

MZI Global Practices What We Preach

Ethnosynergism® - Altruism is MZI Global's Corporate Strategy

MZI Global creates a positive value chain and profitable outcomes for our clients. We integrate our business operations and strategies with social issues that are relevant to society.

Ethnosynergism®

Winning Strategy for Market Entry

Philanthropic giving is an intrinsic part of MZI Global's *Ethnosynergism®* strategy and our core values. This network of strategic alliances results in cost efficient market access points for our clients via:

- Fortune 1000 network – through certification MZI Global has instant access to supply chain and diversity departments.
- Trade: Connect with over 4000 emerging businesses for invaluable cross-selling opportunities
- Ethnic Alliances: Partner with over 300 national organizations via NECO

MZI Global Services

Cause, CSR and Diversity

- Diversity: Bond with diverse communities through our certifications
- Collaborations/partnerships with target social organizations and NGO's
- Cultural understanding and support for cultural values of communities
- Strategic plans in line with public policies
- Stakeholders relations
- Marketing & corporate communications
- Branding
- Strategy Development
- Public Relations Online/Offline
- Social Media/Custom Publishing
- Community/Festival Events
- Web/Print/Design Tools
- Web/Online Marketing

Contact MZI: 888-699-7531

Ethnosynergism® - Spark a Symbolic Relationship

MZI Global's use of altruistic marketing is part of *Ethnosynergism®* market system network, an extremely effective strategy that boosts sales and brand reputation while fostering positive consumer /customer attitudes about our client's product and/or service. The psychological, highly suggestive power of cause marketing via *Ethnosynergism®*, leads consumers/customers to feel a meaningful connection with our client's company and its brands. Transactions perceived as personally meaningful enhance the customer's buying experience and reward our clients in brand equity and profits.

Ethnosynergism® Bonds our Clients with Target Communities

Our *Ethnosynergism®* market system network of strategic alliances with over 300 national, social and heritage groups connect our client's brands with communities that they serve and issues that carry the most significance for target segments. MZI Global's partnership with the National Ethnic Coalition of Organizations (NECO) leads our clients directly to over 300 national groups residing within US. These in-cultural bonds enable us to develop tailored, cause-related marketing campaigns to maximize profits.

"The Ethnosynergism® market system approach is highly rewarding, not only for our clients but also for society at large. It starts with our own company's strategy of doing social and environmental good deeds. This altruistic approach creates competing values, strong brand and includes ALL stakeholders in the Ethnosynergism® market system process."

Mira Zivkovich
Managing Director
MZI Global

Ethnosynergism® Cultural Awareness and Diversity

MZI advocates that organizations must demonstrate public service leadership and incorporate diversity as core of its strategy. As collaborative partnerships across traditional boundaries become the norm, corporate leaders are required to learn new skills that define their corporate culture and maintain their reputation. To meet this need, MZI Global integrates *Ethnosynergism®* marketing systems as a strategy to target various cultural segments, prevalent in today's society.

Benefits of Ethnosynergism® Approach:

- 360° impact on the Value Chain
- Bond the Client's Brands with Target via deep understanding of their national cultural/heritage
- Increase Brand Awareness & Loyalty
- Increase Target Market Visibility & Sales
- Provide Competitive Media Relations
- Enhance Corporate Image
- Improve Employee Relations, Morale & Dedication



MZI

CORPORATE SOCIAL RESPONSIBILITY



Ethnosynergism® Profits Corporations AND Society at Large

Mira Zivkovich's personal integrity and dedication to philanthropic and pro-bono efforts inspires her team to work dynamically with passion and commitment to deliver the highest quality service to clients, the community and society at large.



As CEO and President of MZI Global, Ms. Zivkovich is a proactive leader in social causes within the public sector and diverse communities. Her ability to synergize clients and business together, to find a common, shared value and purpose for society at large, continues to inspire.

- Ellis Island Medal of Honor Recipient 2007
- Active Board Member of philanthropic organizations
- Slavic Heritage Coalition founder (www.SlavicHeritageCoalition.com)
- Charitable contributor for South Eastern Europe children's rights (www.forhope.org)
- Member of The Women Presidents' Organization (WPO)

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CSR as Market Strategy *Creates Unmatched Competitive Advantage*

At MZI Global, merging business, CSR, philanthropy and diversity creates great opportunities not only for our firm, but also for our clients, their customers, employees, target communities and society at large. It is being in synergy! MZI Global utilizes *Ethnosynergism®* market system to benefit clients and to make social progress.

CSR as Market Strategy Creates Unmatched Competitive Advantage

MZI Global's socially responsible marketing plans allow our clients to become an integral part of their customer's communities. The social impact of our clients' value chain results in rewarding successes for our clients' organization, stakeholders and society at large. *Ethnosynergism®* market system approach creates roadmaps for our clients' organizational strategies with the following benefits:

- Cuts market entry barriers
- Achieves long-term differentiation
- Creates brand loyalty, fosters diversity
- Instills cultural awareness/diversity
- Helps all stakeholders and society at large
- Increases profits

Ethnosynergism® - Connect Locally, Thrive Globally

MZI Global's *Ethnosynergism®* market intelligence provides clients with the latest cultural market trends. The results forge trusting relationships between our clients, the public sector and target communities. Transparency, moral considerations, honesty in filing financial statements and operating within the law facilitates corporate social bonds between our clients and their target segments. We implement customized public relations and marketing strategies that align clients with causes most significant to their customer's communities.

MZI Global's Certifications

- City of New York M/WBE since 2001
- New York State WBE since 2003
- Women's Business Enterprise National Council (WBENC) and Women President's Educational .



Good Deeds Recognized

Corporate philanthropy is an investment in long-term success. We make the charitable actions of our clients known to the community and the world. Our clients are rewarded with loyalty and respect from ALL stakeholders.

MZI and Fortune 1000 Companies

MZI Global creates strategic alliances with other certified minority businesses to serve as a diversity supplier to Fortune 1000 companies, US government, NY state and NYC agencies. We recognize the commitment to supplier diversity that is embraced by corporations and government agencies today, and we add diversity to our clients' supply chain.

"She has a charisma and an emotional power that moves and influences people for the benefit of humanity...above all she has a marketing talent for 'painting the story that needs to be told' in such a compelling way that no matter what charity it is, she touches the heart and soul of its community."

Carl J. Morelli
Chairman
The Savoy Foundation

