



MZilios is the preeminent provider of global capital markets intelligence in both equity and fixed income, covering the US, international ordinary and ADR markets. Our shareholder identification and targeting programs provide the underlying research to identify new opportunities, detect capital trends, discover underweight shareholders and allows for more meaningful investor interaction.

## **CAPITAL MARKETS INTELLIGENCE BY MZILIOS**

- Is the foundation for a successful IR program;
- Assists the management team in maximizing shareholder value;
- Provides an understanding of Institutional Investor movements and strategies;
- Optimizes management's time with the 'right' audience;
- Identifies desirable investors and measures the effectiveness of targeting techniques.

## **MULTI-ASSET CLASS INTELLIGENCE BY MZILIOS**

Leveraging our Capital Markets Intelligence infrastructure and extensive experience in Institutional ownership, we provide unparalleled accuracy in identifying corporate bondholders. Understanding who owns your convertible debt or preferred shares in your company is as important as understanding the equity holders. Our multi-asset class intelligence offers companies an insightful view into the complexity of the entire capital structure ownership leading directly to improved efficiency and interaction with the buy-side for Investor Relations and Treasury.

## **WHY MZILIOS?**

Our core competency is built on providing the most accurate and dynamic analysis of your shareholder base.

- Experienced analysts with the most seniority in the industry;
- Proactive, client focused team;
- Most reliable and robust institutional contact network;
- Innovative, tailored solutions;
- Unparalleled knowledge of the institutional community.

## MZILIOS CAPITAL MARKETS PROGRAM

- Includes daily analysis of trading activity
- Weekly overview of your current institutional shareholder list
- Weekly recap of buy-side and sell-side news
- Graph analysis of peer and index performance
- Qualitative analysis of your shareholder activity

## ADVANCED ANALYTICS

- Technical Analysis
- Short Interest - Peer Comparison
- Sell-Side Earnings Summary
- Options & Derivatives Trading Assessment
- Volatility Studies
- CDS Trade Impact Overview

## INVESTOR TARGETING

Who should invest in your company? And why now? MZIllos adjusts the investment story for each key investor (correct audience – institutional and/or retail) to attract them to the shareholder base and ensure effective communications, while training senior executives to convey the story and provide feedback on the meetings as well as on any post-meeting buying and selling activity.

The MZIllos team helps clients develop a better understanding of and adjust their investment stories (competitive differentials of each business) within the current dynamics of their industries.

## PERCEPTION STUDIES

Understanding the financial market's perception of a company and its peers is the starting point for a solid IR program. The studies developed by MZIllos are qualitative and quantitative, and depending on the specific case, can also include the involvement of directors, enabling effective identification of the relative positioning and the corporate objectives to be achieved.

- Business strategy and competitive advantages (annual IR planning)
- Earnings disclosure events
- Succession of directors and executive officers

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## ABOUT MZ GROUP

MZ Group is a multinational company and the world's largest independent investor relations consulting firm, providing one-stop-shop financial, corporate governance, applied technology and integrated corporate communications services. Established in 1999, MZ Group focuses on innovation and customized client service with its unique IR business model. With offices in New York, Chicago, São Paulo, Hong Kong, Beijing and Taipei, MZ Group currently has over 250 professionals serving more than 500 clients in 10 countries. MZ Group's services include: planning and implementing global investor relations programs, market intelligence and database, structuring companies for IPOs, IR applied technology, corporate governance practices, corporate communications and the exclusive Online General Meetings ([www.onlinegeneralmeetings.com](http://www.onlinegeneralmeetings.com)).