

Grupo Financiero Banorte, certified as "A GREAT PLACE TO WORK" in Mexico in 2010

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Mexico, D. F., March 29th, 2010. Grupo Financiero Banorte received the "A Great Place to Work" certification from the Great Place to Work Institute in Mexico after surveying over 15,000 employees of the Group as well as analyzing Banorte's human resources policies and practices. The certification process also included an audit, carried out by the Institute, to corroborate transparency in the survey conducted among personnel.

The Great Place to Work Institute, which conducts studies of the labor environment in 52 countries around the world, ranked Banorte tenth among the best companies in its category in Mexico, from among the 400 institutions that were evaluated.

This research and consultancy company concluded that Banorte meets the high standards required to be considered as A Great Place to Work by being a company where employees "trust their leaders, are proud of that they do and like the people they work with." Also taken into consideration is the quality of the relationships between employees and superiors; between employees, their jobs and the company, as well as amongst employees.

The studies conducted by the Great Place to Work Institute, which include the best employers in the countries where they have the most presence, confirm that these workplaces enjoy benefits like more qualified applicants than vacancies, lower personnel rotation and reduced costs due to absenteeism. They also enjoy higher levels of customer satisfaction and loyalty.

The recognition was received by Lic. Alejandro Garay Espinosa, General Director of Banorte Corporate Services who emphasized the importance of the fact that it was the Group's own employees who "ranked us among the best companies to work for in Mexico, voicing their pride in belonging to the Institution and their trust in the integrity of their leaders, which motivates us to continue investing in our human resources. Having personnel who are happy with the company translates into more and better services for our clients."