

REPUTATION IS THE KEY TO THE MARKETS

Pedrosa

WHO WE ARE

Pedrosa is **an international profile-raising communications and investor relations specialist** for financial, listed, corporate, and government clients. Incorporated in London.

We ensure a **high-quality, well-resourced and executed service, for all international campaigns we do**. Using a tried-

and-tested combination of communications techniques and financial markets knowledge, our approach has been a huge advantage to them in achieving their objectives, from IPOs to positioning to financing rounds.

Pedrosa has a chief focus in the **U.K.**, the **U.S.**, the **Eurozone** and **Central Asia**.

CORE ADVISORY

- Financial Communications
- Special Situations
- Strategic Investor Relations
- M&A and Special Situations Communications
- Corporate Reputation Management
- IPO Communications and Coordination



ABOUT THE FOUNDER

Ramón Pedrosa is an award-winning specialist in stock market and financial communications, with over 20 years of experience in the markets. He oversees a team of experts in deploying successful media strategies when presented with key challenges.

Recognized as a **top strategist in the industry**, where he has worked out of New York, London, Paris, Madrid, Almaty, Dubai, Muscat or Mexico City.

20+ years in the media. Former bureau chief of EFE in Hong Kong, Indonesia and Malaysia. Opinion writer for The New York Times, Forbes, El País, Russia Today, the Oman Observer, The Times of Malta and others.

CEO of European Equity Research Partners, former First Vicepresident of the Foreign Correspondent's Club Hong Kong, and former officer at the ASEAN Secretariat.

He holds the **top accreditations in the IR industry**, and is the only international professional (non-UK) to have gained the Diploma in Investor Relations of IR Society of the UK.

Ramón is recognized as a top strategist in the industry with deep knowledge in:

- ⇒ IPO and listing communications
- ⇒ Financial and business media relations
- ⇒ Cross-border positioning and narrative
- ⇒ Crisis and special-situations communications
- ⇒ Corporate reputation management
- ⇒ Executive visibility and spokesperson coaching
- ⇒ Capital-markets storytelling across regions

WHAT CLIENTS SAY

"We took the business to the public markets and he ran the communications through every moment that mattered. He knew **which journalists set the agenda, how the story had to read on both sides of the Atlantic**, and how to hold a consistent line under real scrutiny. The coverage was ours and the narrative held."

CEO, **European-listed company**

"When you are running a company of this scale, the difference between a good adviser and a great one shows in the outcome. He gave us **access, judgement and a steady read of the market** through a demanding listing, and he was as credible with the press as he was with the institutions. Few people operate at that level."

Chairman, **Nasdaq-listed company**



MARKETS WHERE WE OPERATE

We advise companies operating in these markets, and others.



OUR TRACK RECORD

We are known for mandates such as:

- ⇒ The first Central Asian company to reach Nasdaq through a SPAC, and its market communications.
- ⇒ IPO coordination and communications for the Euronext listing of a virtual-reality company.
- ⇒ International campaigns for major Asian mining conglomerates, with coverage secured on the front page of The New York Times.
- ⇒ Communications for investment-banking entities placing debt in China and Hong Kong, securing major coverage across tier-one international media.
- ⇒ International outreach for listed companies across Mexico.
- ⇒ Market communications for the best-performing listed stock in Europe in 2020.

