

MIR | INVESTOR RELATIONS

Effective Communication that Maximizes Value

www.miranda-ir.com

Led by Ana María Ybarra and Damian Fraser, we combine our experience in the Investor Relations area in public companies (Ana María Ybarra) with equity analysis & sales and investment banking (Damian Fraser).

At Miranda-IR we work hand in hand with each client to create a successful investor relations strategy that generates value for the company. We focus on maximizing the quality of messages and communication material, helping our clients to efficiently convey their investment thesis, results and strategy, in order to improve the market's perception of the company.



Why Miranda IR?

- Team with extensive experience in the financial market, both in public companies and investment banks, focused on optimizing the value of companies.
- Through an in-depth knowledge of the company, we create an efficient communication strategy.
- Personalized service that adapts to the needs of each client.
- In-person, local support with a deep knowledge of global financial markets.
- Advice in several languages thanks to a multi-cultural team (Mexican and British).





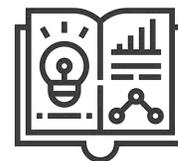
Investment Thesis Designing

- Company strengths and advantages analysis.
- Answer the question: why should I invest in it?
- Corporate presentation development support.



Quarterly Reports Procedure Support

- Kick-off meeting with top-management to understand results.
- Support in design, writing and editing of quarterly report.
- Support in writing and editing of presentation and script for earnings call.
- Earnings call planning.
- List and preparation of potential questions for the call.
- Post-quarter perception study.



Other I.R Materials

- Quarterly Report.
- Annual Statement.
- Relevant events and press releases.
- Company factsheet.
- Support materials for roadshows and conferences.



Targeting and Market Feedback

- Perception studies.
- Monthly reports of key financial metrics based on a group of peers.
- Monthly monitoring of the evolution of the stock price and liquidity.
- Identification and targeting of potential investors.



I.R Website

- Website diagnostics.
- Structure consulting.
- Audit and bi-weekly check.



Investor Events

- Event theme.
- Support in presentation development.
- Event logistics.



Corporate Governance Consulting

- Board of Directors' and Committees' restructuring to align the interests of the company with the financial markets.



Management Team Consulting

- Miranda-IR will continuously advise the company regarding the market's possible reaction to decisions taken by management.



Ana María Ybarra

Managing Director, Miranda Investor Relations

Ana María Ybarra has worked for ten years in Investor Relations; from 2010 to 2016 she was in charge of the IR department at Genomma Lab International, in collaboration with the Financial Planning and Mergers & Acquisitions areas. Subsequently, she led the Investor Relations department at Grupo Sports World, where she was also head of Strategic Planning and oversaw the creation of new lines of business. Before joining Genomma Lab's team, she worked as a financial analyst at Protego Asesores (now Evercore Partners) and Umbral Capital. Ana María is an economist who graduated from the Universidad Iberoamericana and has a Master's in Business Administration from the Instituto Panamericano de Alta Dirección de Empresas. She also earned an Investor Relations diploma from the Universidad Panamericana and has been ranked on various occasions by "Institutional Investor" Magazine in Latin America.



Damian Fraser

Founder, Miranda Partners

Damian was Mexico Country Manager of UBS from 2001 to 2018, where he oversaw the 180-person local Investment Banking, Wealth Management and Equity businesses. He previously ran UBS's Latin American Equity division, worked as Director of UBS LatAm Equity Research, and was a Number One ranked LatAm "Institutional Investor" equity analyst for multiple years. Prior to banking, Damian was a journalist at The Economist (economics correspondent), and at the Financial Times (Mexico bureau chief). He holds a CFA, an MPA from Harvard, and BA from Oxford University.



Erika Díaz

Managing Director, Miranda Media

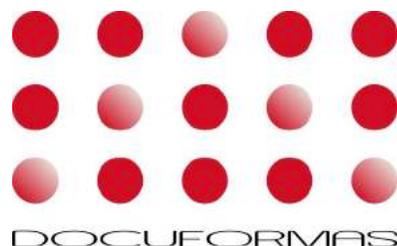
Erika has worked for public and private companies leading key positions in communications, corporate affairs and marketing. At Kuri Breña, Sánchez Ugarte y Aznar, her last assignment was as Head of Communication and Marketing of the firm. She has a solid background in corporate communications in the financial, legal and advertising sectors. Erika has a strong aptitude for finding new approaches to helping clients communicate effectively with their different stakeholders, including in traditional and digital media.



Santiago Navarro

Analyst

Santiago Navarro holds a bachelor's degree in Finances from the Monterrey Tec, Santa Fé, through which he also obtained an entrepreneurship diploma from the Grénoble École de Management. He achieved the second place in the “Shark Finance Challenge” company valuation contest at Tecnológico de Monterrey. In 2017, he worked as a risk analyst at Viñas Concha y Toro.



We develop innovative

IR strategies





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