

FOR IMMEDIATE RELEASE

REF MIZ-PR-YYYY-NN

EDITORIAL GUIDANCE · HEADLINE

The headline is the single most-read element. State the news in 12–18 words. Include the company name, the specific action, and the key number or proper noun. Avoid marketing language. The reader should be able to extract the story from the headline alone.

CATEGORY · SUB-CATEGORY

Miziba [primary verb: launches / announces / completes / signs] [specific subject of the announcement], *the* [strategic descriptor] for [market or audience served].

[One-sentence subhead, 25–35 words, expanding on the headline. Italic. Should be quotable on its own. Establishes the structural significance.]

[CITY, COUNTRY] — [DD MONTH YYYY]

EDITORIAL GUIDANCE · LEDE PARAGRAPH

The lede paragraph contains all five W's (who, what, when, where, why) in 30–45 words. The journalist should be able to copy the lede directly into their story. Bold the company name on first mention. Numbers and proper nouns earn their place; adjectives do not.

Miziba Infrastructure Ltd, [concise descriptor: an Accra-based commodity finance infrastructure company], today announced [the specific subject of the announcement, with key numbers and proper nouns].

[Body paragraph 1: provides context and supporting detail. 50–80 words. Includes named institutions, audited or verifiable numbers, and specific commodities, regions, or counterparties as relevant.]

[Body paragraph 2: explains the strategic significance or structural mechanic. 60–90 words. Translates the announcement from "thing happened" into "why the thing matters". The journalist's editor will scan this paragraph for the angle.]

EDITORIAL GUIDANCE · PULL QUOTE

Every Miziba press release includes one attributable quote from a named spokesperson. The quote must be quotable on its own without context. Joel and Daniel are the only authorised spokespeople. Use the italic gold emphasis to mark the quotable phrase.

[Quote, 30–55 words. Spokesperson voice. Should contain one italic emphasis phrase that crystallises the strategic insight.] *The italic phrase is the persuasion fulcrum, the single line a journalist would extract.*

[SPOKESPERSON NAME] · [TITLE] MIZIBA INFRASTRUCTURE LTD

EDITORIAL GUIDANCE · CONTINUATION BODY

Page 2 carries supporting context, additional quotes if warranted, and the boilerplate. Limit to two body paragraphs maximum unless the announcement is structurally complex. The reader's attention has already been earned; do not exhaust it.

[Body paragraph 3: technical or operational detail. 60–90 words. Where the structure matters, name the structural mechanics specifically — tier seniority, tenor, recovery scenarios, escrow arrangements.]

[Body paragraph 4: forward-looking context, partner discussions in flight, or strategic implication. 50–80 words. Avoid speculative claims. Frame as factual statement of current activity.]

EDITORIAL GUIDANCE · SECOND QUOTE (OPTIONAL)

Include a second quote only if the announcement involves multiple business lines, strategic dimensions, or institutional partnerships. The second quote must come from a different spokesperson and address a different aspect of the announcement.

[Optional second quote — from second spokesperson, addressing a different dimension of the announcement than the first quote. Same italic-emphasis discipline applies.]

[SECOND SPOKESPERSON] · [TITLE], MIZIBA INFRASTRUCTURE LTD

ABOUT

EDITORIAL GUIDANCE · BOILERPLATE

The Miziba boilerplate below is the canonical institutional description and should be used verbatim in every release. Additional boilerplate (anchor partner, capital partner, etc.) is added when relevant to the specific announcement.

About *Miziba Infrastructure Ltd*

Miziba Infrastructure Ltd is an Accra-incorporated commodity finance infrastructure company operating verification, escrow, and atomic settlement systems for institutional commodity finance in Ghana. The company operates the **TradeAxis Secured Commodity Finance (TSCF)** programme, which connects independent traders, blue-chip buyers, and institutional banks under bank-grade auditability. Miziba does not lend, trade, or take title to commodity. The institutional position is structural — verification and settlement infrastructure, not counterparty.

About [Partner organisation, if relevant]

[Partner-specific boilerplate if the release involves a named partner organisation. Examples: anchor aggregator, banking partner, DFI, foundation, or commercial counterparty. Use partner's own approved boilerplate where available; draft conservatively where not.]

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