

# MZ

LEADERSHIP & INNOVATION

## Launch of the Value Creation Program for Private Companies

25 years of experience supporting over 1,000 companies across 12 stock



# New initiative marks MZ's 25th anniversary as a leader in investor relations

MZ, a global leader in financial communication and technology solutions for Investor Relations, celebrates its 25th anniversary with the launch of a new program designed to help private companies create value.

Based on decades of experience working with publicly listed companies, MZ offers a structured approach to support privately held businesses in strengthening governance, improving capital structure, and expanding access to financing. The program leverages MZ's expertise, drawing on practices that have traditionally been employed in public companies.

The program provides a comprehensive set of services, including strategic diagnosis, competitive positioning and reputational review (a major lever in value management, as seen in the graph below), governance process implementation, capital structure optimization, and technology support through MZ's platforms—already used by listed companies in more than a dozen countries.

This launch comes at a time when companies face higher costs of capital due to interest rates, risk perception, regulatory uncertainties, and market changes.

With this initiative, MZ aims to make practices once exclusive to listed companies more accessible to private businesses, helping them become more robust and attractive to strategic investors, private equity funds, and structured financing.

*"In an increasingly dynamic market, where the past no longer guarantees perpetuity, companies seeking to lead the future and increase shareholder returns need to transform themselves and integrate a structured program that creates value for their strategic planning."*



PH Zabisky,  
CEO of MZ

*"MZ has always believed that transparency, governance, and strategic communication are powerful levers of value for companies listed on the stock exchange. As we celebrate our 25th anniversary, we are taking a step further by also bringing all this experience to private companies who are also seeking to grow efficiently and with market credibility"*



Cassio Rufino,  
Partner and CFO of MZ



"At MZ, innovation has always been part of our DNA. Today, with artificial intelligence integrated into our solutions, we deliver more than just technology: we deliver efficiency, strategic insights, and a unique customer experience. This is the future – and it has already begun."



Marcele Magalhães,  
Partner of MZ

"In fast-changing markets, being prepared is key for companies to seize new opportunities."

Amanda Munhoz,  
Partner of MZ

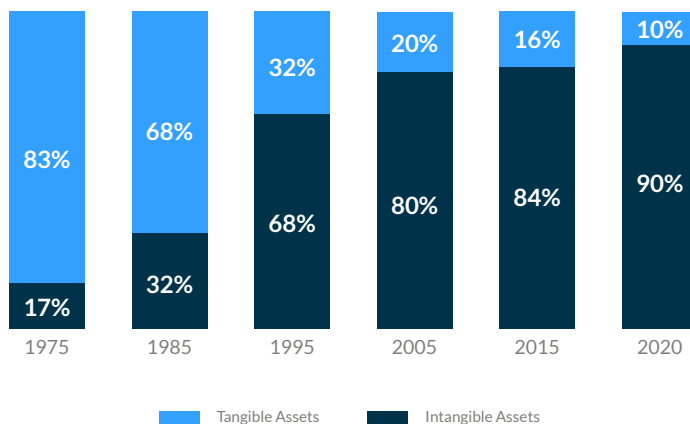


"We started 25 years ago, with a dream and a mission: to transform the way companies communicate with the market. Today, we celebrate our legacy of innovation, partnership, and trust. The best is yet to come!,"



João Marin,  
Partner of MZ

### Components of the Market Value of S&P 500 Companies



Source: Ocean Tomo - Intangible Asset Market Value Study, 2022.

### About

Founded in 1999, MZ provides investor relations and corporate communication solutions to more than 1,000 clients globally. With offices in Latin America, North America, Europe, and Asia, MZ combines technology and advisory services to support companies throughout their relationship with the market.

MZ is a Nasdaq representative in Latin America for board solutions and partners with Banco Itaú to provide market intelligence and shareholder base management for public companies.

For more information, visit: [www.mzgroup.com](http://www.mzgroup.com)

