



Monterrey, N.L., April 2013

To whom it may concern:

Acosta Verde Group, a company engaged in the development, commercialization and management of shopping centers in Mexico, started the AVANZA project along with London Consulting Group which was focused on optimizing sales team's focus with clear goal oriented vision.

During the project AVANZA the following models were designed and implemented shoulder-to-shoulder:


- Budgets, objectives and commercial structure per geographic zone.
- Prospect generation, active selling and the use of CRM.
- Active supervision from the central office and management.
- Retentions, renewals, and terminations.
- Commercial indicators and management of results.
- Compensation to sellers/agents.

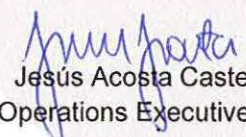
The models described above have generated the following results:

- Increase in new leasing agreements.
- Decrease in maintenance fee expense.
- Increase in the rate of renewal agreements.

The economic benefits obtained from the increase in new leasing agreements and renewals agreements during the first trimester represent an annual return on investment of 2.7:1. In light of the foregoing, it is our pleasure to highly recommend London Consulting Group as a company committed to obtain results.

Sincerely,

  
Jesús Acosta Verde  
Chief Executive Officer

  
Jesús Acosta Castellanos  
Operations Executive Director

