

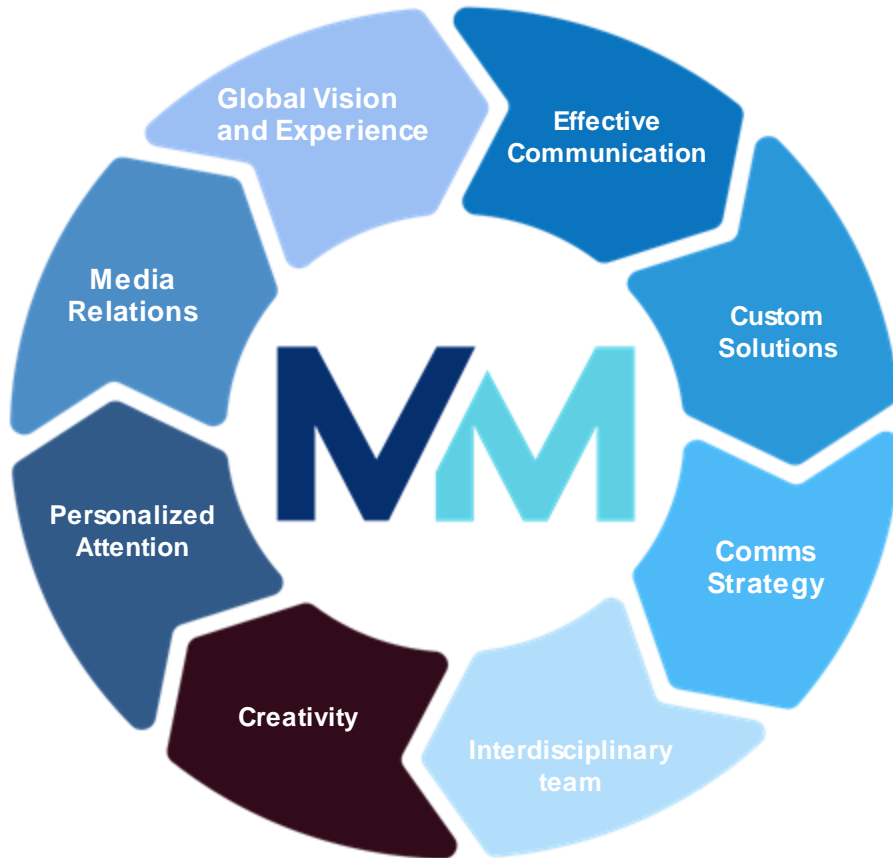


MIRANDA
MEDIA & PR

CORPORATE PRESENTATION



ABOUT MIRANDA MEDIA



We are a **corporate communications consulting firm** specializing in media relations, strategic communications, and crisis management.

Through a multidisciplinary and multicultural team, we develop **competitive and effective strategies** in a personalized way that help our clients **communicate the impact** of their activities and daily operations to their **main target audiences**.



MEDIA RELATIONS

- As former journalists, we have a vast network of press contacts and relationships that we've fostered over many years. We leverage that experience to help our clients achieve their PR goals.

COMMUNICATIONS STRATEGY

- Our industry experts provide on demand reports and advice about the Mexican market. **Based on this common understanding of the landscape and our clients' goals, we work together to form a comprehensive communication strategy.**



GENERATION AND DISTRIBUTION OF PRESS RELEASES

- Our team of former journalists and financial professionals is here to guide our clients through the entire press release process.



MEDIA TRAINING

- Miranda Media's team will develop and enhance the strengths of the company's spokesperson through training and clarification of concepts in preparation for media interviews focused on the company's image and reputation.

KEY MESSAGES

- We elaborate key messages with the most relevant topics for the company to provide spokespersons with the most important points to highlight during interviews, as well as for participation in forums, webinars, among other events.



WHITEPAPERS

- Positioning of Whitepapers on specific topics for each relevant sector in Mexico. Distribution to press and interested parties with the objective of positioning the company as a firm that generates insights and has in-depth knowledge within their sector.



CRISIS MANAGEMENT

- We have years of experience solving crises in a volatile environment. Our first step is to conduct an in-depth risk analysis and develop mitigation strategies for our clients' unique situations. Our constant media monitoring catches issues early and our experts are available 24/7 to jump into action.

KEY STAKEHOLDER RESEARCH

- Understanding the key stakeholders in your industry and Mexican government is crucial. Our research team provides clients with custom organizational charts and bios, they are reader-friendly and constantly being updated.



MEDIA MONITORING



- We offer customized, English-translated executive news summaries covering the most relevant industry news and all our clients' mentions. This also includes live coverage of the president's daily morning press conferences. Our clients hear about breaking news from us first.



SOCIAL MEDIA STRATEGY

- Our experience in media allows us to create social media strategies according to the needs of each client, generating the right impact and aligned to the clients' audiences of our clients.

SOCIAL MEDIA CONTENT CREATION

- We work hand in hand with our clients to create content that fits the specific strategy of each company.
- We adapt publications to the format and style of each social network: LinkedIn, Twitter, Facebook and Instagram.



IMPACT REPORTS

- We generate monthly reports that help us quantify the results of the impact we have on social networks.

TEAM



DAMIAN FRASER PARTNER

Damian founded Miranda Partners in 2018, before he 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 "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 University, and BA from Oxford University in Economics and Philosophy.

GABRIELA JIMÉNEZ SENIOR ANALYST

Gabriela is a journalist and communications specialist, with a focus on the economic and financial sectors, from the Universidad Iberoamericana. She has worked with outlets such as La Jornada and eEconomista.es, and was the director of EconomíaHoy.mx for three years. She has a Master's Degree in Journalism and Public Policy from CIDE. Gabriela's main areas of interest are financial inclusion and the gender wage gap.





JOE LEONARD
ANALISTA SR.



BERNARDO MIRANDA
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