

Midasfi, the digital wealth management platform, welcomes an investment from Miranda Ventures.

- The disruptive Mexican platform operates under the supervision of CNBV and the SEC in the United States.
- Midasfi offers Mexican investors the opportunity to invest in U.S. portfolios starting from \$25.

Mexico City, February 1, 2024.- Miranda Ventures is pleased to announce its strategic capital contribution to Midasfi, the innovative Mexican digital platform that enables an easy investment in customized and diversified portfolios of stocks and bonds in the United States and Mexico.

Miranda Ventures, a joint venture between Miranda Partners and AMG Block Ventures based in Mexico, made this investment based on its commitment and mission to support high-growth companies that stand out for their disruptive presence in the financial technology sector in Mexico.

Midasfi offers a range of investment products and operates under the supervision of CNBV in Mexico, in partnership with Privest, an independent investment advisor, and the SEC in the United States through its broker-dealer, Alpaca.

Midasfi provides customized investment strategies to each client through diversified portfolios of U.S.-listed assets designed to maximize long-term returns and anticipate risks. The platform serves financial entities based in Mexico through a white-label solution, providing access to U.S. market investments for their end customers, as well as investments in CETEs through its partnership with Kuspit Casa de Bolsa.

Founded in 2021 by Ritik Bhatnagar and Julio García, Ritik previously worked at UBS Investment Bank in Singapore and later at Konfio in Mexico City, while Julio García was part of the investment banking division of BBVA Mexico and the financial area of DiDi Food. Together, they form Midas, which allows Mexicans to invest in low-cost portfolios without going through the complex process of opening brokerage accounts in the United States or via local trading apps which do not offer much guidance. Midasfi constructs portfolios for its clients based on their risk profile, objectives, and liquidity using internal algorithms to ensure each portfolio is suitable.

"Midasfi is democratizing investment in the U.S. market for Mexicans, offering exposure through carefully constructed and diversified portfolios", said Ritik Bhatnagar. "Anyone can invest starting from \$25 in our portfolios and accumulate savings in high-quality assets to achieve financial goals, such as retirement, among others."

"We are particularly excited about our white-label product," commented Julio García. "This will enable any Fintech or NeoBank in Mexico to offer access to portfolios in the United States to all their clients. Midasfi allows investments in both US and Mexican bonds and stocks, providing tailored technological solutions for their clients without having to go through a lengthy and complex regulatory process or building their in-house tech stack, allowing smaller financial institutions on equal footing with much larger counterparts at a fraction of the cost and a quick go to market. "

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About Miranda Ventures and Miranda Partners

Miranda Partners, established in Mexico, is recognized for its expertise in corporate communication advisory. With a dedicated branch focused on entrepreneurship, the division invests in high-growth disruptive companies with the aim of promoting business innovation at a regional level. For more information, please visit www.miranda-partners.com.

About AMG Block Ventures

AMG Block Ventures is a Mexico-based venture capital firm led by Carlos Torres, specializing in early-stage investments in the FinTech sector. The firm's leadership and strategic focus has positioned it as a key contributor to the growth and innovation of financial technology in Mexico.

About Midasfi

Midasfi represents a new era of investment technology, providing accessible, regulated, and strategic opportunities for Mexican residents in portfolios of assets listed on U.S. markets, reaffirming its commitment to financial inclusivity and innovation.

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