



MIR

MIRANDA
INVESTOR
RELATIONS

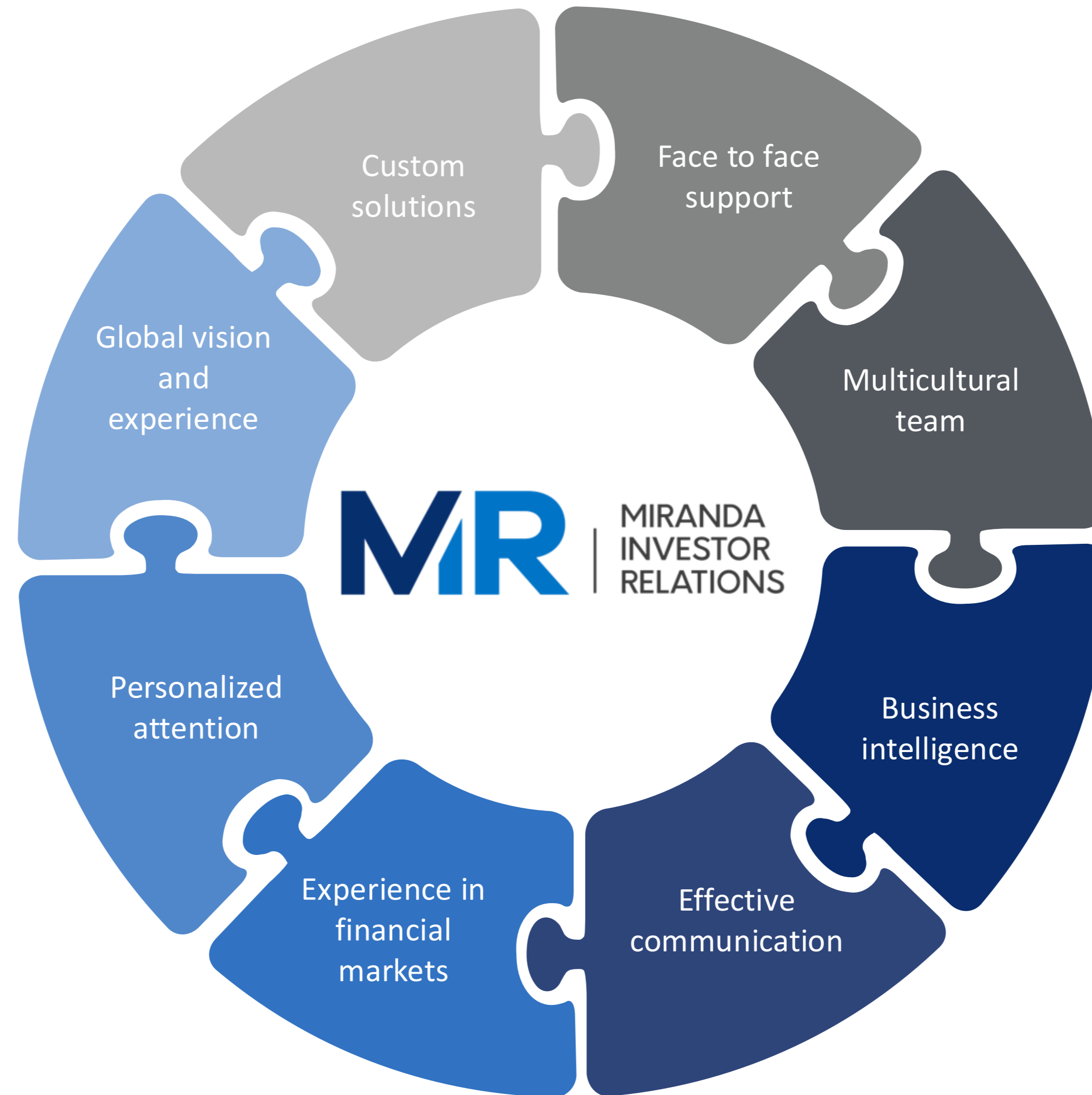


WHO ARE WE?

[Miranda Partners](#) is a consulting firm based in Mexico City, specialized in Investor Relations, Media & PR, Global Equity and Credit Research, ESG, Financial Advisory, and Digital Design. Our team is made up of over 60 collaborators.

At [Miranda-IR](#) we work hand-in-hand with each client to create a successful investor relations strategy. We focus on maximizing the quality of communication materials, helping our clients to improve the market's perception of the company.

COMPETITIVE ADVANTAGES



OUR SERVICES



Investment Thesis Development



Quarterly Reporting Support



Miranda Zoom



IR Website



Annual Report



Miranda Newswire



Other IR Materials



Targeting and Market Feedback



Investor Events



IPO Advisory



In-Depth IR Diagnosis

* All of our services can be tailored to the needs of each client.



INVESTMENT THESIS DEVELOPMENT



Analysis of the company's strengths and advantages

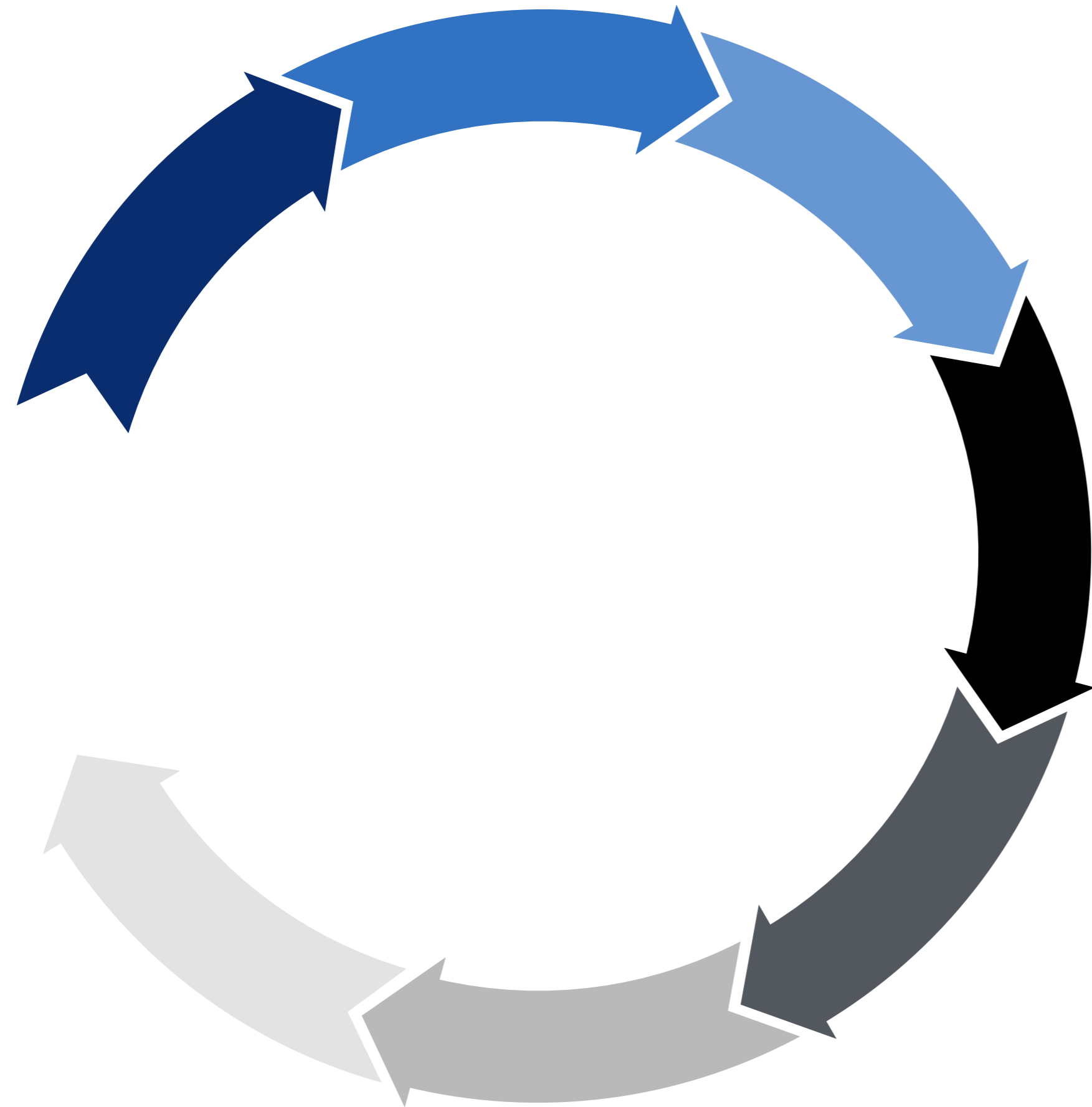
Answer the question:
why should I invest in
the company?



Corporate presentation
development and support



QUARTERLY REPORTING SUPPORT



- Kick-off meeting with the top-management to understand the results.
- Support in the design, writing, translation and editing of the quarterly report.
- Support writing and editing the script and presentation for the earnings call.
- Organizing the earnings call on Zoom.
- Preparing list of potential questions for the call.
- Distribution of the report and invitation to investors and analysts.
- Perception study (quarterly or semi-annual).



MIRANDA ZOOM



Includes the following:



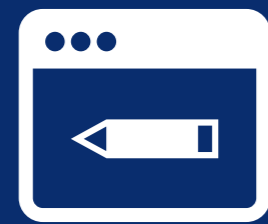
Customized videoconferences for earnings reports presentations, investor days, special presentations, etc.



IR WEBSITE

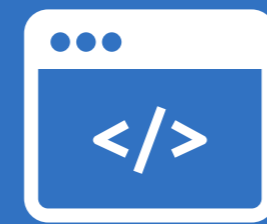


Design



Generation of graphic style and interface in English and Spanish.

Restructure



Development of a new structure based on the website of your peers and the industry's best practices.

Hosting and domain



New hosting setup and content migration. Specific domain for investors page.

Maintenance



Data backup, system and security checks, technical support, information updates.



ANNUAL REPORTS



Structure and storytelling craft in a creative and assertive way to achieve a clear outcome that effectively communicates the company's results and strategy, adhering to the highest quality standards based on best practices in Investor Relations and ESG.



Define

The main topics, structure, and necessary information.



Develop

The deliverables and setting the delivery timelines.



Support

In the drafting, translation, and editing of the report, as well as in the preparation and improvement of related materials.



Achieve

Communication that creates connection.



Global and local reach

We collaborate with Bloomberg, Infotel, Refinitiv (Reuters) and local and international newspapers.



Affordable price

Our high-quality service has an affordable price compared to the industry.



Content review

The content of the press releases is reviewed by our IR team, which has years of experience in the market.



Safe and efficient

We comply with the FTP to ensure information security.



OTHER IR MATERIALS



01

Annual Report



02

Relevant events
& Press
Releases



02

Company
factsheet



04

Support with
roadshow
materials





MATERIAL DESIGN AND RESTRUCTURE



Materials Design



Design of IR materials such as corporate presentations, quarterly reports, factsheets, and presentations for investor days or conferences, among others.

Restructure

Detailed analysis of the current IR materials structure of both the company and its peers to determine the ideal structure.





MARKET FEEDBACK



Perception Studies

Development of quarterly, semi-annual or annual perception studies.

Weekly Reports

Weekly reports on share performance, including a comparative analysis based on a group of peers.

Monthly tracking

Monthly tracking of the stock price performance and liquidity.

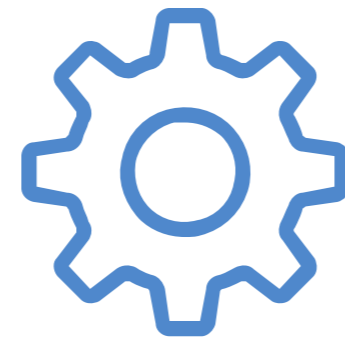


TARGETING - INVESTORS AND ANALYSTS



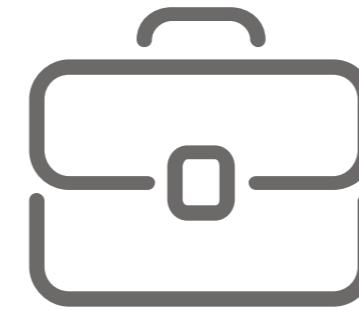
Define along with the client the group of peers.

1



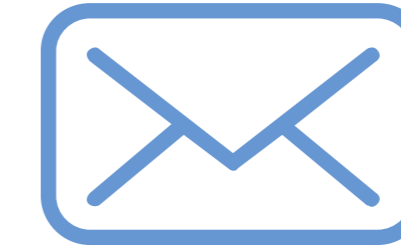
Collect and process the peers' data from Bloomberg and analyze it in detail.

2



Identify potential investors and analysts for the company and look for contacts.

3



We provide a presentation with our recommendations and an Excel file with the required details.

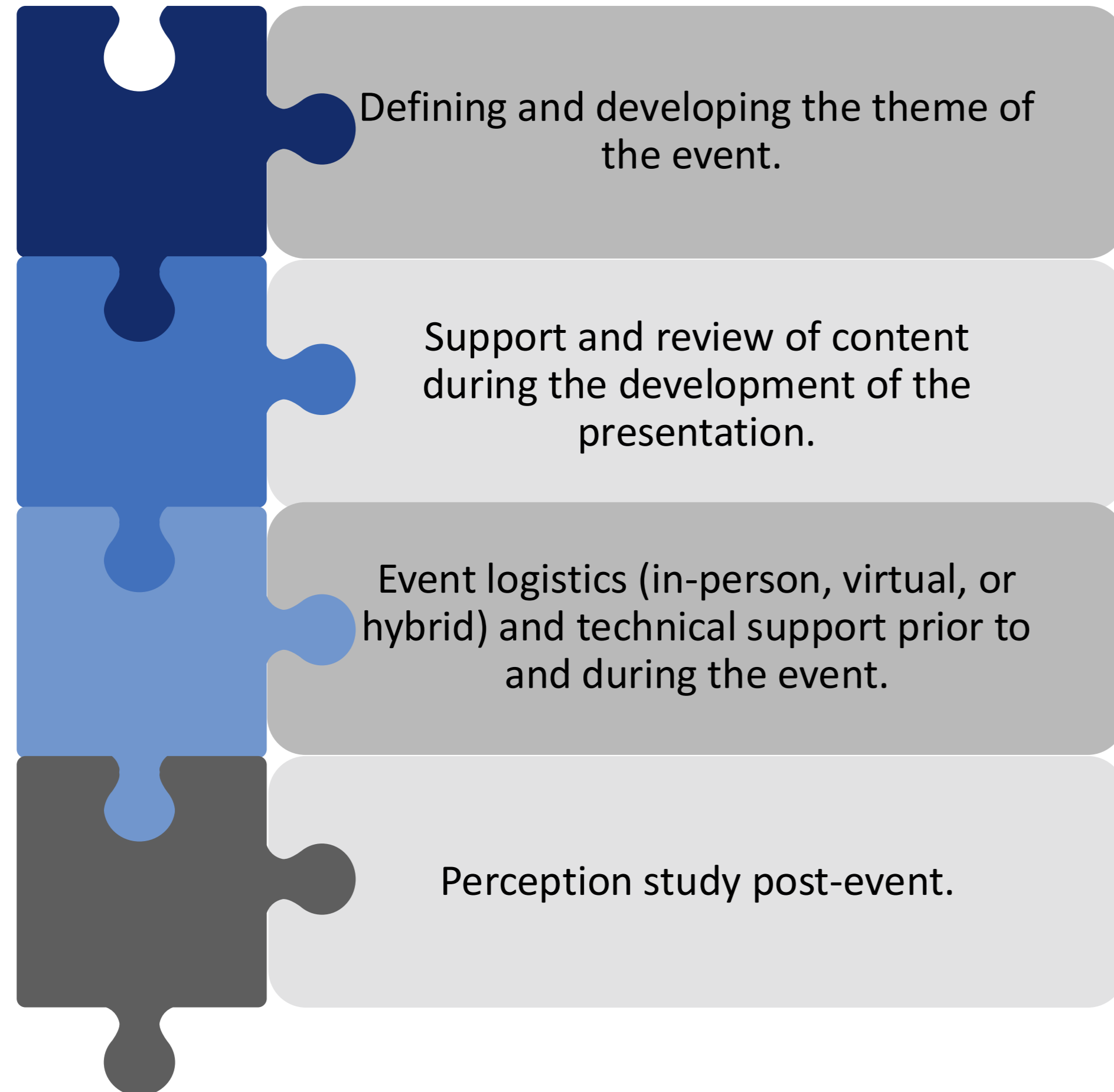
4



INVESTOR EVENTS



Investor Days | Non-deal roadshows



Advantages

- Affordable price.
- Efficiency in communication.
- Logistics support at all times.

For Investor Events

Approaching analysts and investors (current and potential)

Insight on the market's perception



IR DIAGNOSIS



Stock Performance

Analysis of the main market indicators, compared with a group of peers selected together with the client.



IR Materials

Comprehensive review of all IR materials to identify areas for improvement.

Results & Strategy

Analysis of historical results and the company's strategy vs. how they communicated it.

Market communication

Analysis of the market communication strategy, including events, meetings with investors and analysts, emails, etc.



IPO ADVISORY



Custom service to the needs of each client



Advisory on the corporate presentation for initial or potential investors.



Rehearsal presentations and communication training to portray the company's message in the best way possible.



Roadshow: hybrid or virtual (Miranda Zoom).

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