

MEXROB Capital, LLC

PRESS RELEASE



MEXROB Capital and CSDEX Real Estate Investors announce appointment of Santiago Mercado as Senior Client Services Director and Head of Distribution for Mexico

- **Proven track record in the private and public markets**
- **Deep experience working with institutional clients**
- **Assumes strategic role focused on developing new distribution channels**

Mexico City, Mexico. – January 29, 2014 – MEXROB Capital and CSDEX Real Estate Investors have hired former Bank of America Merrill Lynch executive Santiago Mercado as Senior Client Services Director and Head of Distribution for Mexico.

This appointment follows the announcement last month of a long-term strategic alliance between MEXROB and CSDEX aimed at bolstering their respective plans to develop a real estate investment management business in Mexico.

Mercado will join the new venture February 3rd and will report to Salvador Magana, CEO of the new venture. In his new role, Mercado will be responsible for building and strengthening relationships with institutional real estate investors and for developing new distribution strategies that align with the venture's commitment to deliver market-leading service to its clients.

Commenting on the appointment, Roberto Ordorica, President of MEXROB Capital, said, "Santiago's appointment brings us one step closer to launching our real estate investment management platform in Mexico. Santiago is highly experienced, outcome driven and possesses a keen insight and strategic knowledge of what it takes to meet the evolving needs of institutional real estate investors in Mexico". "I'm very confident that Santiago's experience and background will help us with our intention of delivering the best client experience and an unparalleled level of service in Mexico", added Magana.

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ABOUT MEXROB Capital

MEXROB Capital is a private investment firm focused solely on real estate. MEXROB provides 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 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. MEXROB emphasize a team-oriented approach, which provides for the right mix of capital, strategic guidance, leadership and its own hands-on experience to enable the companies in which MEXROB invests or companies it advises to become market-leaders. For more information visit <http://www.mexrobcapital.com>.

ABOUT CSMEX Real Estate Investors

Veteran real estate investor Salvador Magana started CSMEX Real Estate Investors after spending nearly 20 years working for Prudential Financial, Pulte, Hines and Grupo Marhnos. As a trained engineer, Mr. Magana 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. CSMEX professionals have 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>.

CONTACT: United States, MEXROB Capital, 786-515-2228; or Mexico, CSMEX Real Estate Investors, +52 (55) 5596-2468.