



Mexico City, September 2nd 2014 – Qualitas Controladora, S.A.B. de C.V. (“Qualitas”, or “the Company”) (BMV: QC), announced today the designation of Antonia Gutiérrez Bonifaz as the new manager for Investor Relations, who will report directly to Mr. Wilfrido Castillo Sánchez Mejorada.

Antonia has over 10 years of experience on the field, in public companies such as CIE, MAXCOM and most recently ACTINVER. She’ll be working hand in hand with Alejandro Meléndez González, who will keep focusing on Investments & Financial Planning, continuing with the excellent performance he’s showed over the past years.

With this appointment, the Company aims to strengthen the corporate structure, and continue with the commitment of delivering first rate communication and service to the investor community.





Qualitas Controladora (QC), is the largest auto insurance company in Mexico in terms of market cap penetration, with operations in El Salvador, Costa Rica and USA. Its specialized business model, based exclusively in auto insurance, has allowed the Company to provide top quality service under the largest network in the country. Qualitas is listed on the Mexican Stock Exchange (BMV) under the ticker “QC” (Bloomberg: QC:MM).

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