



**NESG**

MIRANDA  
ENVIRONMENTAL  
SOCIAL & GOVERNANCE

CREATING SUSTAINABLE VALUE  
2024.

<https://miranda-esg.com>

<https://miranda-partners.com>

## WHO WE ARE

# NESG

An advisor to corporates and investors on sustainability topics. Co-founded by Marimar Torreblanca and Damian Fraser, who together hold decades of experience in financial analysis, equity research, equity sales, and investment banking. Our greatest advantage is that we understand how the Mexican market works and the companies that comprise it. We also understand what both local and global investors are looking for and the best way to communicate with them.

### Mission

Help our clients navigate the new challenges and complexities ESG integration brings by applying the latest global best practices within a Mexican context.

### Vision

Be a leading advisor to both companies and investors in environmental, social, and corporate governance (ESG) issues in Mexico.

### Team

We can work together with our sister divisions when projects require it.

Who we are

## WHAT MAKES US DIFFERENT?

**MESG**



- Results oriented (*lean structure*)
- Practical and academic knowledge of global ESG topics



- We can work together with other divisions of Miranda Partners
- We offer direct contact with the partners



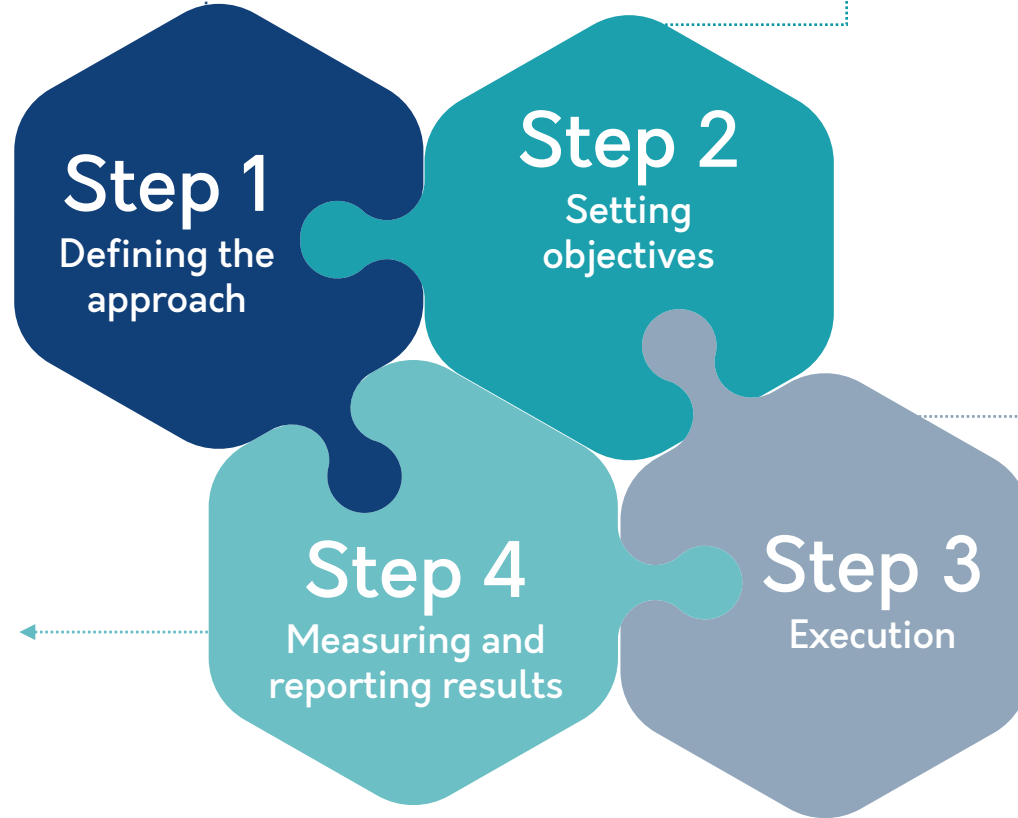
- 100% bilingual
- Multicultural team
- +20 years of experience analyzing companies
- Diversified experience

# DEFINING THE ESG STRATEGY IN AN ORGANIZATION

How to define the approach?

## Materiality Analysis

Finding the material (relevant) topics for internal and external stakeholders.



How to set objectives?

## Set KPIs, self-evaluation

Once material topics have been defined, a decision must be made internally as to how far KPIs for each of them are to be taken and the organization's current status quo must be assessed.

How to integrate ESG?

The next step is for the management team to “sell” this strategy to the entire organization so that it can be executed on a day-to-day basis and the management of information is correct.

How to measure the strategy's execution?

## ESG Reports

Report to stakeholders on the execution of the strategy and the gaps towards the objectives set.

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## OUR SERVICES

### BASIC STRATEGY



#### Materiality Analysis

- Design and coordinate a double materiality analysis.
- Interpret results and suggest a list of material topics.
- Explain the process, methodology, and report to the organization.
- Produce a materiality analysis report.

#### KPIs Definition

- Through an extensive review of global or industry specific sustainability standards, as well as peers' reports, suggest the best-in-class KPIs to be discussed with different business areas.
- Help choose the ideal KPIs for the organization and explain their implementation to the involved business areas.

#### ESG or Integrated Reporting

- Organize the content of the report based on the company's corporate and sustainable strategy.
- Interviews with business areas to gather information on progress.
- Development and revision of writing, story-telling, and translation.
- Supervise compliance of GRI, SASB, ISSB, TCFD, etc.
- Coordinate verification of compliance with the above standards with an independent, certified third party.

## OUR SERVICES

### ADD-ONS



#### Perception studies

- Design and implement a perception study to understand the market's view on the current sustainability strategy, future goals, and relevance of different policies.
- Provide clear action points to improve the company's ESG communication approach.



#### Training

- Customized training for any level of knowledge, position, and sector in order to raise awareness among relevant stakeholders on different ESG topics.



#### Public ESG research reports

- Write, publish, and distribute to the public and other interested parties on the organization's sustainability practices, compared to the best practices among its peers.

# MESG

Note: In line with best practices, when and if a company sponsors Miranda ESG's public research reports service, during that period Miranda ESG will not work with the company on other ESG advisory services to avoid potential conflicts (or the appearance of them) in its public research process.

## OUR SERVICES

### ADD-ONS



#### Contact with stakeholders

- Targeting and/or deepening relationships with stakeholders specialized in ESG investments.
- Suggest the best forums to present the company's case to potential specialized stakeholders.



#### Internal ESG research reports

- Miranda ESG can also be commissioned by management or the board of directors to independently evaluate a company's ESG practice in a private report, with recommendations and suggested action points.



#### Personalized analysis

- Analyze issues such as corporate governance, diversity, social responsibility vs. global best practices.
- Benchmark against competitors in the industry to find areas of opportunity and optimize an improvement plan.

# MESG

## T E A M

**Marimar Torreblanca**  
CEO | PARTNER



Marimar Torreblanca founded Miranda ESG in 2020. She has nearly 20 years of experience in financial and strategic analysis, specializing in sustainability issues during the last years. Marimar holds a Bachelor's degree in Economics with honors from ITAM, and a Master's degree in Applied Mathematics from Columbia University with a concentration in Operations Research. She holds the Chartered Financial Analyst designation from the CFA Institute and was co-founder of Mujeres en Finanzas (MEF). She also currently serves as an independent director of Fibra Hotel and Xinfra FE, as well as a member of the Mexican Fund for the Conservation of Nature's investment committee.



**Damian Fraser**  
PARTNER



Damian founded Miranda Partners in 2018. Before this he was Mexico Country Manager of UBS from 2001 to 2018, where he oversaw the 180-person local Investment Banking, Wealth Management and Equity businesses. He previously ran UBS's Latin American Equity division, worked as Director of UBS LatAm Equity Research, and was "Number One" ranked LatAm "Institutional Investor" equity analyst for multiple years. Prior to banking, Damian was a journalist at The Economist (economics correspondent), and at the Financial Times (Mexico bureau chief). He holds a CFA, an MPA from Harvard University, and BA from Oxford University in Economics and Philosophy.



OUR DIVISIONS

**MM** | MIRANDA  
MEDIA

**MIR** | MIRANDA  
INVESTOR  
RELATIONS

**MDS** | MIRANDA  
DESIGN STUDIO

**MPA** | MIRANDA  
PUBLIC  
AFFAIRS

**MGR** | MIRANDA  
GLOBAL RESEARCH  
& FINANCIAL PLANNING

**NFA** | MIRANDA  
FINANCIAL  
ADVISORY

**MI** | MIRANDA  
INTELLIGENCE

**MJV** | MIRANDA  
JOINT VENTURES

**MDC** | MIRANDA  
DATA CONSULTING

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# 2024.

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