates:

Deadline for application/Initial Team list	1 DEC 2009 (TUE)
Kick-off Meeting	4 DEC 2009 (FRI)
Company Presentation	Mid Dec 2009
Draft of report to Mentor	13 JAN 2010 (WED)
Deadline for submission of final report	22 JAN 2010 (FRI)
Graders Comments	23-31 JAN 2010
Announcement of finalists	1 FEB 2010 (Mon)
Panel Presentation (only 4 finalists)	6 FEB 2010 (SAT)
Regional IRC (winning team only), Manila	6 MAR 2010 (SAT)
Global IRC (winners of four regions), Hong Kong	17 APR 2010 (SAT)

We hope that your university will take this opportunity to participate in this worthwhile initiative. All teams must be finalized by *1 December 2009*, to attend the kick-off meeting on *4 December 2009*. 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

Fund Manager & Senior Investment Analyst
Siam Knight Fund Management
32/F, Seng Thong Thani Tower
82 North Sathorn Rd.
Bangkok 10500, Thailand
Direct: +66 (0) 2639.9030
Mobile: +66(0)8.1814.8072

Website: <http://www.membersocieties.org/thailand>

Attachments:

1. *About GIRC*
2. *CFA Thailand Investment Research Challenge RULES*
3. *University Application*
4. *Team Profile*
5. *Faculty Guidelines*