

At Hotelera Posadas, as part of the group's strategic initiatives, we carried out, along with London Consulting Group, the project called "Posadas More Agile - Resorts" with the objective of optimizing the commercial processes and to raise the personnel's performance at Posadas USA and Beach Resorts, achieving the following accomplishments.

Commercial Management Models

- **Prospection Model International Group Sales:** Increase the number of active accounts, through the reactivation and prospection of new accounts.
- **Resorts Structure Model:** Redefine the commercial processes, optimizing, transferring or eliminating the workloads while defining the ideal processes and the structure to support them.
- **CRM Model (Salesforce):** Increase in prospects due to an improvement in pipeline management and purging of low profitability accounts. Standardization of the follow-up model for new and active clients.
- **Sales Weekly Meeting Model:** Definition of forum and methodology to carry out a Weekly Sales Meeting.
- **Indicator Panel Model:** Design of an indicator panel for the management of the local sales team.

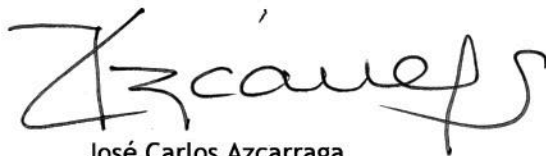
The project's economic benefits have surpassed our expectations, achieving at the end of the project a ROI of 2.9 to 1 and an annual ROI of 15.6 to 1.

- A 23% increase in sales from International Group Sales
- A 32% increase in reactivation of inactive clients from International Group Sales
- A 50% improvement in response time from International Groups at Resort
- A 33% improvement in response time at Leisure Resorts
- An 18% reduction in Resorts payroll

It is worth mentioning that London Consulting Group's work was not limited to providing improvement recommendations, but they also worked shoulder-to-shoulder along with our personnel to design and implement the changes in the organization.

Based on the aforementioned we would like to highly recommend London Consulting Group for the work performed, thus we have decided to continue working with them on new improvement projects in different areas within the company.

Sincerely,



José Carlos Azcarraga
CEO
Grupo Posadas



Enrique Calderon
Chief Operating Officer Hotelera
Grupo Posadas

