



# FROM THE DESK OF THE CEO

Johann Steynberg

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Dear MTI Member,

Greetings from South Africa.

It is my great privilege to introduce you and welcome you to the first edition of “From the Desk of the CEO”, a new internal member focused publication that will be published at the beginning of every month.

The newsletter will typically contain a monthly message from myself, news about special events and new developments, recognition and celebration of achievements, team news from round the world and useful and insightful industry developments and insights.

## **AN IDEA BECOMES REAL**

Ever since I created and founded Mirror Trading International (MTI) in the first half of 2019, the growth and expansion of MTI has been far greater than I or any person could ever have anticipated or imagined.

Since starting out in 2019, MTI has in excess of 80,000 members worldwide and has in excess of 10,000 Bitcoin in the MTI shared trading pool. The business and brand continue to grow rapidly.

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## **EVOLUTION TO THE NEXT LEVEL**

No single person, or any handful of volunteers can properly or professionally manage or build a business of this magnitude and rate of growth on a sustainable basis.

Most entrepreneurs, creators and owners of new business ventures that deliver strong and consistent performance from start-up, as we are seeing with MTI, will experience a natural moment when a key decision has to be made about remaining “As Is”, or taking the business to a new and greater level.

This moment for MTI has arrived. It is time for MTI and for the way that MTI is being managed, to be taken to the next level.

I have come to realize that MTI has clearly moved past the “start-up” phase and now urgently requires a holistic and well thought-through strategy, a supporting business plan and a competent and skilled leadership and management team.

In addition, MTI is operating in the global online passive income building industry, which has a negative reputation worldwide for scams and Ponzi-schemes. These continue to show themselves and continue to be uncovered by regulators and authorities on a regular basis.

I am personally most determined and driven to break this stereotyping of an industry, which has so much potential to change peoples’ lives, including the lives of little people in the street.

I need to, through MTI, show the world that online passive income can be built on a long-term sustainable basis, through enabling the public to subscribe to a professional, responsibly and well-managed, stable and secure company. A company and brand that is regulatory compliant and, which will be around for many years to come, delivering sustainable growth and value creation for all stakeholders.

To this end, I believe that the time has arrived at which MTI as a business needs to and must be taken to the next level.

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## **WE HAVE A VISION, A PROCESS AND A PLAN**

Taking MTI to the next level as soon as possible in a responsible and correct manner is MTI's greatest current strategic priority. Much is needed to be done in many areas of the business to get there.

To get this process underway, we have initiated a professionally and independently facilitated process that over the next four to six weeks, will see MTI for the first time having an appropriate board and management structure, guided by a long-term strategy and plan.

To get the process going, the first strategy session is scheduled to take place in South Africa during the 3<sup>rd</sup> week of July 2020. Preparatory work is being done now.

A key element of the future is that MTI must be regulatory compliant with well managed governance and risk, audited financial records and sound and robust quality controls of systems in place, with a specific focus on the trading aspects of the business, including the automated BOT.

Above all, MTI must continue to consistently provide excellent member support, training and communication services.

## **IN THE MEANTIME**

In the meantime, I wish to thank all those MTI members who to date, have so unselfishly helped and assisted in many areas, including members who support (ZENDESK) and who do training.

I wish to especially thank Mr. Usher Bel, who has unfortunately had to step down from this pressurized environment to focus on his personal health and his family.

To the team, you know who you are.

Keep on going as you are.

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You are making a difference.

What you are doing is not going unnoticed.

What you are doing is also most important to the future of MTI.

Thank you for what you are doing.

Everything that MTI stands for and is striving to achieve, is ultimately driven by my commitment and passion to see my dream and vision for MTI and its people truly being lived out into the long-term future:

*Build a preferred iconic and heritage global brand in the financial services sector that delivers sustainable growth and value creation for all stakeholders, including for the little man in the street”*

I ask each of you for your continued full support and commitment.

I ask each of you to embrace and to live the core values and brand promise of MTI to the fullest, day in, day out, at work and at play.

I ask each of you to be proud of MTI and to be proud of what we as a collective, are achieving through MTI.

I invite you to join me on this journey of taking MTI to the next level, whilst we live the MTI Core Values of **Family, Passion, Fairness, Caring, Integrity, Excellence, Partnership and Collaboration and Compassion.**

We demonstrate how we live the MTI values and brand promise through the way in which we speak, act

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and behave, conduct our business and through the manner in which we build valuable long-lasting relationships, wherever we are.

We have a vision.

We have a process.

We have a plan.

We are committed.

We are MTI.

Until next month.

**JOHANN STEYNBERG**  
**Founder and Chief Executive Officer**  
**Mirror Trading International**

Should you wish to submit anything to the editor of “From the Desk of the CEO” that you may feel could be of interest, you are welcome to send via email directly to [editor@mymticlub.com](mailto:editor@mymticlub.com) Pictures are also welcome.



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