

Monterrey, Nuevo León, August 2011

To whom it may concern:

I hereby would like to share our experience with the firm London Consulting Group with whom we carried out the project called "UNO" focused on the transformation of the Demand Chain of Grupo Chapa.

Shoulder-to-shoulder along with our personnel and LCG's personnel a reengineering of the Purchasing and Operations departments was performed within the group. The new measuring and management models implemented have created a culture of focus on results within our personnel allowing us to generate the following qualitative and quantitative benefits:

PURCHASING

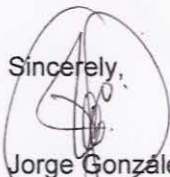
- Redesign of the inventory restocking model
- Design of control panel by purchaser and the implementation of typical days
- Design of stock quality and remuneration diagram indicators
- A 17% reduction in the slow moving and null inventory
- A 10% reduction of the inventory's coverage days
- A 7% reduction in lost sales

OPERATIONS

- Design and implementation of the Production Planning Model
- Operators' productivity management and measuring model
- Definition of typical days and active supervision tools for Supervisors and Managers
- Warehouse lay-out redesign
- A 50% reduction in the merchandise's operative waste/loss
- An 8% reduction in labor costs of the CIO (Distribution Center)

We can confirm with satisfaction that our objectives were completely fulfilled achieving a return on investment of 1 to 1 by the end of the project and 3.6 to 1 projected 12 months after the project is completed.

Based on the aforementioned, I would like to highly recommend London Consulting Group as a professional company that is committed to results and which assists companies to obtain more from their businesses.

Sincerely,


Jorge González

General Director – Wholesale, Distribution and Bonuses Division

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