

# MEXROB Capital, LLC

## PRESS RELEASE



## MEXROB Capital and CSMEX Real Estate Investors announce the launch of ALIGNMEX Real Estate Capital

- **ALIGNMEX will provide real estate investment and asset management services in Mexico**
- **ALIGNMEX will invest in residential and commercial real estate throughout Mexico, on behalf of institutional investors and high net worth clients**
- **ALIGNMEX highlights an investment approach that is centered on “One Country, One Goal”™**

**Mexico City, Mexico. – March 18, 2014 –** MEXROB Capital and CSMEX Real Estate Investors today announced the formation of a real estate investment and asset management platform that will invest in residential and commercial real estate throughout Mexico. The new business, ALIGNMEX Real Estate Capital, will be headquartered in Mexico City.

The company will be led by Roberto Ordorica as Chief Executive Officer and Salvador Magaña as Chief Operating Officer. Mr. Ordorica, a 15-year industry veteran, is a co-founder of ALIGNMEX and was previously the founding CEO of PREI Latin America, the Latin America real estate investment management business of Prudential Financial. Mr. Magaña, a 20-year industry veteran, is a co-founder of ALIGNMEX and most recently served as Head of Portfolio Management for PREI Latin America in Mexico. A board of directors will oversee an experienced management team and an independent advisory board will bring unique knowledge and skills to augment the ALIGNMEX management team.

Commenting on the formation of the new company, Mr. Ordorica said, “the formation of ALIGNMEX stems directly from the strategic alliance MEXROB Capital established with CSMEX Real Estate Investors in 2013. Having established the governance, legal and operational structure of the platform, we are now ready to provide real estate investment and asset management services and deliver institutional-quality real estate investment products in Mexico to real estate investors from Mexico and around the globe. We believe there are

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compelling investment opportunities in Mexico, but different from traditional investment management platforms, we strongly believe our clients, investors, partners and other stakeholders are best served by a real estate investment management platform that is committed to “One Country, One Goal”™. As a central element of who we are, ALIGNMEX focuses exclusively on Mexico and our business approach seeks to minimize the creation of divergent interests. ALIGNMEX stands for “alignment”, a principle that is deeply rooted in the foundation of the new venture”.

“We strongly believe Mexico is the most attractive market in Latin America for institutional real estate investors, yet many investors and investment managers are struggling with the best way to take advantage of real estate opportunities stemming from recent reforms. We believe clients will benefit from having an experienced local firm with a global mindset that is dynamically managed to reflect the realities of changing market conditions. We believe ALIGNMEX is well positioned to develop products that invest where Mexico is going – not where it has been. ALIGNMEX is a firm with an entrepreneurial spirit and a focus on client service. In the years ahead, we look forward to differentiating ourselves in the Mexican marketplace by attracting and developing leaders who are focused on results, adhering to a disciplined investment process, seeking a healthy balance between risk and opportunity, aligning our interests with those of our clients and actively participating in the institutionalization of the Mexican real estate sector,” added Magaña.

ALIGNMEX will primarily invest capital on behalf of global institutions, Mexico-based institutional investors and high net worth investors into structured real estate products located in Mexico's Tier I cities. The new venture will pursue opportunistic and value-add investment opportunities in all major sectors of residential and commercial real estate.

## ABOUT MEXROB Capital

MEXROB is a private investment firm focused solely on real estate. MEXROB provide investment capital and advisory services to small and medium size real estate ventures in Mexico or with a strong connection to Mexico. MEXROB was founded by Roberto Ordorica, former CEO of PREI Latin America, the Latin America Real Estate Investment Management business of Prudential Financial. Mr. Ordorica is a strong strategic thinker, with more than 15

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years of hands-on experience in real estate finance, investments and investment management. He is a world-class risk manager and investment professional - highly regarded for his judgment and integrity. For more information visit <http://www.mexrobcapital.com>.

## **ABOUT CSMEX Real Estate Investors**

Veteran real estate investor Salvador Magaña started CSMEX after spending nearly 20 years working for Prudential Financial, Pulte, Hines and Grupo Marhnos. As a trained engineer, Mr. Magaña has a proven track record in Mexico, managing the intricacies of the building design process, having mastered working in a collaborative environment with investors, architects, engineers and contractors to deliver quality projects on time and within budget. Mr. Magaña has experience managing all development, legal, financial and marketing aspects of a real estate portfolio in Mexico, including design, construction, leasing, marketing, third party consulting agreements, joint venture partnerships, property management, cost controls, systems, reporting and accounting. For more information visit <http://www.csmexinvestors.com>.

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