

Guayaquil, November 16, 2015

BANCO DEL PACIFICO was founded in 1972 and is one of the main financial institutions in Ecuador and is currently the second most important bank in the country.

During a 22-week period we developed along with LONDON CONSULTING GROUP's team a project with the objective of improving profitability through the increase of personnel's productivity and a review of the structure and functions of the areas of Payment Methods, Marketing and Strategic Planning, in addition to the implementation of commercial tools that allow us to carry out more effective management of the Payment Methods area.

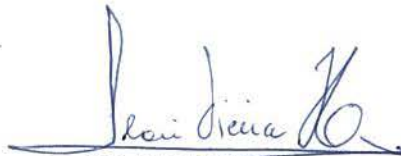
After completing the project we can confirm that all qualitative and quantitative objectives established have been met within the set timeframe. This has been accomplished thanks to the effort from BANCO DEL PACIFICO's collaborators along with LONDON CONSULTING GROUP's team with whom we analyzed, designed and implemented shoulder-to-shoulder the processes that provided the following quantitative results at the end of the project:

- A 44% increase in productivity on credit card approvals.
- A 58% increase in productivity of credit card deliveries.
- The above mentioned contributed to a 2% increase in the number of credit cards issued.
- The areas' organizational structures were optimized while implementing functional synergies and productive improvements which was reflected by a 4% reduction in payroll in the previously mentioned areas.

These optimization improvements are equal in financial terms to a return on investment (ROI) to this date of 2.5:1 and if the current trend continues this would mean a projected benefit of 8.3:1 after one year.

Due to the above, it is our pleasure to recommend LONDON CONSULTING GROUP as a professional and reliable company committed to achieving the set goal within the established time frames while creating an excellent working relationship with the personnel of the company they are consulting on.

Sincerely,



ING. EFRAÍN VIEIRA
EXECUTIVE PRESIDENT
BANCO DEL PACIFICO