

GREAT INVESTOR COMMUNICATIONS SHAPE THE MARKET.

**A KEYNOTE BY RA PEDROSA.
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THREE TRUTHS ABOUT IDEAS AND CAPITAL MARKETS.

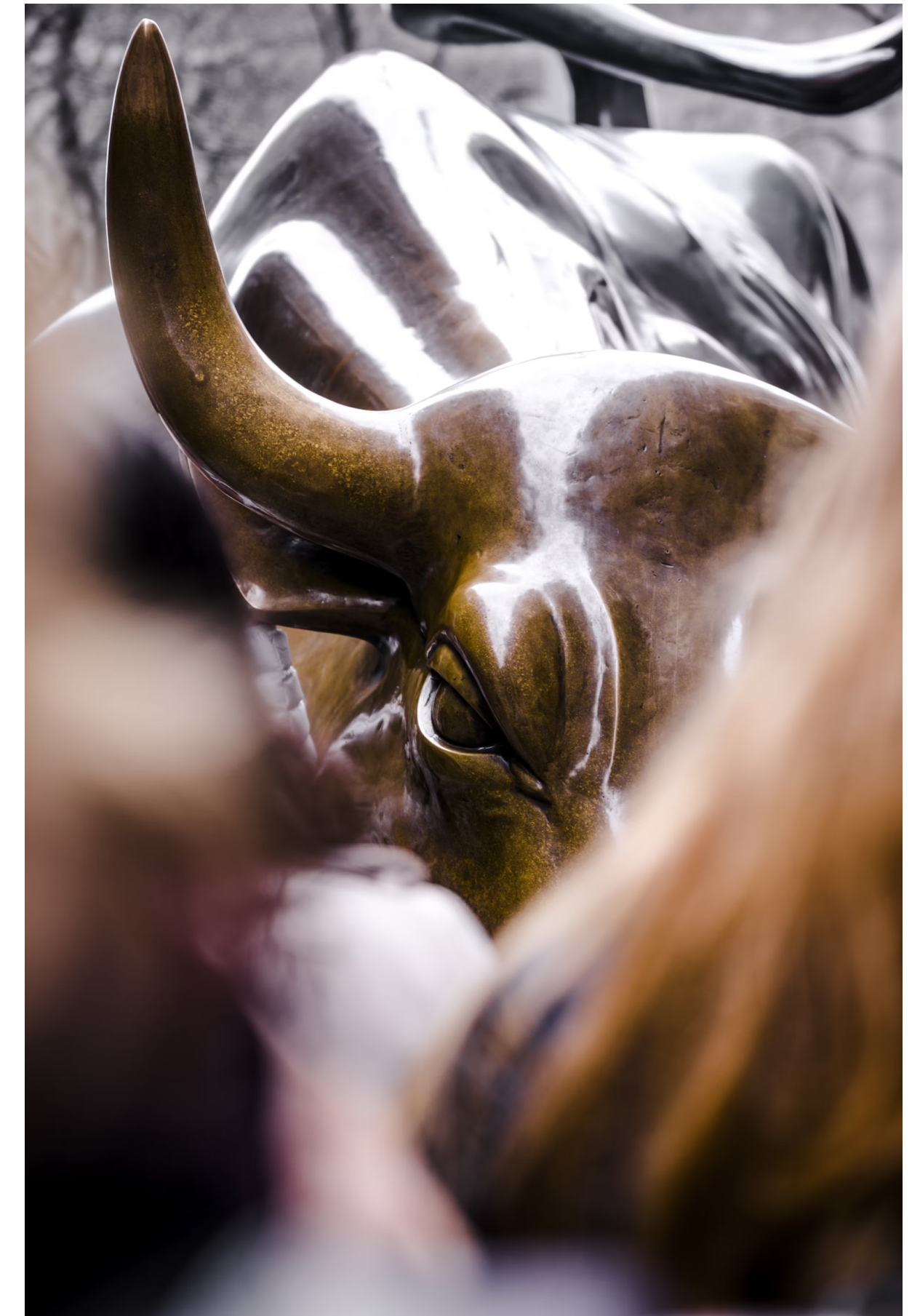
Every market actor trades by **conviction**. Their own conviction. If there is no conviction. There is no trade.



Conviction is a consequence of an **emotional** motivation. Even if that emotion is pressure, or fear.



If you believe the market runs on numbers and rational decisions, you are wrong. Market runs on **ideas**.



MARKETS RUN ON TRUST

**AND TRUST IS A
CONSEQUENCE OF
GOOD INVESTOR
COMMUNICATIONS.**

Good Investor
Communications (of any
financial instrument)
entails:

Transparency and clarity. No BS information about the instrument's structure, risks and potential returns.

Long-term consistency when explaining financial stability, affordability and performance evolution.

A **narrative** that is supported on fundamentals and key financial data. An strategic vision.

WHY.

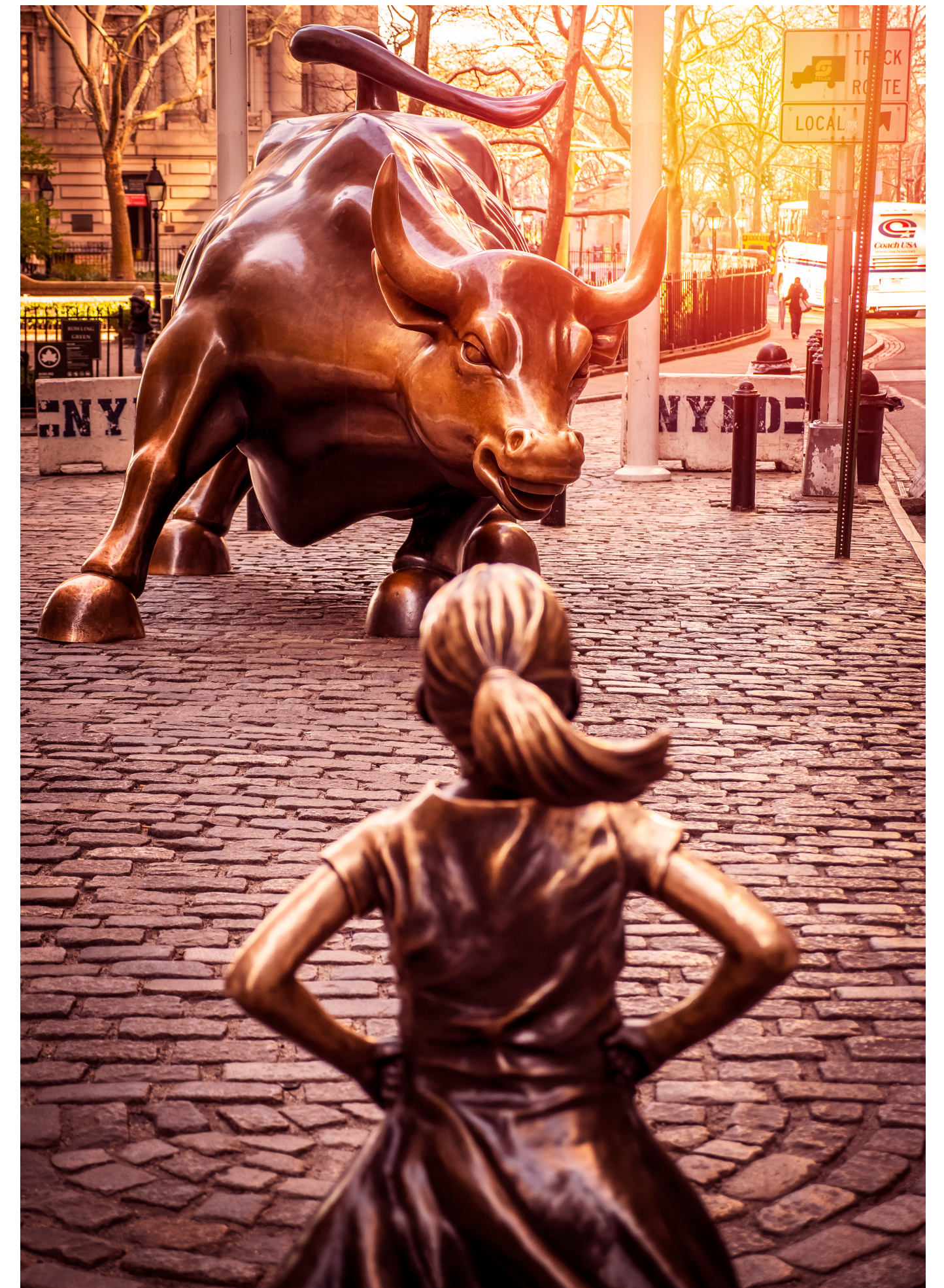
Transparency drives action.

Facts. Risks. Rewards. Deliver these clearly.

A **narrative builds loyalty**, generates **stability**.

Purpose. Future. Execution.

Your financial story should be **fearless**.



A bond is a promise.
Market players must
control the narrative to
control their position in the
market.

Your goal is to give the
right answers to the real
questions.

Will this bond **survive** market shocks?
Can the issuer meet **obligations** without fail?
Is there **cash** for unexpected events?
Can the issuer ensure long-term **survival**?
Are assets and cash flow **protected**?
Is there true **innovation**, or just talk?

The right words trigger market movements.

The pen is mightier than the sword.



Filings, Prospectuses and Digital Channels do not exist to confuse investors. **They exist to provide context.**

**When communicating financials,
you need a narrative.
Even **algorithms** trade on words.**

**All things being equal, IR
makes a difference.**

Good IR *shape* the markets.

And this is how.

Put Market Fundamentals in Context, allowing hardcore numbers to be understood.

Shape the market by dominating the narrative – when you control what investors think about your instrument, you own the market's response.

Control Sentiment, by aligning your message with market emotions.

Drive Action, by creating narratives that lead to buying or holding decisions.

Set the Agenda making some financial instruments more relevant than others.

Create Demand, by positioning some instruments as essential to current market needs.

The market doesn't react to facts alone; it reacts to the interpretation of those facts. •

**Everything is an idea. In the
market, people who spread
ideas correctly win.**

Value. Relevance. Profit.

RA PEDROSA. 2024.