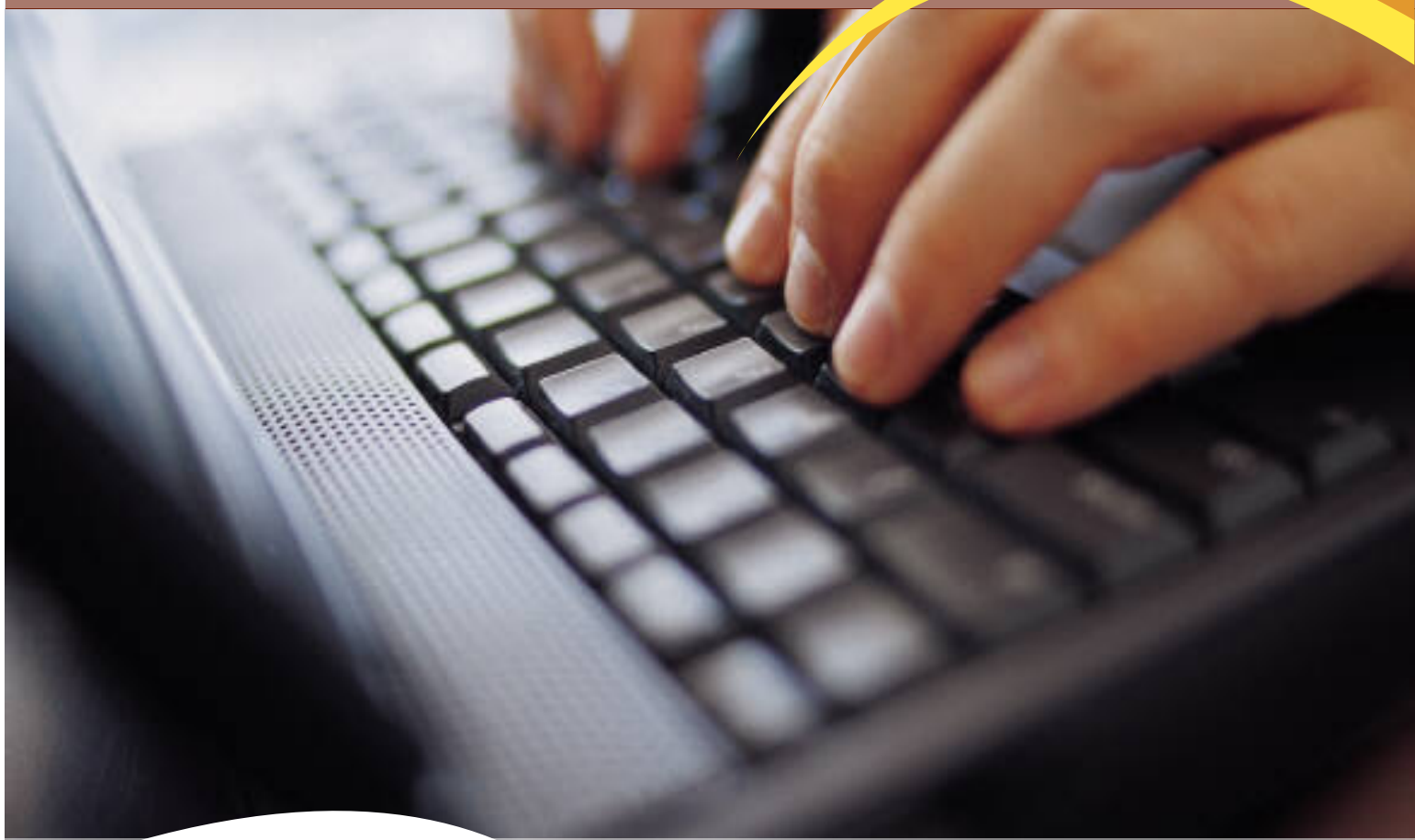


Content Marketing Brazil



Consulting/consultoria
Advising/aconselhamento
Producing/produção

English Language Materials – Materiais em inglês

WHY CMB?

Foreign investors seek detailed information before putting money to work in Brazil.

They need to know about processes and philosophy, risk management and alpha generation.

You need compelling and up-to-date material in accurate, concise and colloquial English.

- *Engage with the investor community in a planned, strategic way*
- *Offer views on the Brazilian economy and investment ideas*
- *Communicate your skills and talents effectively*
- *Keep customers updated.*

Effective Presentation and Positive Positioning

CONTENT MANAGEMENT BRAZIL (CMB)

Consulting and advising clients on the development of materials on financial markets in English

General Marketing

Describe your investment philosophy in a clear and concise manner

Present awards; new executives; new products; and business plans

Provide and explain fund performance

Highlight your human talent and explain your systems.

Speech Writing & Preparation

Get help with speeches, including strong themes and 'hooks', and advice on English-language presentations at events and conferences.

Thought Leadership

Post interviews and comments from your CIO;

portfolio managers; and other key executives

Develop ideas and influence topical debates.

Public Relations & Campaigns

Explain your company and its services to foreign media.

Designing & Maintaining Your Blog

Develop regular content on the Brazilian markets and company-specific information.

Additional Services

Translation & Editing.

PORQUE CMB?

Investidores estrangeiros procuram informações detalhadas sobre a sua empresa antes de tornarem-se parceiros.

Precisam de informações sobre processos, filosofia, gestão de riscos e geração de renda.

Necessitam de materiais atualizados e precisos em inglês fluente e coloquial.

- *Relacione-se com investidores de maneira planejada e estratégica*
- *Ofereça idéias sobre a economia e investimentos brasileiros*
- *Destaque sua equipe e seus fundos*
- *Dê informações atualizadas aos clientes.*

**Apresentações
eficazes e atrativas**

CONTENT MANAGEMENT BRAZIL (CMB)

Consultoria e aconselhamento no desenvolvimento de materiais sobre mercados financeiros em inglês

Marketing

CMB ajuda você a:

Descrever seu processo de investimentos de forma clara e concisa

Detalhar prêmios; apresentar novos executivos, produtos e planos

Explicar o desempenho dos fundos

Destacar seu talento humano e sua tecnologia de gestão.

Preparação para Eventos e Discursos em inglês

CMB ajuda você no preparo para fazer um discurso de qualidade.

Thought leadership

CMB coloca suas idéias em debate na comunidade financeira internacional

Desenvolve idéias para influenciar temas atuais da economia e mercados financeiros brasileiros.

Relações públicas (de língua inglesa)

CMB apresenta sua empresa e seus serviços aos jornalistas estrangeiros.

Desenvolvimento e manutenção do blog

CMB desenvolve conteúdo regular sobre os mercados brasileiros e informações específicas sobre a sua empresa.

Serviços adicionais

Edição e tradução.

WRITING SAMPLES

Financial Times on São Paulo

“São Paulo’s economic boom is rapidly internationalizing the city, helping underpin a rapidly improving cultural infrastructure. In the 1980s and 90s, companies used to pay a hardship bonus for employees to come to Brazil, but that has long since gone Offices, services, restaurants, schools and infrastructure are comparable to other major world cities.”

Institutional Investor on fund managers

“Brazilian asset managers have focused too long on lucrative distribution, hoovering up savings and parking them in overnight rates while creaming off a hefty fee. Higher risk-taking strategies were confined to a fringe of specialists, vulnerable to implosion in the event of just a couple of months of underperformance. Lower rates change the game plan.”

Latin Finance on Brazil prospects

“This year, the Mexican stock market has been the darling of investors. The main index, the IPC, ratcheted up 10.18% through August 8 while the Bovespa market has played second fiddle and the main index, the Ibovespa, eked out just 3.41% over the same time period ... But influential fund managers are turning more bullish on Brazil. They say the market there offers relatively good value and improving growth prospects.”

The Banker on São Paulo versus Santiago as financial centers

“São Paulo and Santiago may seem unlikely rivals for title of preferred investment management center in Latin America. After all, Brazil has a meaty \$1trn mutual fund management industry and 190 million people whereas Chile has just \$33bn and 17 million, respectively. It is no surprise then that Brazil is largely ahead in The Banker survey on asset management centers. ... But whereas Brazil is just waking up to its potential, Santiago’s managers have been honing their skills for years.”

Corporate client Wardour on investment selection

“Increasingly, the investment selection process is incorporating non-traditional evaluations such as social responsibility and governance, integrating and blending these criteria into more formal and traditional financial and analytical modeling. An extension of this more organic approach to measuring corporate performance is the thorny issue of executive remuneration.”

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Effective Presentation and
Positive Positioning