

URBI, THE BEST POSITIONED TO TAKE ADVANTAGE OF THE NEW HOUSING PROGRAMS AND INITIATIVES IN 2012

- *During the Federal Government's announcement of 2012 funding goals, the Ministry of Finance said: stable macroeconomic environment, dynamic funding with an investment budget of MX\$219 bn for housing actions, new program for the attention of Non-Affiliated, historic increase in the basket of subsidies and DUIS encouragement throughout resources and federal incentives.*

Mexico City, January 19th 2012.- Urbi Desarrollos Urbanos SAB de CV, a leading housing developer in Mexico, informed that its business strategy is in line with the goals and programs announced by the Ministry of Finance for the Housing Sector in 2012; since it has the expertise and exclusive, innovative programs that ratify its unique competitive position in the industry to take advantage of the available opportunities and initiatives presented by the federal government, such as the attention to the low-income population and Non-Affiliated workers, among others.

Under the frame of the Announcement of 2012 Housing Programs' Goals, the Ministry of Finance informed that it will continue promoting vigorously housing funding so for 2012 there will be an economic flow of MX\$ 219bn to boost housing actions to deliver 1 million actions for credits and subsidies.

During the event, Jose Antonio Meade, Secretary of Finance, said: "This new actions endorse the commitment of the Government to attend mainly the most needed population, throughout a new urbanism and sustainable focus. Without a doubt, the housing sector is one of the internal economy's engine, as well as the axis of growth and social development and security policies of the Federal Government.

Similarly, the Federal Government expects for this year a macroeconomic scenario with stable inflation. It also mentioned the subsidies program targeted for the Non-Affiliated workers for MX\$2 bn.

In the same way, it was stressed that it will continue boosting a more consolidated market, with a robust and diversified architecture, throughout the 3 axes of the 2012 agenda that are: offer more funding avenues and liquidity for the housing development, strengthen mechanisms to meet the needs of a population without a home and promote sustainable urban planning.

In this regard, Cuauhtémoc Pérez Román, Urbi's CEO, said: "For Urbi, it's a great opportunity the public and financial institutions boost in this new stage of sustainable growth of the industry, since we have the track record and the schemes like Alternativa Urbi, Vertical Housing and DUIS that set us in a privileged position to gather the incentives and programs that the Federal Government continues promoting. Certainly it's an important announcement in public policy matter, which give us confidence that our business strategy is on the right track.



For 2012, Urbi expects an increase in revenues between 10%-13%, aided by the integration of more housing projects in progress and by its housing related activities business line, margin stability and a neutral FCFE; which will gradually increase to reach MX\$1 bn by 2015.

Urbi Desarrollos Urbanos S.A.B. de C.V. (MSE: URBI) is the leading housing developer in Mexico. Currently, Urbi is present in 39 cities, covering the main metropolitan areas and the most dynamic medium-size cities in the country. In 30 years of operations, Urbi has developed over 400,000 homes, and has always conducted its business with a strong emphasis on financial performance, making it one of the most profitable companies in the sector.*
