

BLOG URBI CFO: POST-11- “We integrated two new Housing Projects in Progress in NL & Hidalgo”

We integrated two new Housing Projects in Progress in Nuevo Leon and Hidalgo

I would like to share with you, that during 3Q11, Urbi integrated to its operation 2 new Housing Projects in Progress (HPPs) in the municipalities of Tepeji Del Rio in the state of Hidalgo, and Ciénega de Flores in the northern state of Nuevo León.

The integration of these new projects is aligned with Urbi’s geographic expansion strategy, having already integrated 11 HPPs over the past 1 ½ year in important cities and states nationwide.

Some of the characteristics of the new projects are:

- Focused to low income population
- Targeted to attend workers from industrial zones, as well as from the oil and service industries
- Combined volumes of over 5,000 homes

With the last HPPs integrated, Urbi has expanded its geographic presence to 39 cities and municipalities in 22 states; and there are several more projects in the pipeline for 2012!

Many of these projects are already generating revenues and some of them already generate free cash flow.

In the Urbi Management Team, we are enthusiastic about how the integration of these projects can become a source of opportunities and productive synergies for Urbi and our operational partners. Many of them are businessmen of small companies that move with great speed, transmit contagious dynamism to our internal areas, they are very receptive to Urbi’s innovative concepts, and they go fast in their implementation. All of these allies represent a very important source of ideas and proposals to improve our cost and expenses structure, and our processes. This exchange of ideas and this source of projects make us believe we have a high potential in this strategic business line.



Best regards,

Selene Avalos,
Urbi’s CFO