

## **MARKET RESEARCH COMPETITION**

### **Overview, Structure and Rules**

The JSE Market Research Competition, which was formally known as the Broker Analyst Competition, is one where every quarter the JSE invites analysts from the securities industry, tertiary institutions and the media to submit analyses of listed companies based on the past performance and future expectations. Participants will conduct research, perform analysis and prepare submissions on the selected company using the JSE's required format.

A select panel (drawn from academic institutions, the financial services sector, the investing community and the media) judges these submissions based on stated criteria and determines a winning entry and runner-up for each quarter.

The panel conducts briefings periodically to provide feedback to participants. At the end of the competition season, the panel will determine the top two winners who will make final presentations (written and oral) for judging to determine the overall winner of the year.

Throughout the year, winning analyses will be published. Quarterly winners will receive cash prizes of One Hundred Thousand Jamaican Dollars (\$100,000) each quarter. The overall winner of the season will receive a cash prize of Three Hundred Thousand Jamaican Dollars (\$300,000), while the runner-up of the competition will receive One Hundred and Fifty Thousand Jamaican Dollars (\$150,000). In addition, winning entrants will be submitted for publication in the print and electronic media and will be posted on the JSE's website and social media platforms.

### **Objectives of the Market Research Competition**

- To increase the interest and involvement of analysts and observers in the Jamaican stock market through in-depth analyses of the performance of listed companies.
- To enhance the research analysis and presentation skills of the entrants, enabling them to better understand the market, improve their communication skills and, in case of broker representatives, to better advise clients.
- To encourage listed companies to improve the content and timeliness of the information provided to shareholders, while encouraging shareholders to become more involved in these companies.
- To emphasize the Jamaica Stock Exchange's commitment to providing public education on the stock market.
- To benefit the investing public through increased exposure in market analysis.
- To stimulate the interest and involvement of the wider public in the stock market.

### **Requirements for Quarterly Submissions**

#### **Company Selection:**

Analysis will be on the companies listed on the JSE and companies or industries are selected on a quarterly basis by the Committee. Participants are encouraged to check the JSE website or contact the JSE Marketing Department for the industry or company selected.

**Content:**

Analyses must include (but not restricted to) discussion of:

1. The Company's financial performance/strength for the past five (5) years.
2. Global economic conditions post-pandemic has changed drastically. How has the company adjusted for the shift in local and global economic policies as well as the increased costs to doing business caused by global inflation?
3. Evaluate the impact of the global COVID-19 pandemic on CSR practices on the company's business, with specific reflection on its impact in the Jamaican environment?
4. Analyse the company's impact intensity of profits and discuss the impact this is having on its share price.
5. Where is the company in regard to reducing greenhouse gas emission and thus lowering the climate risks especially to small island states such as Jamaica (*against the background of the United Nations Framework Convention on Climate Change and the government of Jamaica's objective of getting 50% of national energy from Renewables by 2030*)?
6. How will investors' interest impact this Company during and after COVID-19?

A recommendation to investors on the Company's shares, whether to:

- A. Buy
- B. Hold
- C. Sell

**Format of Submission:**

- Submissions should be between two thousand and two thousand five hundred words (2,000-2,500), excluding graphics, charts, and appendices. **If this is exceeded your submission will automatically lose marks.**
- Appendices should be typed 1.5 space using 12-point Times New Roman or an equivalent font.
- Articles must be submitted in one of the following ways:
  - 1) Electronically in Microsoft Word format **ONLY** on or before the due date. Or
  - 2) Hard copy delivered to the offices of the JSE at 40 Harbour Street, Kingston on or before the due date.
- Participants are strongly encouraged to make effective use of visual presentations including graphs, charts, and other illustrative devices to enhance their submissions.
- Kindly note that an executive summary of your analysis should be placed at the top right-hand corner and should also include whether to buy, hold or sell.
- The JSE will edit submissions in order to make them anonymous for judging, therefore analysts should refrain from placing identifiers or making personal identifying references within the body of the document.

## Judging Criteria:

**Each submission will be judge on the quality of:**

- Presentation: structure, clarity and accessibility (including visual presentations)
- Analysis: industry knowledge, contextual environment (including economic, socio- political and global consideration) and quantitative.
- Insights, conclusions and recommendation.

## Determining the Winners

### 1. Quarterly Winners

Committee members will individually review the quarterly submissions and determine scores as guided by the stated criteria. The Committee will discuss and compile the scores but may also determine whether it would wish to interview analysts to seek clarification on their submissions.

### 2. Overall Winner for the Competition Season

The top two finalists for the year will be determined based on evaluations of the quarterly winning entries. These two finalists will be required to make an oral final presentation. This final presentation will be moderated, with some members from the Committee judging the presentations. In addition to answering questions form a select panel, competitors will be allowed to ask each other a limited number of questions. It is intended that this final presentation will be video and maybe broadcast live or at a later time.

## Recognition and Awards

- Quarterly winners will receive a cash prize. The overall winner will receive a cash prize and the JSE Analyst of the Year Trophy. The overall runner-up also receives a cash prize and a trophy.
- Winning entries will be published in the print media, on JSE's website and any other relevant platform subject to editing.
- Winners will be photographed and their profiles published in JSE Publications, JSE website, the print media and any other relevant platforms. Winners may also be interviewed for the electronic and print media.
- Other Awards: The companies or schools of the overall winner and runner-up will also be recognized.

## Award Ceremony:

The JSE Market Research Competition will end with a prestigious Award Ceremony, which is usually held in July.