

MEXROB Capital, LLC

PRESS RELEASE



MEXROB Capital and CSMEX Real Estate Investors announced a strategic alliance aimed at bolstering their respective plans to pursue a real estate investment management business in Mexico

- **MEXROB and CSMEX partner to better serve the needs of global real estate institutional clients**
- **Shared vision to provide a more genuine way to align interests with clients drives opportunity for both companies**
- **Partnership leverages complementary strengths to provide greater value to investors**

Mexico City, Mexico. – December 18, 2013 – MEXROB Capital and CSMEX Real Estate Investors announced today a long-term strategic alliance aimed at bolstering their respective plans to develop a real estate investment management business in Mexico.

The announcement was made jointly by Roberto Ordorica, President and Chief Executive Officer of MEXROB Capital and Salvador Magana, President of CSMEX Real Estate Investors. The alliance reunites Mr. Ordorica and Mr. Magana after both departed the Latin America real estate investment management platform of Prudential Financial in 2012 and 2013 respectively, to start their own firms. Prudential's Senior Leadership lured Mr. Ordorica in 2001 from JPMorgan to lead its newly created Latin America arm, PREI Latin America, eventually becoming its first CEO. At Prudential, Mr. Ordorica was responsible for the Latin America investment plan and its implementation and Mr. Magana was Head of Portfolio Management in Mexico. Under Mr. Ordorica's leadership, Prudential's real estate portfolio in Mexico grew with stability for more than a decade. As Head of Portfolio Management for Prudential in Mexico, Mr. Magana was the most senior investment professional in Mexico, responsible for managing all development, legal, financial and marketing aspects of Prudential's real estate portfolio in Mexico.

In Mexico alone, the efforts of Mr. Ordorica and Mr. Magana led to: (A) the IPO of Terrafina (TERRA13:MM), Prudential's industrial platform in Mexico; (B) the

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creation of Mexico's first institutional multifamily investment platform, with more than 2,000 apartments for rent; (C) a retail platform that, as of September 2012, was one of Mexico's largest owners of shopping centers; and (D) as an early pioneer of landbanking structures, a residential platform that included more than 350,000 units, setting an industry standard and being consistently recognized for its investment approach and for anticipating industry trends.

Commenting on the alliance Mr. Ordorica, said, "The alliance will be the foundation of MEXROB Capital's efforts to develop a real estate investment management business in Mexico. MEXROB and CSMEX share a deep-rooted commitment to serving clients. Through this alliance, we are 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. This strategic alliance represents a huge opportunity for our respective companies and will ensure that investors will have access to significant investment opportunities".

"We believe there is a market need to provide global institutional real estate investors with a higher level of service in Mexico. Today, we move forward together, as a stronger real estate investment management platform. Together we are better positioned to take up a wider range of opportunities. We are pleased to be able to partner with a firm that shares our single-minded commitment to serve clients, with a deep-rooted commitment to provide an unparalleled level of service, an integrated set of investment solutions and implementation know-how not widely available in Mexico," added Magana.

The first phase of the alliance calls for the pursuit of joint venture targets. The alliance will next pursue a real estate fund in 2014. Over the longer term, the firms will look to facilitate their respective ambitions to develop a real estate investment management business in Mexico that capitalizes on the capabilities of both firms and on the track record and experience of its principals. Both companies will support the strategic alliance with personnel focused on delivering the highest level of service to clients.

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

MEXROB Capital, LLC

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>.

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