

To whom it may concern:

We hereby would like to share our experience with the firm London Consulting Group with whom we carried out the project called "IMPULSE" which was focused towards the development of Fidex's Commercial Model.

Shoulder-to-shoulder along with our personnel and LCG's team, we designed and implemented the Commercial Model focused on corporate clients, as well as the Commercial Associates Recruitment and Selection Model. Among some of the main processes that were developed are:

GENERAL

- SWOT Analysis of the organization as a foundation for the definition of the commercial strategy.
- Client's voice analysis in order to understand their preferences.
- Design of the organizational macrostructure

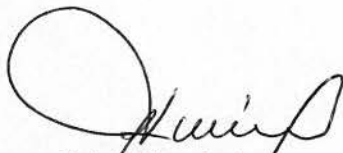
COMMERCIAL MODEL:

- Definition of the commercial structure and position profiles.
- Development of the budget model and commercial objectives.
- Design of the Prospecting Model for new clients.
- Development of the Prospects Management Model based on the implementation of a Customer Relationship Management (CRM) in order to ensure the appropriate client follow-up.
- Design and implementation of the commercial indicators.
- Design and implementation of the Commercial Associates Compensation Model.
- Design of the Commercial Associates Recruitment and Selection Model.

The development and continuity of this project represents one of the main strategic initiatives of the organization and is of great relevance to the fulfillment of our mission.

Due to the above mentioned, it is my pleasure to fully recommend London Consulting Group as a group of professionals committed to achieving results and helping companies obtain more from their business.

Sincerely,



Pablo Hernández
General Director



Gabriel Rico
Managing Partner