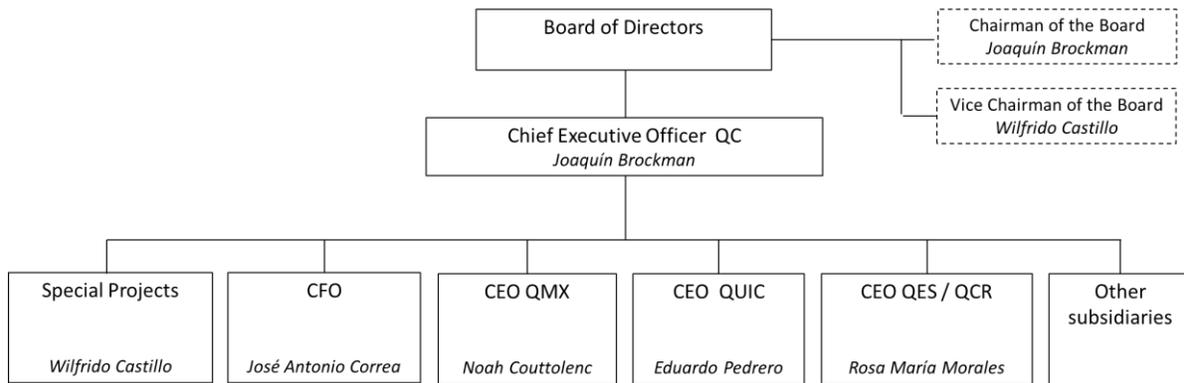


Mexico City, February 25th, 2016 – Quálitas Controladora, S.A.B. de C.V. (“Quálitas”, “Q” or “the Company”) (BMV: Q*), announces that with the purpose of continuing with a long term profitable growth, it has proposed a number of measures to strengthen its corporate structure. For that reason, during the Board Meeting held today, the following designations have been approved:



Regarding this appointments Joaquín Brockman Lozano, CEO, commented:

“Today, the Board of Directors of Quálitas Controladora approved a number of changes in the organization structure, which seek to strengthen the growth and development of the Company, as well as lay the foundations for the firm’s continuity. The creation of the CEO position at the holding company level, which I will be responsible for, will have the following goals: to coordinate strategic planning, to develop competitive advantages, to boost Company’s growth, to coordinate the efforts of all subsidiaries and to increase profitability”.

Board of Directors:

Ratification of Joaquín Brockman Lozano as Chairman of the Board.

Appointment of Wilfrido Javier Castillo Sánchez-Mejorada as Vice Chairman of the Board.



These appointments are subject to the approval of the Shareholder's Meeting to be held in April 2016.

Corporate Structure:

Creation of the Chief Executive Officer position at Quálitas Controladora, holding entity of all subsidiaries. Joaquín Brockman Lozano will be responsible for this function, and he will have the direct reports from the CEOs of all subsidiaries, Special Projects and Finance Departments.

Approval of the appointment of Noah Couttolenc Brockmann as CEO of Quálitas Compañía de Seguros Mexico (Q MX), who will be in charge of the following areas: Underwriting, Operations, Strategic Planning, Finance, Office Assistance, Corporate Businesses, Claims, Legal, IT and Investments, among others.

Ratification of Rosa María Morales as CEO of Quálitas El Salvador (QES) and Quálitas Costa Rica (QCR).

Ratification of Edurado Pedrero as CEO of Quálitas Insurance Company (QUIC).

Approval of the appointment of Wilfrido Javier Castillo Sánchez-Mejorada as Head of Special Projects.

Ratification of José Antonio Correa Etchegaray as CFO.

All appointments proposed on the corporate structure will become effective on April 2016.

We are certain that focusing on strategic planning, through coordinated efforts among subsidiaries, the Company will continue to develop competitive advantages to ensure its continuity in the long run.



Quálitas (Q) es la compañía con mayor participación de mercado en la industria del seguro automotriz en México y cuenta con presencia en El Salvador, Costa Rica y Estados Unidos. Su modelo de negocios, especializado exclusivamente en seguro de auto, le ha permitido ofrecer un servicio de primera calidad bajo la red de cobertura más grande del país. Quálitas cotiza en la Bolsa Mexicana de Valores bajo el símbolo "Q" (Bloomberg: Q*: MM)

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