

February 05, 2016

## **The Marketing Coordination Directorate of the Mexican Stock Exchange Group is created**

- *The new Directorate will be responsible for consolidating the promotional and marketing strategy as well as identifying opportunities to develop the market*
- *This action is a part of our commitment pursuant to our values, essentially oriented towards servicing the client*

**Mexico City, February 05, 2019.-** The Mexican Stock Exchange Group (BMV Group) has announced the creation of the Marketing Coordination Directorate, under the charge of Enrique Camacho.

This area was created in order to consolidate the promotional and marketing strategy of all our products and services in the Capitals, Derivatives and Debt markets, post-trade, Market Data and added value areas, as well as identifying new opportunities to further the development of the market.

It must be noted that Enrique Camacho has 31 years of experience in the financial sector.

He began his career as a floor trader at the Mexican Stock Exchange, and throughout his professional life he has been a major player in domestic and international Exchanges.

He also worked for 10 years in places like New York and Stamford, CT, and he was also General Director of the J.P. Morgan, Itau and Vifaru Exchanges.

The decision to create the Marketing Coordination Directorate is part of the ongoing improvement that the Board of Directors and the Senior Management of the BMV Group has established within their strategic plan for the upcoming years, in order to offer the best products and services to our current and potential clients, maintaining our position as leaders of the Mexican Securities Market.