

CRÉDITO REAL *day*

November 2014

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1. Investment fundamentals

2. Growth strategy

3. Margins and profitability

4. Exhibits

**Target Underserved
Market Segments**

Particularly the segments of the population that are disregarded by other financial institutions

- A huge market opportunity



**Distribution with
on Site Presence**

that allows us to reach each customer

- 10,000 sales reps



Credito Real is a leading financial institution in Mexico focusing on consumer lending with a diversified business platform that includes: Payroll Loans, Durable Good Loans, Small Business Loans, Group Loans and Used Car Loans.

**Diversified Credit
Platform**

that mitigates risks and integrates population to financial services



Strategic Alliances

partnering with specialized operators

- Unique business model
- Generates efficiencies & flexibility

Scalable Business Model

Developed credit analysis systems under customer based parameters

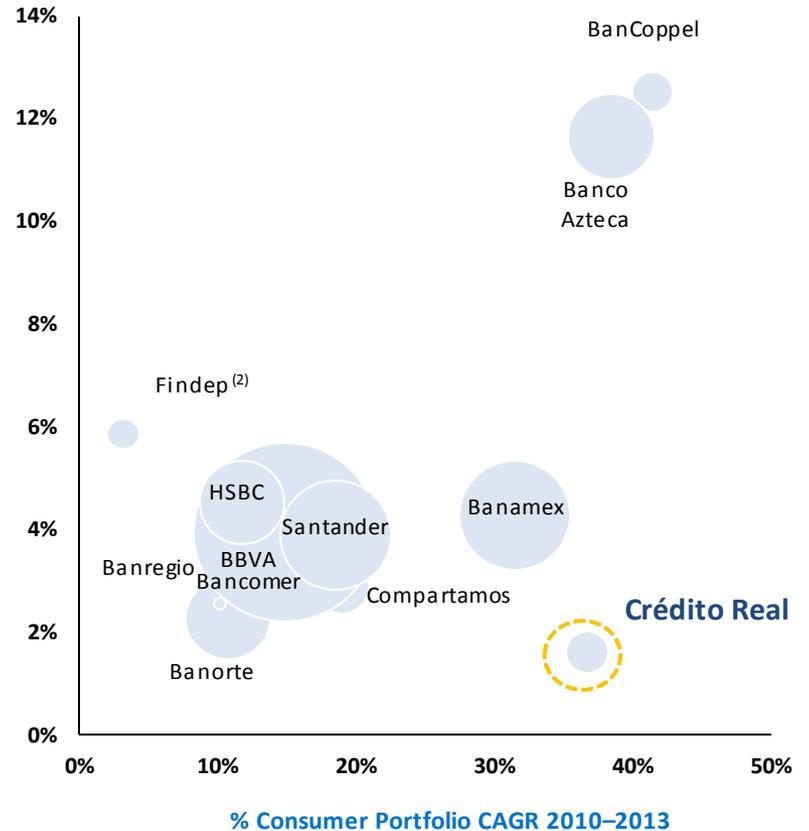
- Flexibility according to each type of loan



Instead of	Better to
Competing with distributors with a loan portfolio and a regional presence	Invest in a partnership Establish a strategic alliance Exclusivity agreements
Customers walking into branches	Go for the Customer On site presence Train & develop sales forces
Fully integrated	Partnerships & Alliances Loan Portfolio Expansion Operating efficiencies
Standard credit analysis	Expert & parametric credit analysis developed according to each market segment considering customer behavioral patterns Credit committee for SME loans
Focus on high income population with high credit penetration	Focus on middle and low income population with low credit penetration
Unique product	Diversified Credit Platform

High Quality Loan Portfolio Growth ⁽¹⁾

2013 Consumer Portfolio NPL Ratio



Source: (1) Crédito Real, CNBV, Companies filings.

Size of the circle reflects size of consumer loan portfolio.

Excludes Banco Wal-Mart, BNP Paribas, Banco Ahorro and Famsa CAGR from 2009-2012. Information as of 2013 not available

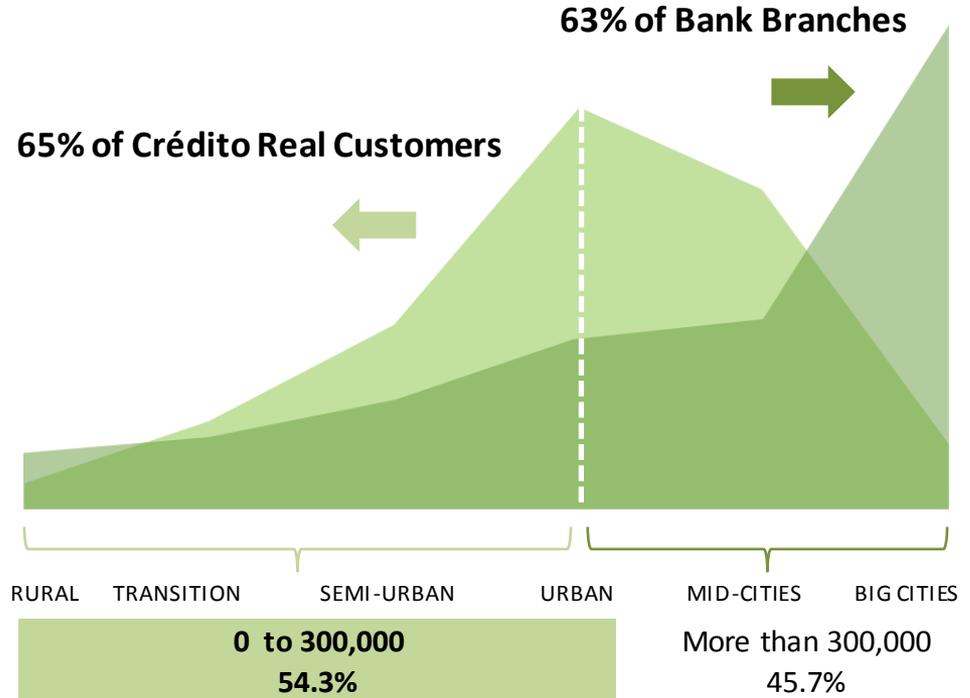
DISTRIBUTION

More than 10,000 sales reps. and a network of more than 80 strategic alliances

OUTREACH

Crédito Real Customers & Bank Branches by type of Population

- Bank Branches
- Crédito Real Customers



INTEREST ALLIGNMENT

PAYROLL	DURABLE GOODS	SMALL BUSINESS	GROUP LOANS	USED CARS
<ul style="list-style-type: none"> • 50 % of interest income and risk sharing • Exclusivity & Non-compete 	<ul style="list-style-type: none"> • 5% to 7% rebate 	<ul style="list-style-type: none"> • 30% operating margin • Exclusivity & Non-compete 	<ul style="list-style-type: none"> • Equity share 	<ul style="list-style-type: none"> • 5% to 7% rebate • 50 % of interest income and risk sharing • Equity share

Main Shareholders 50 %

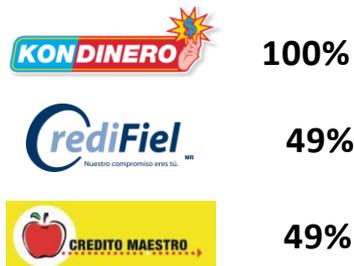
Free Float 50 %

- Founding members are founders of leading manufacturer in the Americas, **MABE**.
- Also were shareholders of **BITAL** bank, sold in the 1990's to **HSBC**.
- **GRUPO KON** are founders of **KONDINERO** with over 60-year experience in commercial, financial and real estate companies



Crédito Real

PAYROLL



GROUP LOANS



USED CARS



Service Companies

99%

Experienced Management Team

ANGEL ROMANOS / CEO

Founder of Crédito Real.
CEO of the Company since inception.
MBA from Wharton School of Business.

LORENA CÁRDENAS / CFO

CFO since 2008.
Previously GMAC & Nortel Networks CFO.
Nearly 20 years of CFO experience.
MBA from University of Miami.

PATRICIA FERRO / NEW BUSINESSES OFFICER

M&A Officer since 2013.
Extensive financial banking system background
Member of credit and risk committees of IXE and Banorte

CARLOS OCHOA / COO

COO since 2003.
Master's degree in Economics and Finance from the
University of Bristol.

LUIS CARLOS AGUILAR / PAYROLL COMMERCIAL OFFICER

Payroll commercial officer since 2009.
16 years with the Company.
MBA from IPADE.

JONATHAN RANGEL / IR OFFICER

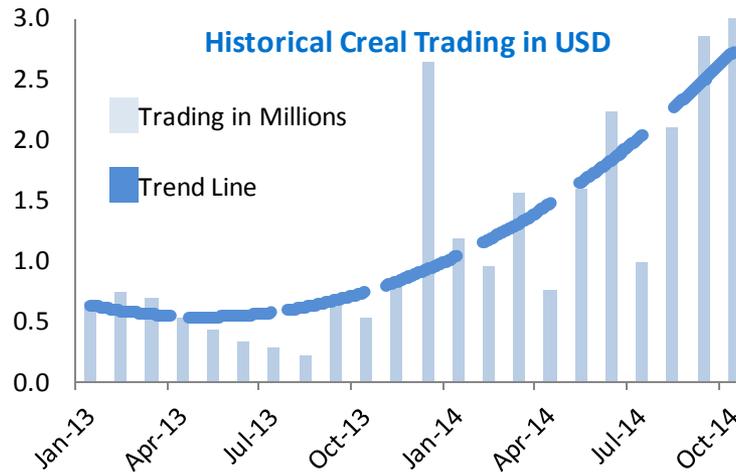
IRO since 2013.
Former Comerci IR Officer 2010 to 2013.
MBA from IPADE, CFA Candidate Level III.

Management Aligned to Creal's Strategy

- All employees aligned with corporate strategy
- Management assessment program
- Compensation plans based on KPIs
- Retention plans for key people
- Development and succession plans

2014 Results

- **Daily liquidity** from 0.7 MM USD in 2013 to 1.8 MM USD in 2014, **L3M: 2.7 MMUSD** (more than 25 brokerage houses participate)



- **MSCI Mexico Small-Cap Index**
- Ranking in position #46 in the **BMV Marketability Index** and #48 in the **IPC filter**
- **Sell-side analyst coverage** increased to **eight** brokerage houses
- **During 2014 Credito Real's management team participated in...**
 - **15 conferences** and **3 non deal road shows** in Mexico, USA and Europe
 - Increased our **investor data base**
 - Nominated by **Institutional Investor** in the Latam Executive Team **rankings best CEO, CFO, IRO and IR Department**

In 2015

- **Increase liquidity** to 3 MM USD
- **Increase sell-side analyst coverage** and **investors data base**
- **Active participation** in **Investor Conferences** and **non deal road shows**.
- **Engagement of Top Management** in IR activities
- **Maintain 24 hours reply policy**

IR Tools

- **New IR web site and Investor's presentation** with additional and valuable information, figures, transparency and a renewed image.
- **Software implementation** that allow us to track investors and analysts activities with Creal that provides a better response to investors community.
- **Market maker** and active **buyback program**
- Developing **specific information** for equity and fixed income investors
- **IR Agency** that supports additional Creal visibility

1. Investment fundamentals

2. Growth strategy

3. Margins and profitability

4. Exhibits

Build on strenghts

- Proven track record serving the underserved market
- Distribution Model
- Credit analysis
- Funding capacity

Introduce new products / regions

- International Pressence
- Establish strategic alliances and partnerships
- Loan Portfolio Diversification
- Customer Deposits

From

To

- Concentration in three products
- National presence
- Wholesale funding

- Multiple-product platform
- International presence
- Customer Deposit

Challenges

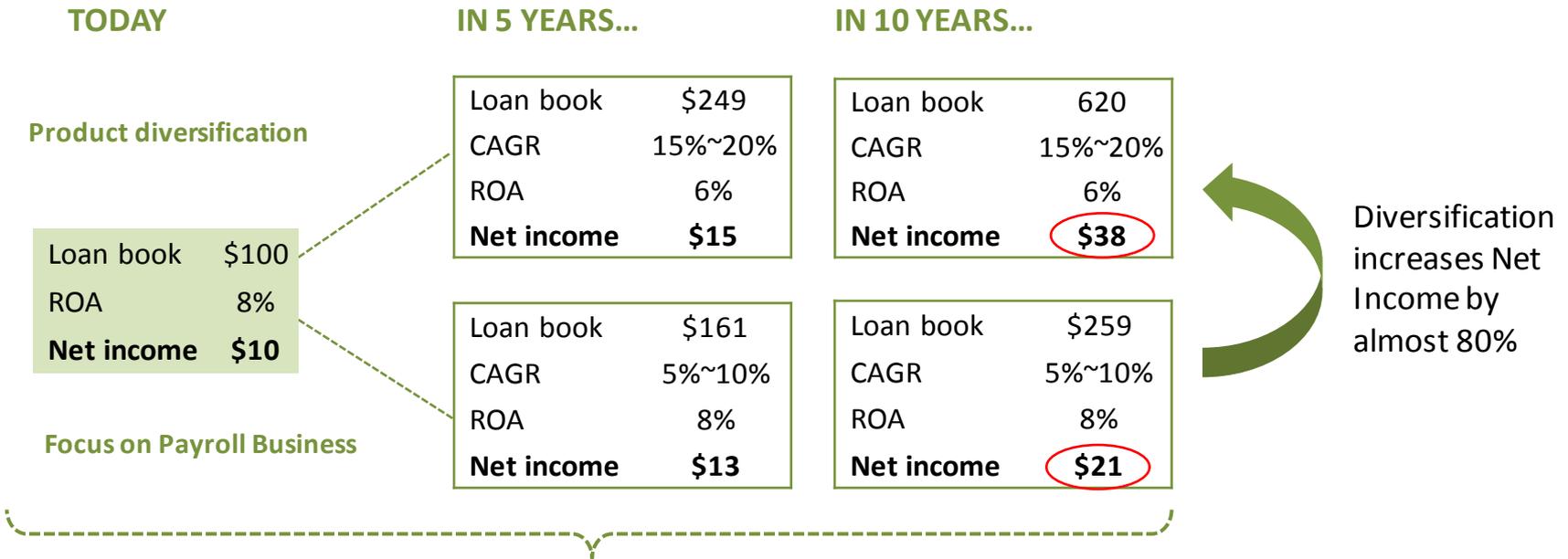
Benefits

- Maintain asset quality
- New product introduction
- Maintain above average ROA and efficiency ratio
- Increased competition and regulation

- Enhances growth in the following years
- Larger market potential
- Leverage on current credit platform
- Lower risk and higher returns

Successful origination with superior returns

Diversification increases sustainability and profitability ...



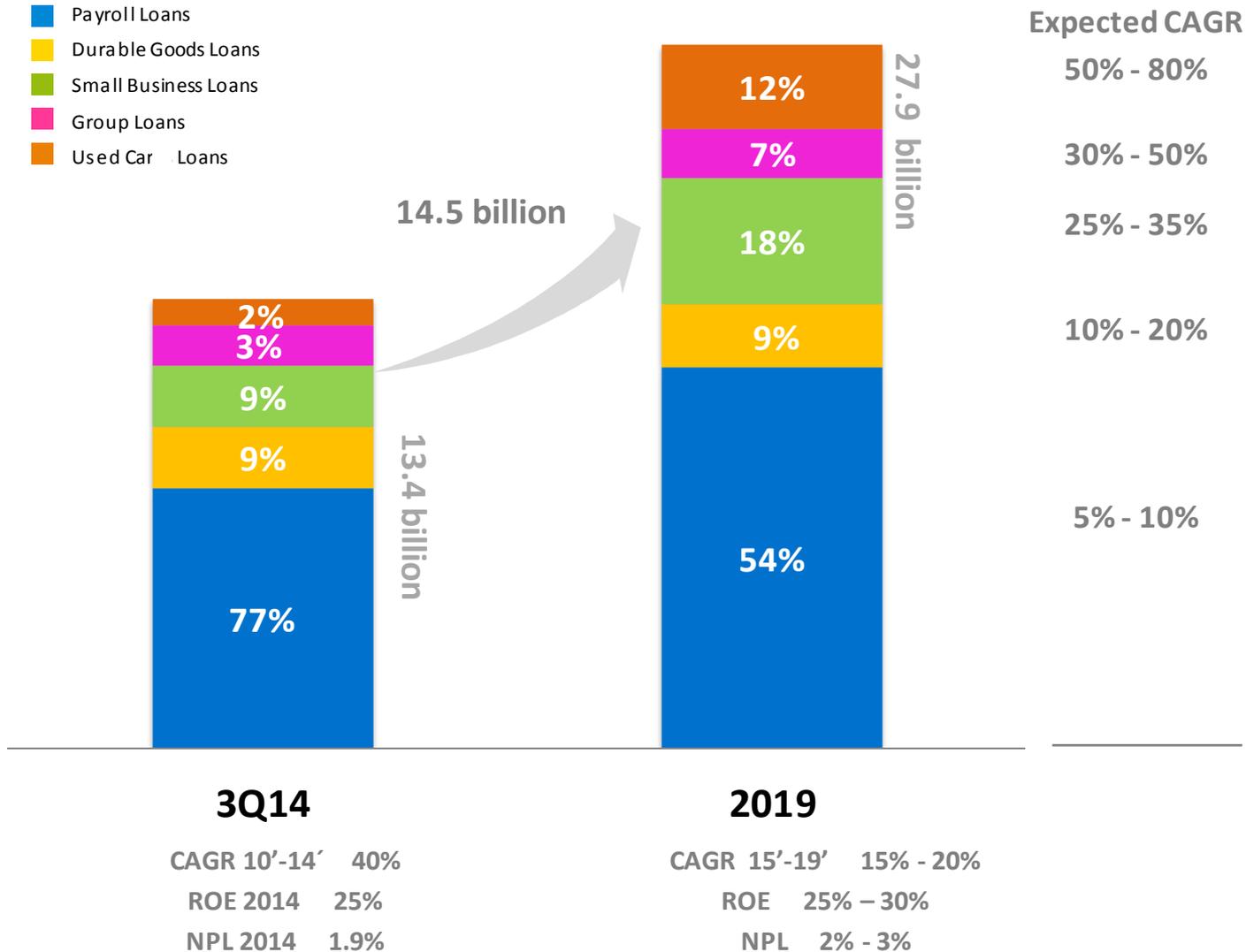
Strategic drivers for diversification

- Low consumer credit penetration in Mexico 4% - **Market opportunity**
- Understanding of low-income customer lending - **Customer Focus**
- Use of the same credit platform - **Leverage on credit analysis know-how**
- Ability to develop a **distribution network** with experienced operators

Implications of diversification

- Sustain **Margins and ROA**
- **NPLs** 2%-3%
- **Cost of risk** between 3% to 5%
- Higher **ROE**

Loan Portfolio Composition



Consolidation of Kondinero...

Immediate increase in Yield and ROE

- Kondinero's acquisition allows to **improve yield** by 440 bps.

	CREAL 3Q14	Kondinero	Consolidated
Interest income (Yield)	26.3%	4.4%	30.7%
Return on Equity	24.9%		26.0%
Efficiency ratio	24.3%	6.7%	31.0%
Cost of risk	2.0%	0.2%	2.2%

Synergies create long-term value

- Potential to bring down **admin costs** Ps. 50-60 million
- Implement **best practices**
- Decrease **distribution cost**

Kondinero valuation highlights

- 18.7 million CREAL shares to pay 51% of Kondinero
- Earnings per share remain unchanged

Further consolidation and growth...

Growth through diversification

- **Diversify portfolio** with federal government, health, decentralized Institutions, CFE & Pemex.
- Execute plan to reach **pensioners**

Option of further consolidation

- Increase market presence by improving **customer service** platform and product **cross-selling**
- Economies of **scale**
- In 2015-2017 acquire the remaining 51% of the two other payroll distributors:

CREAL 3Q14 with 3 distributors	
Interest income (Yield)	40.0%
Return on Equity	31.6%
Efficiency ratio	37.5%
Cost of risk	3.0%

Conditions to buy the other two distributors

- To be paid in **Cash**. Based on the trailing **P/E multiple** of CREAL with a discount

	Credito Real*	Kondinero	Consolidated	Consolidating three payroll distributors
Avg Loan portfolio	100	0	100	100
Interest income (Yield)	26.3	4.4	30.7	40
Funding cost	7.5	0	7.5	7.5
Financial Margin (NIM)	18.8	4.4	23.2	32.5
Provisions	2	0.2	2.2	3
SG&A and other	4.9	2.3	7.2	12.2
Operating result	11.9	1.8	13.7	17.3
Taxes	2.7	0.5	3.2	4.2
Part. In subsidiaries	0.8	-0.4	0.4	0
Net income	9.9	0.9	10.8	13.1
Return on loan portfolio	9.9%		10.8%	13.1%
Return On Assets	7.1%		8.0%	9.4%
Return on Equity	24.9%		26.0%	31.6%
Efficiency ratio	26.1%	52.3%	31.0%	37.5%

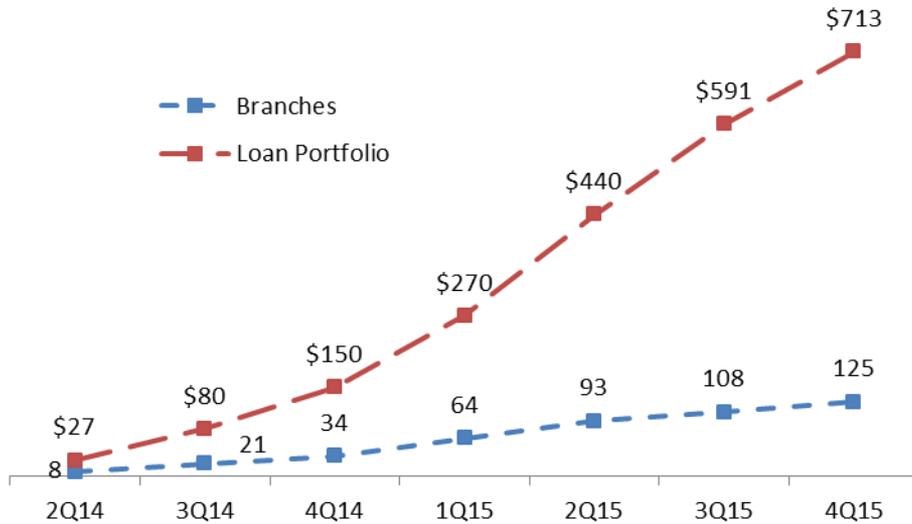
Notes: Credito Real's consolidated financial statements including Kondinero begins November 2014. There are no substantial changes in Assets, Debt, Equity, Capitalization ratio and Funding Cost.

* As of reported in YTD 3Q14



Combines legal and technological advances to provide additional liquidity to an existing car owner while maintaining the use of the asset

Drive & Cash Expansion



POTENTIAL MARKET

Mexico current vehicle fleet	12 million cars
Potential market	20%
Target market	1%
Potential share 1%	24,000 cars
Average portfolio	\$1,920 MM

Branch Investment

- Available space of 60 to 80 m²
- 1 employee
- Approx. cost \$15,000 to \$20,000 USD investment

Actual Footprint



Mexico Expansion



Product Description

- Originate loans for used cars in **south USA** through a network of joint ventures with local dealerships

Distribution Network

- **Through partnerships** with local car dealers in USA using their sales force to promote our loans.
- Assessing other states as **Florida, California and Illinois**

Market Potential

- Used Car loans for Hispanic customers is a big market in USA ⁽¹⁾

Market screening	Potential Mkt USD	%
Potential Market in Metroplex Area (Dallas)	1,300 million	
Potential share *	45 million	3.5%

*The total USA used car loan portfolio is expected to reach between 100-200 millions USD in the following five years

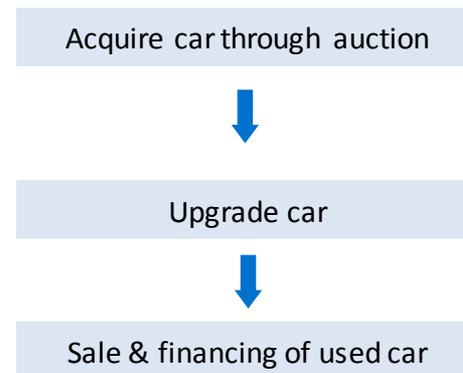
Target Markets

- **Hispanic / Latino** – Low Income

Product Statistics

- Loan amount – US \$13,000
- Term 40 months (3.3 years)
- Avg. annual interest rate – 20% - 25%
- Commercial margin 20% - 30%
- Tracking system to secure cars

Origination Process



STRATEGY BEFORE

Interest Income 100%
 Net Income & ROA 1%

Integrated operations

In-house brand

Only clients of Credito Real

High **distribution costs**

Deteriorated **efficiency** ratio

160 clients per sales rep

267 promoters

74 branches

\$120 million loan portfolio

Smaller scale – Small market share



STRATEGY AFTER

Interest Income 13%
 Net Income & ROA 6%

Origination through partnerships and distributors

Network of regional operators to reach a national presence

Clients of Credito Real + Clients of partnerships + Clients of alliances

Efficiencies on Distribution Costs

Improved **efficiency** ratio

Target **220 clients** per sales rep

603 promoters

107 branches

\$350 million loan portfolio

Larger scale – Larger market share

New product introduction



PAYROLL

- **New agreements** to enter new markets (e.g. pensioners)
- Further consolidation, cross-selling

DURABLE GOODS

- Increase **credit penetration** and add **new retailers**
- In house credit card, telemarketing and e-commerce

SMALL BUSINESS

- Fondo H: Increase **sales reps** and increase origination through **brokers** to reach new markets
- **In-house brand**: Increase sales reps and compensation based on origination and asset quality

GROUP LOANS

- Increase **strategic alliances** with micro-lending companies
- Generate efficiencies & increase profitability

USED CARS

- Exploiting **USA-latino market**
- **Drive & Cash** grows to 125 branches in Mexico
- Enlarge dealers network

1. Investment fundamentals

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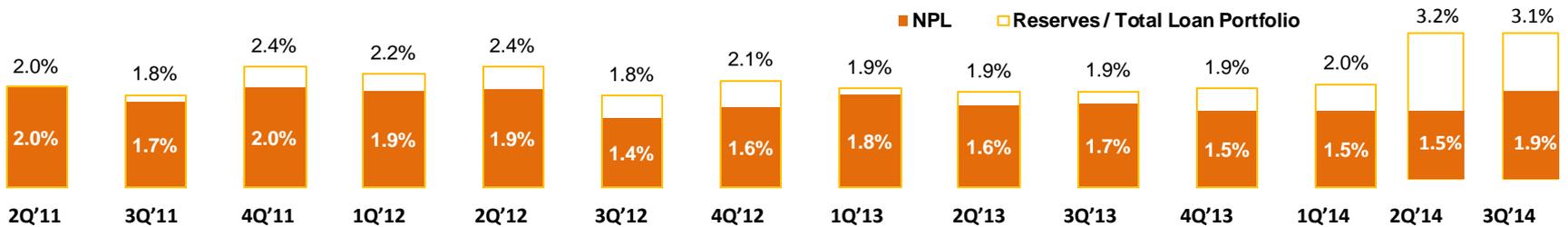
4. Exhibits



LOW RISK

PAYROLL DURABLE GOODS GROUP LOANS SMALL BUSINESS USED CARS

Stable Levels of NPLs with Sufficient Reserves (1)



Average NPLs comparison*

	Credito Real*	Banking Sector*
Payroll	1.5%	3.6%
Durable goods	1.9%	5.2%
SME's	2.4%	3.6%
Group loans	0.4%	3.6%
Cars	1.8%	2.0%

- **Cost of Risk** ** (Provisions / Loan Book) 2011-2014: **3.8%**
- **Non-performing loans** 2011-2014: **1.7%**
- **NPL change:** +50bps in NPLs, +100 bps in Cost of Risk
- Annual cost of risk is approximately two times NPL**

* Average LTM ended on September 2014. Source CNBV

** Cost of risk includes charge-offs, provisions and recoveries

(1) Reserves calculated as end of period allowance for loan losses divided by total loan portfolio

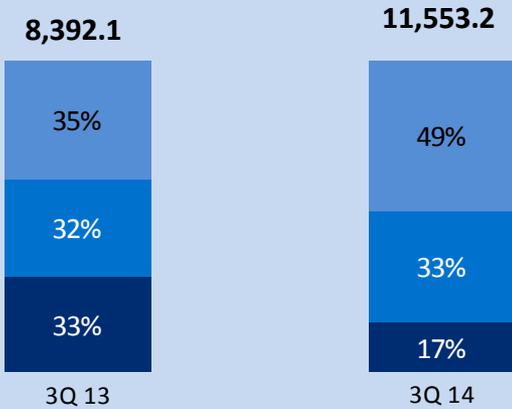


	Yield today*	Yield 2019	Drivers
Payroll	28%	35%	<ul style="list-style-type: none"> Effect of acquiring 51% of Kondinero, Credifiel and Credito Maestro
Durable goods	23%	21%	<ul style="list-style-type: none"> Higher credit penetration for low-income segments Increased competition
Small business	14%	18%	<ul style="list-style-type: none"> Higher participation of in-house brand focused on mom&pop businesses with higher rates
Group loans	20%	12%	<ul style="list-style-type: none"> Change of business strategy through consolidation of regional players ROA enhanced by earnings participation
Used cars	25%	30%	<ul style="list-style-type: none"> Yield is enhanced by higher Drive & Cash participation
Average yield	26%	28%	<ul style="list-style-type: none"> Expected ROA 6% - 8%
ROA	7%	8%	<ul style="list-style-type: none"> Expected ROE 25% - 30%

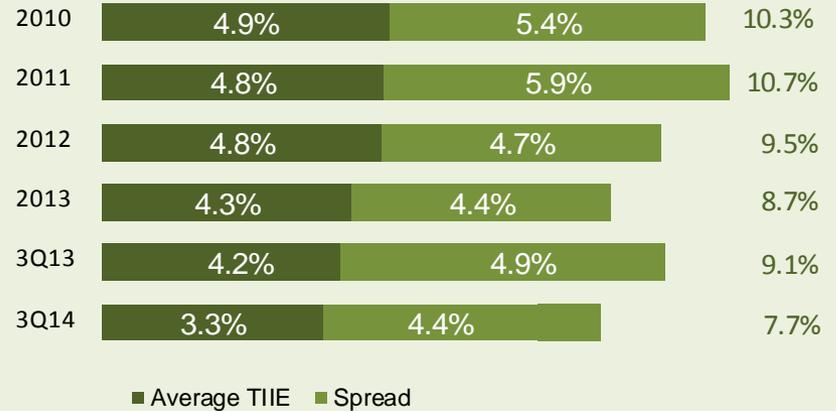
* Reported as of September 2014 YTD

Debt Profile

Local Notes Credit Lines Senior Notes



Improving Funding Cost



Debt Maturity Schedule as of 3Q14

Local Market Credit Lines 144 A



Funding Strategy Focus



Opportunities

Strength Funding Sources

- Increase funding capacity
 - Customer deposits
 - Rating Agencies – higher rate
 - Interbank lending

Stable funding during stress periods

Significant reduction in Cost of Funds

Challenges

Regulatory Costs

- Fees
 - IPAB fees
 - CNBV costs
- Reporting

	Capitalization	Credit policies	Allowance for loan losses	Accounting CNBV criteria	Internal controls & external auditors	Customers & employee filling	Disclosure / financial information
Regulated Sofom	Min 8% Net Capital = Equity	OK	OK	OK	OK	OK	OK
Banking Regulation	Min 10.5% Net Capital = Regulatory net capital	OK	OK	OK	OK	OK	OK

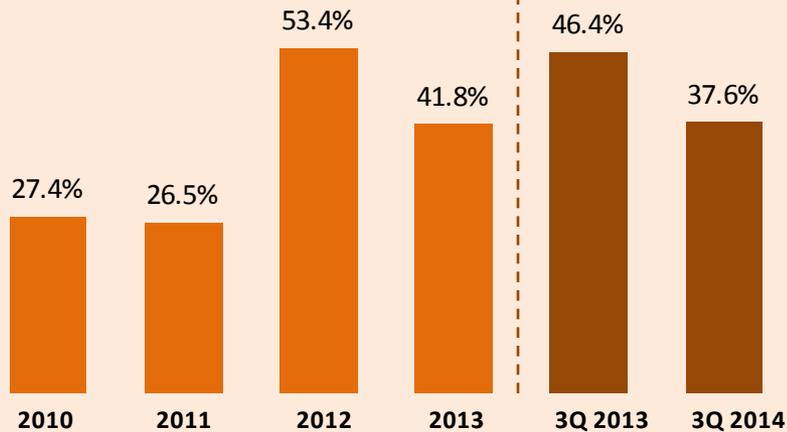
Loan Portfolio MX\$mm



Net Income MX\$mm



Capitalization



ROAE



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Balance Sheet

	3Q'14	3Q'13	Var	% Var	2013	2012	2011	Var	% Var
Ps. Million									
Cash and cash equivalents	97.1	81.8	15.3	18.7%	126.9	85.2	64.3	41.7	48.9%
Investments in securities	821.6	209.4	612.2	292.4%	646.2	346.8	253.6	299.4	86.3%
Securities and derivatives transactions	197.1	320.8	-123.7	-38.6%	230.1	241.5	521.4	-11.4	-4.7%
Performing loan portfolio									
Commercial loans	13,161.1	9,039.1	4,122.1	45.6%	10,265.0	6,625.6	5,403.1	3,639.4	54.9%
Total performing loan portfolio	13,161.1	9,039.1	4,122.1	45.6%	10,265.0	6,625.6	5,403.1	3,639.4	54.9%
Non-performing loan portfolio									
Commercial loans	248.1	152.1	96.0	63.1%	158.5	106.9	109.0	51.6	48.3%
Total non-performing loan portfolio	248.1	152.1	96.0	63.1%	158.5	106.9	109.0	51.6	48.3%
Loan portfolio	13,409.2	9,191.2	4,218.0	45.9%	10,423.5	6,732.5	5,512.2	3,691.0	54.8%
Less: Allowance for loan losses	414.4	174.0	240.4	138.2%	203.2	141.3	130.5	62.0	43.9%
Loan portfolio (net)	12,994.8	9,017.2	3,977.6	44.1%	10,220.3	6,591.2	5,381.6	3,629.0	55.1%
Other accounts receivable (net)	1,907.1	2,325.4	-418.3	-18.0%	2,390.4	2,504.3	1,574.0	-113.9	-4.5%
Property, furniture and fixtures (net)	34.3	21.4	12.9	60.6%	22.9	17.8	14.3	5.1	28.6%
Long-term investments in shares	792.7	762.0	30.7	4.0%	786.0	752.5	364.0	33.5	4.5%
Other assets									
Debt insurance costs, intangibles and others	802.4	592.4	210.0	35.5%	677.2	425.9	179.4	251.2	59.0%
Total assets	17,647.2	13,330.4	4,316.8	32.4%	15,100.0	10,965.3	8,352.7	4,134.7	37.7%
Liabilities									
Notes payable (certificados bursátiles)	2,014.1	2,775.4	-761.4	-27.4%	3,041.8	1,751.0	1,944.0	1,290.8	73.7%
Senior notes payable	5,685.2	2,907.1	2,778.2	95.6%	2,829.6	2,814.4	3,122.1	15.2	0.5%
Bank loans and borrowings from other entities									
Short-term	2,047.4	1,014.9	1,032.5	101.7%	1,950.1	1,562.4	1,053.9	387.7	24.8%
Long-term	1,806.5	1,694.7	111.9	6.6%	2,130.8	719.6	516.0	1,411.1	196.1%
	3,853.9	2,709.6	1,144.3	42.2%	4,080.9	2,282.0	1,569.9	1,798.9	78.8%
Securities and derivatives transactions	-	-	-	-	-	-	-	-	-
Other accounts payable	8.1	12.8	-4.8	-37.1%	14.6	17.8	4.2	-3.3	-18.3%
Income taxes payable	1,043.9	660.3	383.5	58.1%	780.3	503.7	252.1	276.6	54.9%
Total liabilities	12,605.2	9,065.2	3,539.9	39.0%	10,747.1	7,368.9	6,892.3	3,378.2	45.8%
Stockholders' equity									
Capital stock	2,056.4	2,017.3	39.1	1.9%	2,016.2	2,017.2	507.4	-1.0	-0.1%
Earned capital:									
Accumulated results from prior years	2,087.1	1,523.0	564.0	37.0%	1,326.1	935.8	537.4	390.3	41.7%
Result from valuation of cash flow hedges, net	8.1	14.8	-6.7	-45.5%	7.0	29.3	-	-22.3	-76.1%
Controlling position in subsidiaries	11.0	-	11.0	-	-	-	-	-	-
Net income	879.5	710.0	169.5	23.9%	1,003.6	614.1	415.5	389.5	63.4%
Total stockholders' equity	5,042.0	4,265.2	776.9	18.2%	4,352.9	3,596.4	1,460.4	756.5	21.0%
Total Liabilities and Stockholders' equity	17,647.2	13,330.4	4,316.8	32.4%	15,100.0	10,965.3	8,352.7	4,134.7	37.7%

Profit & Loss

	3Q'14	3Q'13	Var	% Var	YTD 14	YTD 13	Var	% Var	2013	2012	2011	Var	% Var
Ps. Millions													
Interest Income	759.6	697.9	61.7	8.8%	2,331.8	1,941.0	390.7	20.1%	2,724.5	2,090.4	1,912.3	634.0	30.3%
Interest Expense	-218.7	-182.5	36.1	19.8%	-663.5	-526.2	137.3	26.1%	(723.1)	(654.8)	(612.8)	68.3	10.4%
Financial Margin	540.9	515.4	25.5	5.0%	1,668.2	1,414.8	253.4	17.9%	2,001.4	1,435.6	1,299.5	565.8	39.4%
Provision for Loan Losses	-53	-112.7	-59.7	-52.9%	-173.6	-298.5	-125.0	41.9%	(404.5)	(272.8)	(309.0)	131.7	48.3%
Financial Margin adjusted for Credit Risks	487.9	402.7	85.2	21.2%	1,494.7	1,116.3	378.4	33.9%	1,596.9	1,162.8	990.5	434.1	37.3%
Commissions and fees paid	-26.8	-17.9	8.8	49.2%	-69.3	-51.5	17.8	34.5%	(69.7)	(69.5)	(61.3)	0.2	0.2%
Other income from the operation	5.4	2.3	3.2	138.4%	21.5	8.3	13.2	159.3%	10.1	20.6	18.1	-10.5	-51.0%
Administrative and promotion expenses	-130.2	-122.5	7.7	6.3%	-388.1	-363.2	24.9	6.9%	(484.1)	(480.5)	(465.6)	3.6	0.7%
Operating result	336.3	264.5	71.8	27.1%	1,058.8	709.9	348.9	49.1%	1,053.3	633.4	481.7	419.8	66.3%
Income taxes	-73.3	-58.1	15.3	26.3%	-243.2	-154.0	89.2	57.9%	(241.6)	(144.4)	(102.5)	97.2	67.3%
Income before participation in the results of subsidiaries	263	206.4	56.5	27.4%	815.5	555.8	259.7	46.7%	811.7	489.1	379.2	322.6	66.0%
Participation in the results of subsidiaries and associates	19.4	50.4	-31.0	-61.5%	63.9	154.2	-90.3	-58.5%	191.9	125.1	36.3	66.9	53.4%
Net Income	282.3	256.8	25.5	9.9%	879.5	710.0	169.5	23.9%	1,003.6	614.1	415.5	389.5	63.4%

Financial Ratios

	3Q'14	3Q'13	Var	YTD 2014	YTD 2013	Var	2013	2012	2011	Var
Yield	23.5%	31.9%	-8.4%	26.3%	33.0%	-6.8%	31.1%	34.2%	38.7%	-3.1%
Return on Average Loan Portfolio	8.7%	11.7%	-3.0%	9.9%	12.1%	-2.2%	11.5%	10.0%	8.4%	1.4%
ROAE: Return on average stockholders' equity	23.0%	24.9%	-1.8%	24.9%	24.2%	0.7%	24.5%	27.9%	33.3%	-3.3%
Debt to Equity Ratio	2.3	2.0	0.3	2.3	2.0	0.3	2.3	1.9	4.5	0.4
Average cost of funds	7.7%	9.1%	-1.3%	8.1%	9.3%	-1.2%	8.7%	9.5%	10.7%	-0.8%
Efficiency ratio	25.3%	24.6%	0.7%	24.3%	26.6%	-2.4%	25.1%	35.2%	37.6%	-10.1%
Capitalization Ratio	37.6%	46.4%	-8.8%	37.6%	46.4%	-8.8%	41.8%	53.4%	26.5%	-11.7%
Provisions for loan losses as a percentage of total loan portfolio	1.6%	4.9%	-3.3%	1.7%	4.3%	-2.6%	3.9%	4.1%	5.6%	-0.2%
Allowance for loan losses as a percentage of total past-due loan portfolio	167.0%	114.3%	52.7%	167.0%	114.3%	52.7%	128.2%	132.2%	119.7%	-3.9%
Total past-due loan portfolio as a percentage of total loan portfolio	1.9%	1.7%	0.2%	1.9%	1.7%	0.2%	1.5%	1.6%	2.0%	-0.1%

Loan Description

Product Description Personal loans for unionized government employees repaid through direct payroll

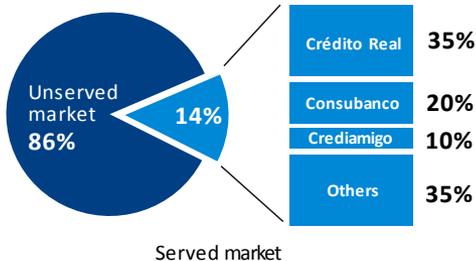
Target Markets Unionized public employees C+, C and D+ Average annual income USD from \$6,000 to \$10,000

- Product Statistics**
- Avg. loan amount – MX\$30,146
 - Avg. term – 35 months
 - Avg. annual interest rate – 50% - 65% 50% shared with payroll distributors
 - Payment frequency – Bi-weekly
 - Delinquency rate – 1.6%
 - Customers – 343,915 (66% of total Credito Real customers)

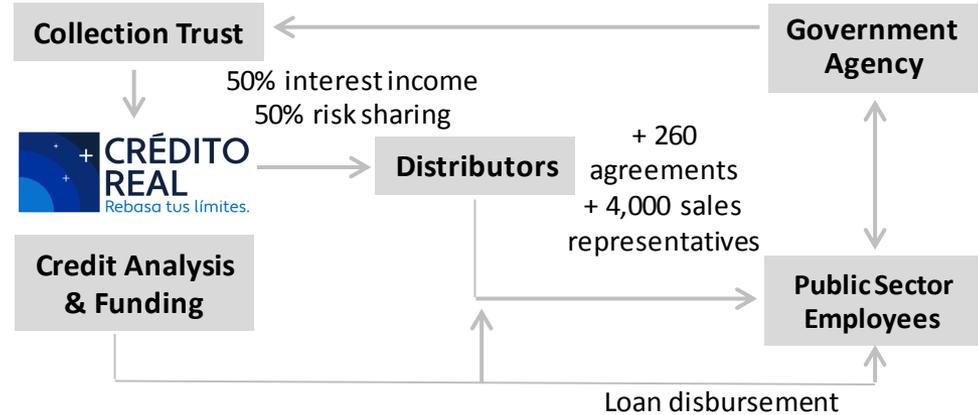
Distribution Network Network in rural & semiurban areas

Market of approximately 7 million employees

Market Share



Origination and Collection Process



Competitive Landscape

	CREAL	CONSUBANCO	CREDIAMIGO	INFONACOT	BANKS & OTHER
Market share	35%	20%	10%	NA	NA
Product description	Personal loan linked to payroll (low risk)	✓	✓	Different products linked to payroll	Personal loan linked to a payroll or debit account
Distribution	Network in rural areas + 3,00 sales reps + 250 branches	Integrated operations	Integrated operations	80 branches - Mid & Big cities	Branching network / Mid & Big cities
CAGR	35%	20%	35%	NA	NA
Interest rate	50% - 65%	50% - 65%	50% - 65%	44%	30% - 40%
Average Duration	34 months	✓	✓	36 months	32 months
Onsite presence	Yes	Yes	Yes	No	No
Differentiators	Exclusivity with 3 main distributors / 25 alliances	X	X	Lower rates / poor service & complicated loan application process	Smaller public sector presence / branch network model

Loan Description

Product Description Loans to finance purchases of durable goods from selected retailers

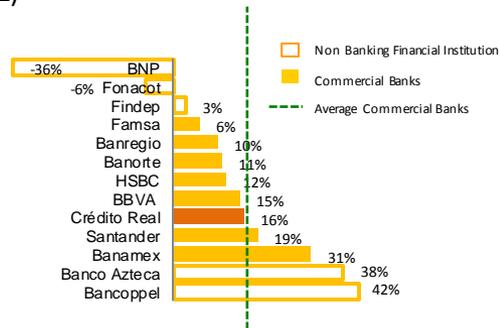
Target Markets B, C+, C and D

- Product Statistics**
- Avg. loan amount – MX\$14,526
 - Avg. term – 12 months
 - Avg. annual interest rate – 40% - 50%
 - Payment frequency – Monthly
 - Delinquency rate – 2.0%
 - Customers – 83,075
 - (16% of total Credito Real customers)

Distribution Network Well known retailers that uses own sales forces to promote our credit products

Consumer loan portfolio CAGR (2010-2013) (1)

Market Share

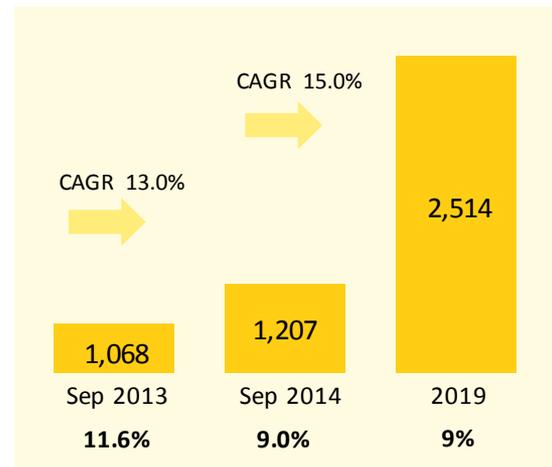


Origination and Collection Process



Evolution of Loan Portfolio

Strategy ...



- Increase credit sales
- Select new Retailers
- Compensate Retailers with a portion of interest income with no credit risk
- Crédito Real works as a financial partner and retailers focus on sales & promotion

Source (1) Company filings presented to CNBV as of December 31, 2013, except Financiera Independencia and FONACOT which were obtained from public filings.

Note: Credito Real consumer loans do not include payroll loans, small business loans, group loans and used car loans

*CAGR from 2009 – 2012. Information for 2013 is not available. BNP Paribas refers to BNP PARIBAS PERSONAL FINANCE, S.A. DE C.V.SOFOM, E.N.R.

Loan Description

Product Description Loans for working capital to independent professionals and small businesses

Target Markets Mom & pops and medium and small size business

- Product Statistics**
- Loan amount – MX \$100,000 - \$10'000,000
 - Term 3 - 36 months
 - Avg. annual interest rate – 18% - 30%
 - Payment frequency – Monthly
 - Delinquency rate – 4.6%
 - Customers – 275

Distribution Network Personal in-house brand and strategic alliances

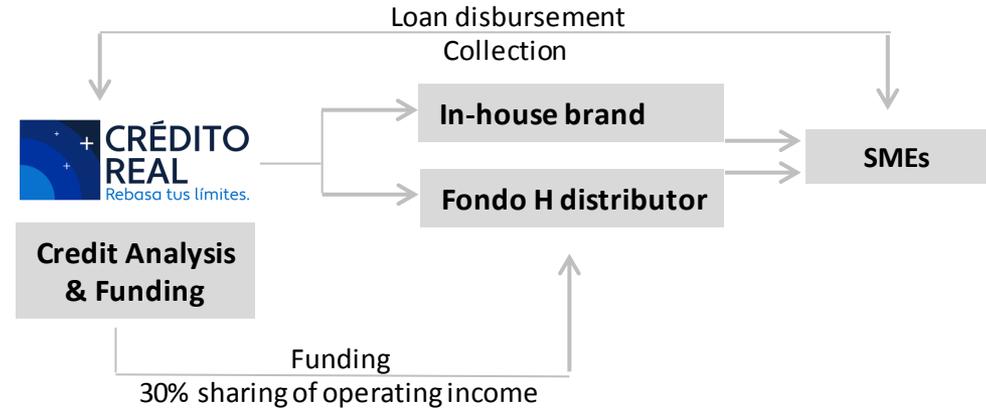
SMEs represents 52% of Mexican GDP and 80% of labor force(1)

Market Share

Business with Credit Access from Commercial banks

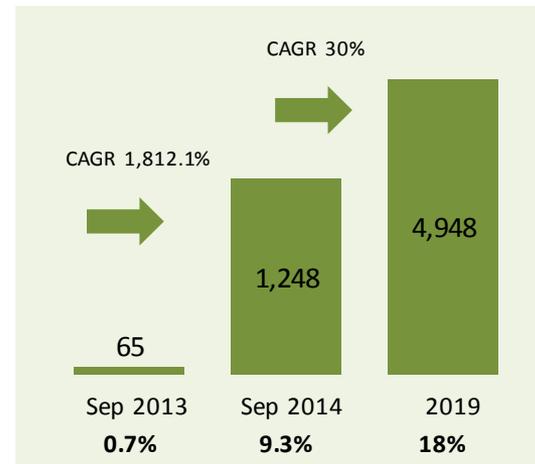
Business Classification	Number of Business with Loans	Number of Business	Rate of Business with Loans
SMEs	270,877	3,620,530	7.5%
Micro	225,207	3,472,155	6.5%
Small	36,571	125,376	29.2%
Medium	9,099	22,999	39.6%
Big	3,434	6,529	52.6%
Total	274,311	3,627,059	7.6%

Origination and Collection Process



Evolution of Loan Portfolio

Strategy ...



- Increase strategic alliances
- Alignment of interest with distributors: sharing operating margins
- Exclusivity agreements

% total Portfolio

Loan Description

Product Description Loans to finance micro-business working capital requirements

Target Markets Women in suburban areas C -, D, E

- Product Statistics**
- Avg. loan amount – MX\$3,880
 - Avg. term – 3.5 months / 16 weeks
 - Avg. annual interest rate – 90% - 110%
 - Payment frequency – Weekly
 - Delinquency rate – 0.3%
 - Customers – 91,007 (17% of total customers)

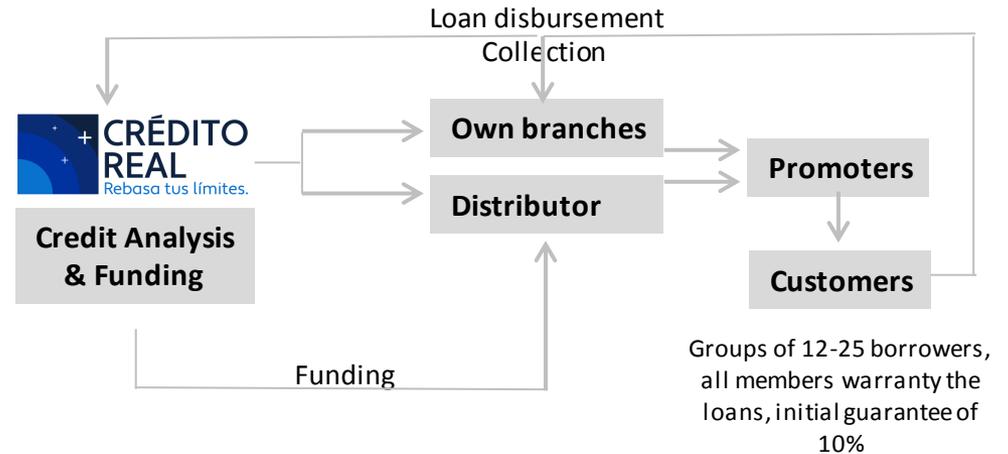
Distribution Network Strategic alliances with sales representatives

Leaders of the market in terms of Loan portfolio⁽¹⁾ Only consider group loans

Market Share

No.	Company	Loan Portfolio
1	BANCO COM PARTAMOS	14.9
2	CAME	1.1
3	FINANCIERA INDEPENDENCIA	0.75
4	FINCA MÉXICO	0.6
5	TE CREEMOS	0.4
6	CRÉDITO REAL	0.3
7	SIEMPRE CRECIENDO	0.3
8	BANCO FORJADORES	0.3
9	INVIRTIENDO	0.3
10	FINANCIERA FELICIDAD	0.2

Origination and Collection Process



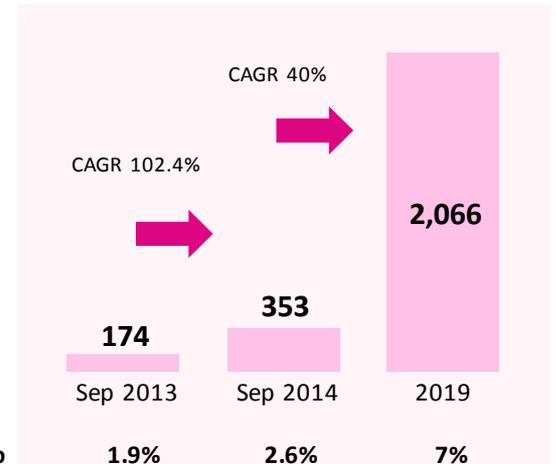
Group Lending Presence

Gradual & Constant Improvement



Key Distribution Metrics
 107 branches
 67 cities
 20 states

% total Portfolio



Loan Description

Product Description

Loans for used cars

Target Markets

B, C+, C and C-

Product Statistics

- Loan amount – MX \$50,000 - \$100,000
- Term 12 - 48 months
- Avg. annual interest rate – 25% - 35%
- Payment frequency – Monthly
- Income from insurance
- GPS systems to secure cars
- Delinquency rate – 0.7%
- Customers – 2,707

Distribution Network

Strategic alliances with car dealers that use own sales forces to promote our credit products and partnership with 21 branches in Mexico

Car loans have the lowest penetration on the loan products of Banks ⁽¹⁾

Market Share

Loan Products of Commercial and Development Banks

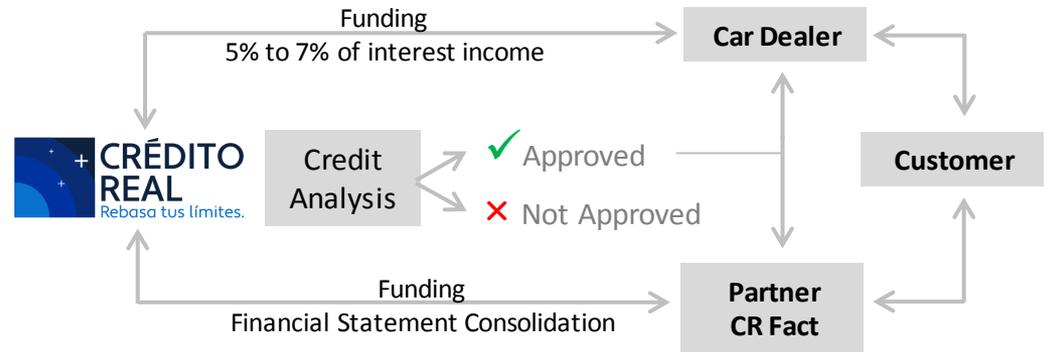
Type of Product	Number of credits	Demographic Indicator
Credit Card	25,906,995	3,108
Personal Loan	7,893,557	947
Payroll Loan	4,012,045	481
Group Loan	2,749,692	330
Car loans ^(a)	669,685	80
Mortgage	1,093,208	131

Source(1) CNBV 2012

Demographic indicator: number of credits per 10,000 adults

Note (a) New Car Loans

Origination and Collection Process



Used Cars Loans Presence

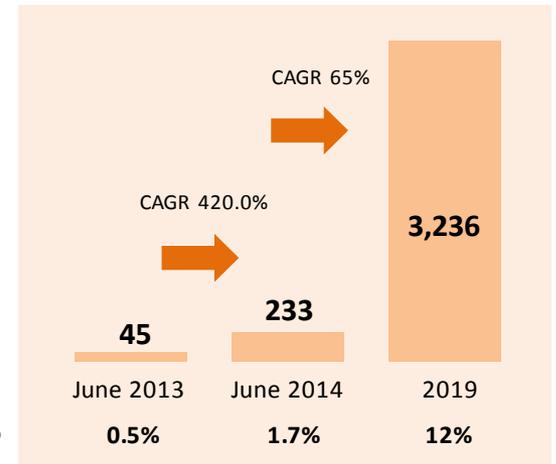


Key Distribution Metrics

- 21 branches
- 14 distributors
- 14 states

% total Portfolio

Evolution of Loan Portfolio



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