

**PRESS RELEASE**



**alignmex**  
REAL ESTATE CAPITAL

**ALIGNMEX Real Estate Capital Announces that  
Adrian Ashkenazy will join ALIGNMEX's  
Advisory Board**

- **Adrian Ashkenazy to join the Advisory Board of ALIGNMEX**
- **The Advisory Board is a collection of individuals who bring unique knowledge and skills to ALIGNMEX**
- **Advisory Board members augment the knowledge and skills of the Senior Management of ALIGNMEX**

**Mexico City, Mexico. – June 9, 2014** – ALIGNMEX Real Estate Capital today announced that Adrian Ashkenazy will join the Advisory Board of ALIGNMEX. The Advisory Board is a collection of individuals who bring unique knowledge and skills, which augment the knowledge and skills of the Senior Management of ALIGNMEX in order to more effectively guide the Company.

Roberto Ordorica, Co-Founder and Chief Executive Officer of ALIGNMEX said, “I am pleased to welcome Adrian Ashkenazy to our Advisory Board. For a period spanning almost two decades, I have collaborated with Adrian both at JPMorgan and Prudential Financial and know first hand his commitment to creating an environment that results in high caliber investment ideas and where innovation flourishes. Following our One Country, One Goal™ approach, Adrian shares our core belief that for a company to be successful it needs both a good market for its products and experienced leadership. ALIGNMEX is Mexico based and Mexico focused and is led by an experienced management team that is committed to creating a culture that attracts, engages, advances and retains leaders that are focused on results. Adrian is a proven leader who has always been committed in his efforts to contribute to whatever endeavor he is involved in so we are delighted he has accepted our invitation to join our Advisory Board.”

Salvador Magaña, Co-Founder and Chief Operations Officer of ALIGNMEX said, “Adrian brings years of experience coupled with exceptional business expertise. Simply put, he gets things done, doesn't look backwards for very long and is always moving forward. As a member of our Advisory Board, I am confident he will provide strategic guidance on our firm's vision and product strategy and he will help ALIGNMEX make the most of the opportunities offered by the Mexican real estate market. We look forward to the insight Adrian can provide, as we

move forward in our mission to provide first in class real estate investment management services in Mexico.”

“I am honored to be appointed to the Advisory Board of ALIGNMEX,” Ashkenazy said. “The excellent work that Ro [Ordorica] and Salvador [Magaña] have done to make ALIGNMEX a reality has been exceptional, so I am excited at the opportunity to lend my experience and expertise to ALIGNMEX, as it becomes a top tier real estate investment management and advisory platform in Mexico, creating value and offering strategic real estate advisory and investment management services.”

Mr. Ashkenazy currently is the President of L’Ermitage Hotels International, a boutique hotel management company, headquartered in Los Angeles, CA, and serves on the Board of Sterling Realty Organization, a diversified commercial real estate development and management company on the Pacific Coast of the United States. Before joining L’Ermitage, Mr. Ashkenazy was Chief Financial Officer of PREI Latin America, the Latin America real estate investment and advisory business of Prudential Financial. In this capacity, he was responsible for PREI-Latin America’s capital markets activity, including establishing and maintaining banking relationships, arranging all construction and permanent loans and executing public markets exits into the Mexican capital markets. Mr. Ashkenazy’s duties included designing and implementing the optimal financing strategy for all of PREI-Latin America’s investment programs, which included, but was not limited to, raising debt for PREI’s investment programs in Mexico and structuring the IPO of one of Mexico’s first public REITs. Prior to assuming the Chief Financial Officer position, Mr. Ashkenazy was a Director of Portfolio Management for PREI-Latin America in Brazil. During his tenure at Prudential Financial, Mr. Ashkenazy was a member of the PREI-Latin America Executive Committee and Investment Committee and served on the Board of Paz Corp., a multifamily development company publicly traded on the Chilean stock exchange.

Prior to joining PREI-Latin America, Mr. Ashkenazy worked for Soros Real Estate Partners in London, where he analyzed real estate investment opportunities across Germany, France, Switzerland and England. Before joining Soros Real Estate Partners, Mr. Ashkenazy worked as an analyst at JPMorgan, in New York and at Credit Suisse First Boston, in Buenos Aires, Argentina.

Mr. Ashkenazy is a graduate of Harvard College, in Cambridge, MA, and a graduate of the University of Chicago Law School, in Chicago, IL. He is a member of the New York and California Bar Associations, and an active member of Young Presidents Organization.

## **ABOUT ALIGNMEX Real Estate Capital**

ALIGNMEX provides real estate investment and asset management services in Mexico. ALIGNMEX offers an integrated and forward looking solution to local and foreign institutional real estate investors interested in capitalizing on the opportunities offered by the Mexican real estate market. In ALIGNMEX, clients benefit from having an experienced local firm with a global mindset that is dynamically managed to reflect the realities of changing market conditions. Moreover, ALIGNMEX stands for “alignment”, a principle that is deeply rooted in the foundation of the Company.

ALIGNMEX reunites Roberto Ordorica and Salvador Magana after both departed the Latin America real estate investment management platform of Prudential Financial in 2013. The reputation of Mr. Ordorica and Mr. Magana is synonymous with: (a) experience and success in real estate transactions in Mexico; (b) proven leadership building operating platforms; (c) a global network of leading business relationships; (d) a reputation for integrity and fair dealing; (e) creativity and innovation; and (f) superior investment acumen. Moreover, Mr. Ordorica and Mr. Magana share a deep-rooted commitment to serving clients, so ALIGNMEX is committed to developing a real estate investment management business that brings to bear the expertise, track record and processes required to provide global institutional real estate investors with an unparalleled level of service in Mexico.

Different from traditional investment management platforms, ALIGNMEX strongly believes that its clients, investors, partners and other stakeholders are best served by a real estate investment management platform that is committed to “One Country, One Goal”™. Therefore, as a central element of ALIGNMEX, ALIGNMEX focuses exclusively on Mexico and its business approach seeks to minimize the creation of divergent interests.

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