

To whom it may concern:

**Grupo Gonher** is a leading manufacturer and seller of auto parts with over 66 years of experience at a national and international level. Its main product lines include filters, batteries, and lubricants, for a wide range of vehicles.

As part of Gohnermex's **strategic plan**, we've developed, in conjunction with **London Consulting Group**, an improvement project which focused on **Transforming the Sales Model for Retail Channel**. Some of the **strategic, tactical, and operative** elements that we designed and implemented during the project in order to **promote an increasing level of profitability** were:

- **Strategic segmentation of clients** which strengthened Gonhermex's value chain by combining the spray distribution capabilities with a better stance with the big clients.
- Defining the **customer service model** for each client segment, with the objective of providing a better service at a more cost effective price.
- **Sales and operative structures** in each branch were adapted to meet the needs of the new customer service models.
- Defining the **sales objectives** at a customer level, based on their sales potential and the portfolio penetration.
- Creating **visiting routes and optimized deliveries** by using a **modeling logistics software** called Roadnet.
- Simplifying the **client sign up process and the credit limit control process** with the help of a **BPMS** (Business Process Management System) called Openser.
- Creating a new **KPIs model** based on Oracle's **Business Intelligence** platform. Defining the managers' and salespeoples' compensation model.

The results of the project have generated tangible improvements in the pilot branches vs the other branches:

### **5 fold increase in the Pilot Branches' Operating Profits.**

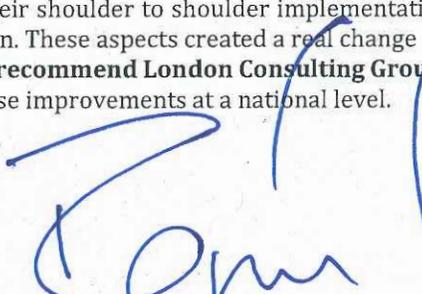
- **18% increase in sales** in the Lubricant and Battery product lines. **14% increase in sales** in the Filter product line.
- **12% reduction in the personnel's payroll** (sales and administration).
- **10% reduction in the branches' controllable costs.**
- **33% reduction in overdue accounts.**

The financial savings generated by the project yielded a **return on investment of 1:1** by the end of the project, with **an annualized forecasted return of 4:1.**

**London Consulting Group's methodology** was a key factor in this project's success due to the way they managed changes, their shoulder to shoulder implementation methods, and the level of commitment displayed by the whole organization. These aspects created a real change in our personnel's work culture.

We **highly recommend London Consulting Group** and that is why we have decided to continue with them while we roll out these improvements at a national level.

Sincerely,



Rodrigo González Calderón  
CEO Grupo Gonher



Carlos Alberto Olmeda  
CFO Grupo Gonher