

Banorte offers the non-banking population easy access to financial services

24 Nov 2004

México, D.F., November 25, 2004. Grupo Financiero Banorte, as part of efforts to contribute to expanding the banking population in the country and thereby strengthening the payment system, offers a new product to anyone interested in opening their first bank account - "Banorte Fácil".

This strategy focuses primarily on stimulating the low-income segment of the country to use banking products and services. This is an opportunity to incorporate some 30 million people who, as part of the Economically Active Population (made up of a total of 41 million), do not currently use banking services.

This highly accessible option makes it easy for potential clients and users to take advantage of specialized services for handling their funds while earning attractive returns. Moreover, Banorte Fácil does not require a minimum average monthly balance so there are no fees for account handling.

One of the most attractive features of Banorte Fácil is the elimination of fees for an unlimited number of cash withdrawals at any of the 2,500 ATMs of the Banorte network.

The requirements for the Banorte Fácil debit card and all the benefits of this savings account are simply a minimum initial deposit of 500 pesos, official ID and proof of residence.

"Banorte Fácil" has all the advantages of a traditional savings account plus the convenience of a debit card that can be used as a means of payment in thousands of establishments all over the country, and which will be available at all the Banorte branches as of today.