

ANTIMANIFESTO

Ramón Pedrosa-López

Those of you who know me are familiar with my undying passion for numbers. I joined the industry, because I was drawn towards communicating the stories behind the numbers and their patterns.

Ever since EFE appointed me as the Hong Kong bureau chief in 2004 and I stepped onto the empty trading floor of the most consequential stock exchange in the Far East for the first time, I have not been able to look back.

Behind every stock price, every balance sheet, every chart, there is a story. A tale of success, of overcoming odds, an account of the brave and slightly crazed pioneers, who ventured on the financial railroads, of the visionary who decided that personal cameras could develop in real-time, that cars could drive themselves, or that medicines could be designed to treat mental illnesses.

And yet, numbers, balance sheets, and stock prices only reveal accounts when someone has the talent to stick to them and make an effort to explain what's behind them. Author Robert Shiller, the Nobel laureate in economics, once wrote that "When we are asleep at night, narratives appear to us in the form of dreams. We do not dream of equations or geometric figures without some human element."

Or, as the eleventh Doctor Who said: **"We are all stories, in the end, just make it a good one, eh."**

The will to create and disseminate the stories behind the numbers and help companies, investors, and citizens participate in the investing game, has been the mission that has brought me, professionally, to the mind-blowing place I find myself in today. Thanks to you.

My job is to construct and disseminate trustworthy investor-oriented narratives and present the fundamentals that support them.

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every balance sheet, every chart,
there is a story.**

My belief is that by professionally executing the craft of communication, the shares of publicly traded companies will always reach their fair price. That companies seeking funding for their projects and strategies become viable and recognized. That mutual funds add more and more people to their understanding of the world and the economy.

I work to raise the profile of those who create something worthwhile investing. This in turn, elevates their reputation, and this, my dear friends, is key to the markets!

Today, many people in game-changing corporations are not only my clients, they are my friends.

For years now, I have wanted to understand the underlying, subtle nuances of the market. Through thick and thin, I have worked to understand how the investor mindset works, how authority transfers are executed, and how knowledge, recognition, and trust are elicited.

Because, behind the numbers and the quotes, there are always people. With dreams of a better future and plans which are often grand.

Thanks to these people - customers, friends, and stakeholders - the definitive form of my company is born today: **Pedrosa.**



Pedrosa is a financial communications and investor relations boutique office that operates globally, in a contemporary way, according to modern market reputational needs.

It has the power to analyze and connect the dots, shape them, and communicate them in the form of campaigns, reports, roadshows, IPOs, and issues.

Pedrosa will always be a company focused on telling the story behind the numbers. One that considers the importance of rules and regulatory requirements, with the conviction that the free market only works when things are done right.

In this strange new world, following the pandemic, we exist with the vision of helping companies big and small.

We will help, as we have always done, those who are unable to find a space in the editorial real estate of Bloomberg, the Financial Times, the New York Times, or the Wall Street Journal, to get a foothold in the media and the minds of investors.

We work confidently to the highest standards. For that, I bring on board a team that operates in four international markets (the Eurozone, London, Wall Street, Central Asia, and the Middle East), one that holds the top accreditations in the industry globally, and a track record of more than two decades of building narratives and investor-company relations.

We promise to work honestly in a world of ulterior motives, fake news, and robotraders, putting the human factor at the forefront of our recommendations and decisions.

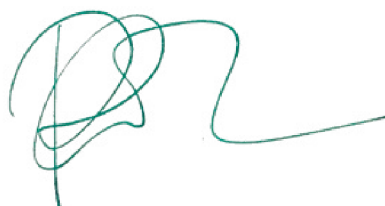
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When we accompany a company on its IPO, create its ESG story, or when we defend it in a crisis, we promise to always go the extra mile as we have invariably done over the years.

To those of you receiving this letter, those of you with whom I have grown, created, worked, and built, I ask you once again that you join me - and invite others to join - in this quest to 'humanise' the headlines, and the news clips.

As Rudyard Kipling says: "If history was taught in the form of stories, it would never be forgotten."

Together, let's make sure that your investment stories are never forgotten.



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