

Dear shareholders:

On March 31st 2015, a QUÁLITAS CONTROLADORA, S.A.B. DE C.V. General Ordinary Shareholders Meeting was convened to be celebrated on April 20th 2015 at 18:30 hours at Avenida San Jeronimo No. 478 5th floor, Jardines del Pedregal, Zip Code 01900, Mexico, Federal District.

It is important to mention that the total amount of representative shares of QUÁLITAS CONTROLADORA, S.A.B. DE C.V. capital stock are provided to the heritage of a Trust entered into with NACIONAL FINANCIERA, S.N.C., (herein after NAFINSA) as the Fiduciary Institution, whose purpose was the emission of CPO's, which are currently being traded in the Mexican Stock Market.

Taking into account the above mentioned, the procedure to exercise the right to vote that corresponds to those shares that are represented by the Participation Certificates of which they are holders, in the next shareholders meeting, must be done according to the following:

**1. It is extremely important to establish that by express written agreement from NAFINSA, the procedure before such institution by the brokers house for the expedition of the corresponding powers of attorney for representation in the shareholders meeting may only be done on April 13 and 14 from 9:00 to 18:00 hours, therefore we ask you to specify this information to your account executive in the brokers house.**

2. Considering the terms established by NAFINSA in the paragraph above, from this date on and before the established date you must, as owners of the CPO's, contact your brokers house, to ask them to process before NAFINSA the power of attorney that is necessary to exercise the right to vote that corresponds and insist that such procedure, by NAFINSA's disposition, may only be done on **April 13 and 14 in a time frame between 9:00 and 18:00 hours**, in NAFINSA's offices located in Insurgentes Sur 1971, Building IV, 6th floor, Guadalupe Inn, Zip Code 01020, Mexico, Federal District, telephone 5325 6000 ext. 7180 with Lic. Areli Rey Flores or with Lic. Mauricio García Arellano, telephone 5325 6000 ext. 6536.

3. NAFINSA has informed us that they will not receive on another date or time any application, and therefore will only issue the powers of attorney that are requested in such terms.

4. The admissions pass for the shareholders meeting may be requested directly at the Secretary's office located in "Corporativo Santa Fe 505, 3rd floor, Office 300, Cruz Manca Santa Fe, Zip Code 05349, Cuajimalpa, Mexico, Federal District Telephone 5292 6602 with Xavier Mangino.