

## MZ Group expands US, BRIC IR footprint

*Danielle Drolet - February 17, 2011*

NEW YORK: Multinational MZ Group, an independent investor relations consulting firm, has expanded its presence in the United States and the BRICs.

MZIIlios, a subsidiary of MZ Group, acquired all of the assets of Ilios Partners, a shareholder identification and investor targeting firm based in Chicago. Enzo Villani, president of MZ North America will serve as CEO of MZIIlios. Nick Trikolos, CEO of Ilios Partners, was appointed to president of MZIIlios and MD of capital markets intelligence for MZ Group.

"MZIIlios will be able to dramatically expand its service and product offerings within its premium client portfolio, and also be a key player to launch individual services or the complete IR/PR 'one-stop-shop' in the U.S.," said Rodolfo Zabisky, chairman of MZ Group. "It is going to be a challenge and also a great opportunity in a mature market that has several providers and could simplify by having only one."

Research analysts and managers from Ilios Partners have joined MZIIlios to provide more than 500 global clients services, including integrated corporate communication, IR tools and technology, capital markets intelligence, and shareholders analytics. Clients include Chicago Mercantile Exchange, Cisco, Yahoo, Coca-Cola, 3M, Sony, and Ford.

Meanwhile, Hong Kong-based MZCAN, another subsidiary of MZ Group, merged with Beijing Joinn Alliance Investment & Consultancy (AICC), a financial and PR firm. AICC has been renamed MZ China and remains under the leadership of founder Wellson Shen. In addition, MZCAN has been renamed MZ Asia-Pacific and will be headed by Kevin Yu as president. MZ China is now controlled by MZ Asia-Pacific.

"We are certain that our capability to become a dominant player in Latin America, by attracting 92% of that region IPOs for the past seven years could be duplicated in China/Hong Kong if MZ Group was able to provide a correct formula locally; right offering with the right local entrepreneurs," said Zabisky.

MZ Group also recently spun off a separate management team to service the BRIC countries with communications, media relations, crisis management, media training, events, sustainability areas, and more. The majority of the BRIC team is based in São Paulo, Brazil. Hiring is also underway for all other MZ Group offices.

"BRIC countries will post significantly higher GDP growth in the next decade compared to other markets," said Zabisky. "We want to be leaders where growth is happening. Also, we cannot embrace the world at once and hold it very tight. We need focus. BRIC is the best option to take Chinese companies to list and communicate with Brazilians, as BRIC is the best option to take Brazilian companies to list and communicate with China/Hong Kong markets. India might be the next piece in our puzzle."