

GRUPO FINANCIERO BANORTE'S TOP MANAGEMENT MET WITH ANALYSTS AND INVESTORS IN NEW YORK IN THE NEW EDITION OF "BANORTE DAY"

25 Nov 2013

- **Guillermo Ortiz and Alejandro Valenzuela, Chairman and CEO of the Group respectively, discussed institutional plans in order to increase its value generation in 2014.**
- **Rafael Arana, COO, and David Suárez, CFO, commented on the Group's strategy and financial performance.**
- **Also top executives from Grupo Financiero Banorte explained the new business strategy focused on customers, the technological restructuring of the institution and the perspective on the Afore, Annuities and Insurance businesses.**
- ***New York Banorte Day* was held in this city, mainly, derived that the largest demand for the equity offering carried out in July came from USA investors, and also because it is one of the world's most important financial capitals.**

New York, N.Y., USA., November 25, 2013. Grupo Financiero Banorte' top management, headed by Guillermo Ortiz, Chairman of the Board of Directors, and Alejandro Valenzuela, CEO, carried out a new edition of *Banorte Day*, a meeting with national and international analysts and investors, in which was demonstrated the Mexican institution's current ability to generate value, after recent acquisitions by the Group, and in an environment of better economic perspectives, both on a Mexican local level as well as globally for 2014.

New York Banorte Day was held in this city because it is one of the world's most important financial capitals, and because the largest demand for the successful Grupo Financiero Banorte's equity offering carried out in July came from USA investors. This transaction enabled the Group to gather resources of approximately US \$2.500 billion dollars, and brought about a positive change in market expectations on Grupo Financiero Banorte in particular, and on the Mexican financial system in general.

On the other hand, the perception of investors is that the recent acquisitions of Afore Bancomer and the Generali' participation in the Insurance and Annuities companies, have begun to reflect positively on Grupo Financiero Banorte's financial statements which places it on the road to achieving a significant increase in short-term profits.

"The message we brought to more than 100 specialists, including analysts who cover Grupo Financiero Banorte stock and the important investor base that we have in New York, Boston, Chicago, New Jersey, Washington, Kansas City, Denver, San Francisco and Toronto is that, while being cautious, we have a great ability to generate value, as transactions conducted over the past year are already reporting dividends and offer us a great opportunity to keep growing, besides that the most difficult part of the housing companies' exposures has been left behind," indicated Alejandro Valenzuela.

Rafael Arana, Chief Operating Officer of Grupo Financiero Banorte, emphasized that "on this *New York Banorte Day* our top level executives explained directly to investors and analysts, our new business model and strategies to maintain the stock profitability, and addressed the main concerns of market representatives, including what we are doing in relation to non performing loans and the implications of tax reforms on the Group's profitability".

During *New York Day Banorte*, Managing Director of the Economic Analysis, Gabriel Casillas, offered an overview of structural reforms and the national economy. Meanwhile, Rafael Arana and David Suarez, CFO, commented on the Group's strategy and financial performance.

Fernando Solís, Managing Director of Long-term Savings, provided analysts and investors with business perspectives generated as a result of the acquisition of Afore Bancomer by Afore XXI Banorte and benefits already obtained from this transaction at the beginning of this year. He also explained the advantages obtained by Grupo Financiero Banorte from acquiring Generali's stake in Insurance and Annuities, including the possibility of using the network of channels (branches, ATMs, Internet and Contact Center) to sell these companies' products.

Concepción Borjón, leader of Sumando; Javier Salgado, Deputy Managing Director of Branch Management; Ignacio Aldonza, Managing Director of Technology and Operations, and Andrés Aymes, Territorial Director for Southern Mexico presented aspects of transformation of the new business strategy focused on customers, the new model for retail banking and technological advances that will provide a greater value proposition to Grupo Financiero Banorte's entire client base.

Also participating with presentations on their respective areas were Jesús Garza, Managing Director of Commercial Banking; Manuel Romo, Managing Director of Consumer Products, and Marcos Ramírez, Managing Director of Wholesale Banking.