



San Juan, Puerto Rico, July 2015

To whom it may concern:

Claro is a communications services company that is a part of the Mexican company América Móvil and which along with Telmex, Telcel and Telesites are controlled by Grupo Carso. The Claro brand was introduced in Puerto Rico in 2007 and represents the wireless phone, fixed phone and data services industries on the island.

From October 2014 to June 2015, in conjunction with London Consulting Group we carried out the "Indirect Sales" project which was focused on improving the efficiency of the commercial system through dealers on the island. Some of the main results achieved were:

- ✓ A 141% increase in net Regular Prepaid Lines.
- ✓ A 20% increase in Prepaid activations.
- ✓ A 49% increase in net Post-Payment Lines.
- ✓ A 32% reduce in Post-Payment Lines
- ✓ +100% increase in the productivity of sales assistants and negotiator projection.

Additionally, key activities were carried out for the improvement of the commercial productivity, such as:

- Restructuring of the island's entire sales routes.
- Design of tools for inventory control and point of sale management.
- The indicator management model and governance model was implemented which facilitates the analysis and definition of action plans allowing us to concentrate the efforts on the areas that require it the most.

As a result of the implemented initiatives we have quantified economic benefits that represent a return on investment (ROI) to this date of **2.1 to 1** with a projection of benefits of **4.1 to 1** one year after the project's completion.

Based on the aforementioned, we are pleased to recommend London Consulting Group as a professional, committed company with a highly effective methodology for the development of this type of improvement project.

Sincerely,



Adalberto Rivera

Sub-Director Indirect Sales  
Department