

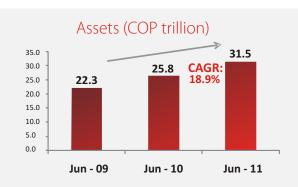
## **Davivienda**

- > Evolution of major figures
- > Main Facts
- > Profit Distribution Project

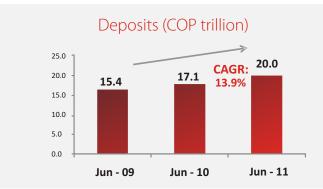


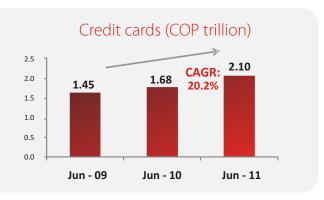


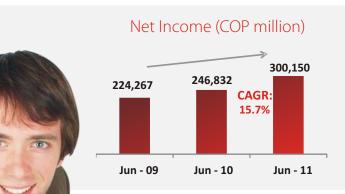
## **Evolution of major figures**

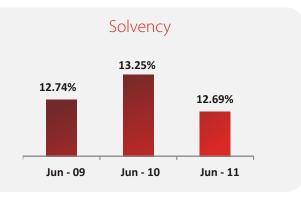


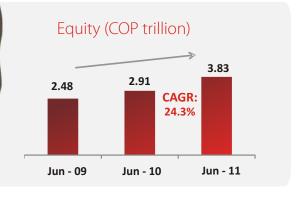














**Individual Figures** 

CAGR: Compound annual growth rate

## **Main Facts**

More support to Colombian people

During the first half of 2011, over 17,000 Colombian families made their dream of owning a home a reality; of these near to 10,000 purchased low income housing (LIH).



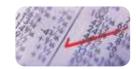
More support to companies

Over 140,000 SMEs and businesses became customers who were offered development possibilities thanks to our products.



**Bond Placement** 

In March 2011 Banco Davivienda carried out successfully the first bond issue of a 3 year issue program with a total amount of COP 3 trillion. A sum of COP 600 billion in ordinary bonds were placed receiving a demand of 1.55 times this value.



DaviPlata

This innovating financial instrument is supported on the mobile phone companies to make available to the people who have a mobile phone, the handling of electronic cash.



We have over 53,000 customers as of June 2011, of which 44.1% correspond to new customers for the Bank. They have performed over 300,000 transactions.

**Expofamilia 2011** 

In the second version of Expofamilia, we gathered 150,000 visitors and were able to maintain the spirit of our fair as the sole event made to generate opportunities and an entertaining space for families.



During the fair we approved, 8,298 credits to obtain thus a 53% increase as compared to the previous year.

Davivienda S.A. Miami international Bank Branch Our Bank continues to consolidate abroad, starting on January 1, 2011 our Miami affiliate became our first International Branch, and the first branch of a Colombian bank in the United States.



**Customer Service** 

Our team work, based on the generation of culture and focused on the service attributes, gave us a 90.6 rating in the INDICA\* study consolidating us as number one Bank in the rendering of customer service.



\*FCC: Study carried out by Tecnologia y Gerencia, June 2011

