

México City, June 20, 2012

Quálitas Compañía de Seguros, S.A.B. de C.V. INFORMS:

Quálitas Compañía de Seguros, S.A.B. de C.V. informs the launch of the exchange offer of its CPO's in circulation for CPO's of the holding company Quálitas Controladora, S.A.B. de C.V. This exchange will be based on a ratio of 1 CPO of the insurance company (Q) for 1 CPO of the holding company (QC).

The exchange intends to grant Quálitas more flexibility to invest in foreign markets, the opportunity to improve its operating and financial structure, and as a result, be in a better position for new investment opportunities.

Quálitas Controladora will maintain the business model, as well as the specialization in the automobile insurance of Quálitas. Moreover, the greater part of its assets will continue to be regulated by the National Insurance and Bonds Commission in Mexico, and by the corresponding Authorities in Central America.

The Corporate Governance objectives of the Holding remain the same as the ones of the Insurance Company, which are: management transparency, adequate disclosure to investors, equal treatment for all shareholders, and identification, dissemination, monitoring and, if appropriate, solution of key matters.

With regard to the exchange model, the Holding will be the fundholder of all shares of Quálitas and the Company has the intention of cancelling the insurance company's listing in the Mexican Stock Exchange.

Further, the Equity Structure of the Holding will not be revised, so that 3 stocks serie "A", subscribed and voted only by Mexicans, added to 2 stocks serie "B", subscribed and also voted by foreigners, integrate 1 CPO.

The Quálitas' investors interested in participating in the exchange shall express their interest to their investment brokers. In turn, these brokers shall fill out the Acceptance Letter included as an annex in the exchange offer prospectus or available in Quálitas' or in the Mexican Stock Exchange's web pages, before the exchange offer period reaches its conclusion, on July 16, 2012.

Quálitas is also pleased to invite the investor community to a breakfast session that will take place next Tuesday, July 10 at 8:00 a.m. in the Club de Empresarios, where the format and objectives of this exchange offer will be explained.

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