



Monterrey, N.L., May 2011

To whom it may concern:

I hereby would like to express my complete satisfaction and highly recommend London Consulting Group, who along with our personnel developed the project called INNOVA during the period of one year in order to perform a process transformation and simplification within the Management Administration and Information Technology areas of our company. Among the main results achieved were:

MANAGEMENT ADMINISTRATION

The development of more than 20 initiatives to optimize operation turnaround time and to reduce manual low value-added activities, including:

- The implementation of Oracle Financials at the 7-Eleven and Petro-7 division, reducing 20% of the time dedicated to the creation of Financial Statements.
- The development of a Supplier Portal to reduce the manual work in the Payments and Reconciliations area by 65%.
- Development of the Model for Tax Reports to reduce 35% of the workload associated with the calculation and creation of such reports.
- The development of an Electronic Model for the authorization and transfer of fixed assets.

INFORMATION TECHNOLOGY

- The design and implementation of a new organizational structure to improve the service rendered to users.
- The implementation of a new project development methodology eliminating up to 90% of the delays and reducing costs through improvement in the supplier's selection and negotiation processes.

By the end of the project, the financial benefits obtained from the different initiatives implemented represent a return on investment of 3.8 to 1.

Based on the above, it is our pleasure to fully recommend **London Consulting Group** due to their professionalism and perseverance, as well as their shoulder-to-shoulder implementation methodology which ensures the commitment from all levels of the organization while creating a remarkable change in the personnel's work culture.

Sincerely,

A handwritten signature in black ink, appearing to read 'Castilla', written over a horizontal line.

Fernando Castilla García
Chief Financial & Transformation Officer

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