Luis Anaya joins Miranda Partners, leading the Financial Planning área

Mexico City, Mexico, August 2, 2022.- **Miranda Partners** is pleased to announce that Luis Anaya starts a new role as Financial Planning Partner, within the Miranda Financial Advisory division. Luis has 13+ years of experience in Financial Planning, both in FMCG -Unilever, Hersheys and Bacardi- as well as in E-commerce -Mercado Libre and Valoreo-.

In his new role, Luis will advise new and mature companies that are looking to start, redesign or strengthen their finances, providing the services of a traditional CFO at a competitive cost. At the same time, Luis will be involved in several existing areas of Miranda Partners. He will work alongside Lilian Ochoa, the other partner of Financial Advisory, and who is focused on corporate and personal finance.

At Valoreo, Luis worked as Finance Director, designing and creating Planning, Accounting, Tax, and Treasury for the start-up's team in Mexico, Colombia and Brazil. Prior to this, he worked for more than 3 years as Head of Financial Planning for Mercado Libre, acting as a business partner in the creation of value for all E-commerce business units, as well as for the Fintech Mercado Pago. Prior to this, he worked as Financial Business Partner for more than 8 years in the consumer industry – at Unilever, Hersheys and Bacardi- with extensive experience in different sectors, including food and beverages, ice cream, chocolates and confectionery, as well as distillates, and alcoholic beverages, among others.

"I am excited to join Miranda Partners offering clients support in Financial Planning. I see many opportunities to help companies in the startup phase, helping design robust processes from the beginning, as well as supporting mature companies in exploiting data analysis by streamlining planning in high uncertainty environments and by evolving reporting to 100% visual and dynamic strategies," said Luis.

Miranda Financial Advisory will work hand-in-hand and seek synergies with Miranda Partners' existing divisions Miranda Investor Relations, Miranda Global Research, Miranda ESG, Miranda Media & PR, Miranda Ratings Advisory and Miranda Digital Design.

"The addition of Luis to the Miranda Partners family is a testament to the strength of the business that the firm has built with a view to becoming the leading Mexican financial analysis and communications firm," said Damian Fraser, founder of Miranda Partners.

About Miranda Partners

Miranda Partners advises clients doing business in Mexico on Investor Relations, Media and Public Relations, ESG, Equity & Debt Research, Digital & Design Solutions, and Ratings Advisory. Our goal is to help companies and investors navigate the complex Mexican and Latin American environment and communicate effectively with their stakeholders.

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