



In the right direction

Consolidated Annual Report 2017

Organizational identity

GRI 102-16, 102-26

The principles and values integrating our organizational culture are present in all our activities and shape our identity; we are convinced that it is the best way to establish long-term relationships with our stakeholders.

Quálitas Mission

To protect the assets and the physical integrity of the owners of insured automotive vehicles, as well as their liability incurred in relation to third parties, through quality service, which complies with the agreed insurance contract and that fully satisfies our customers' expectations.

Quálitas Vision

- Conserve our leadership in the automotive insurance market, entirely fulfilling our mission.
- Remain at the forefront of innovation and technological matters in all aspects of our operation.
- Be able to fully comply with our sustainability commitments and strict adherence to ethics, with our stakeholders: policyholders, employees, agents, investors, suppliers and the community.
- Continue our internationalization process, taking advantage of our methodology, synergy, and competitive advantages.
- Collaborate in promoting the insurance culture in our country, and in the solution of the growing complexity of prevention and road mobility, as part of our social responsibility.

IDENTITY

An ethical, efficient, financially strong company, genuinely committed to its social responsibility.

Automotive insurance market leader, innovative, with state-of-the-art methodologies, which offer excellent quality service at competitive prices, being the best option for the policyholder.

Our Values



Honesty



Responsibility



Solidarity



Respect for human dignity



Equality



Transparency



Cordiality



Loyalty and personal commitment

Insured vehicles per country

QUÁLITAS CONTROLADORA

GRI 102-2, 102-4, 102-5, 102-6, 102-45, 103-2, 103-3

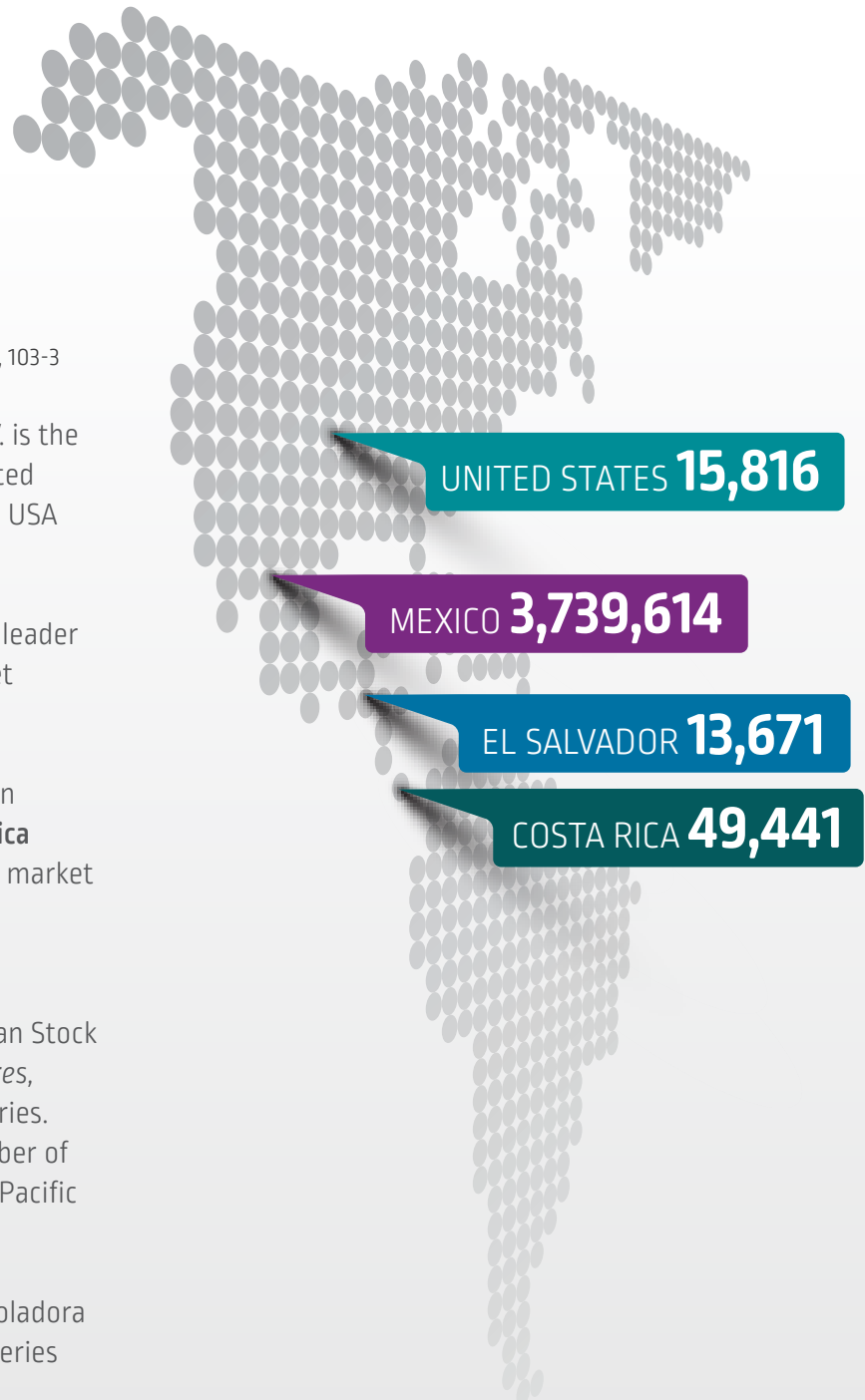
Quálitas Controladora, S.A.B. de C.V. is the holding company of insurance related enterprises that operate in Mexico, USA and Central America.

Its **Mexican subsidiary (Q MX)** is the leader in the automotive insurance market since 2007.

Later in 2008, it began operations in **El Salvador (Q ES)**, in 2011 in **Costa Rica (Q CR)** and in 2014 it entered the US market with its subsidiary **Quálitas Insurance Company (QIC)**.

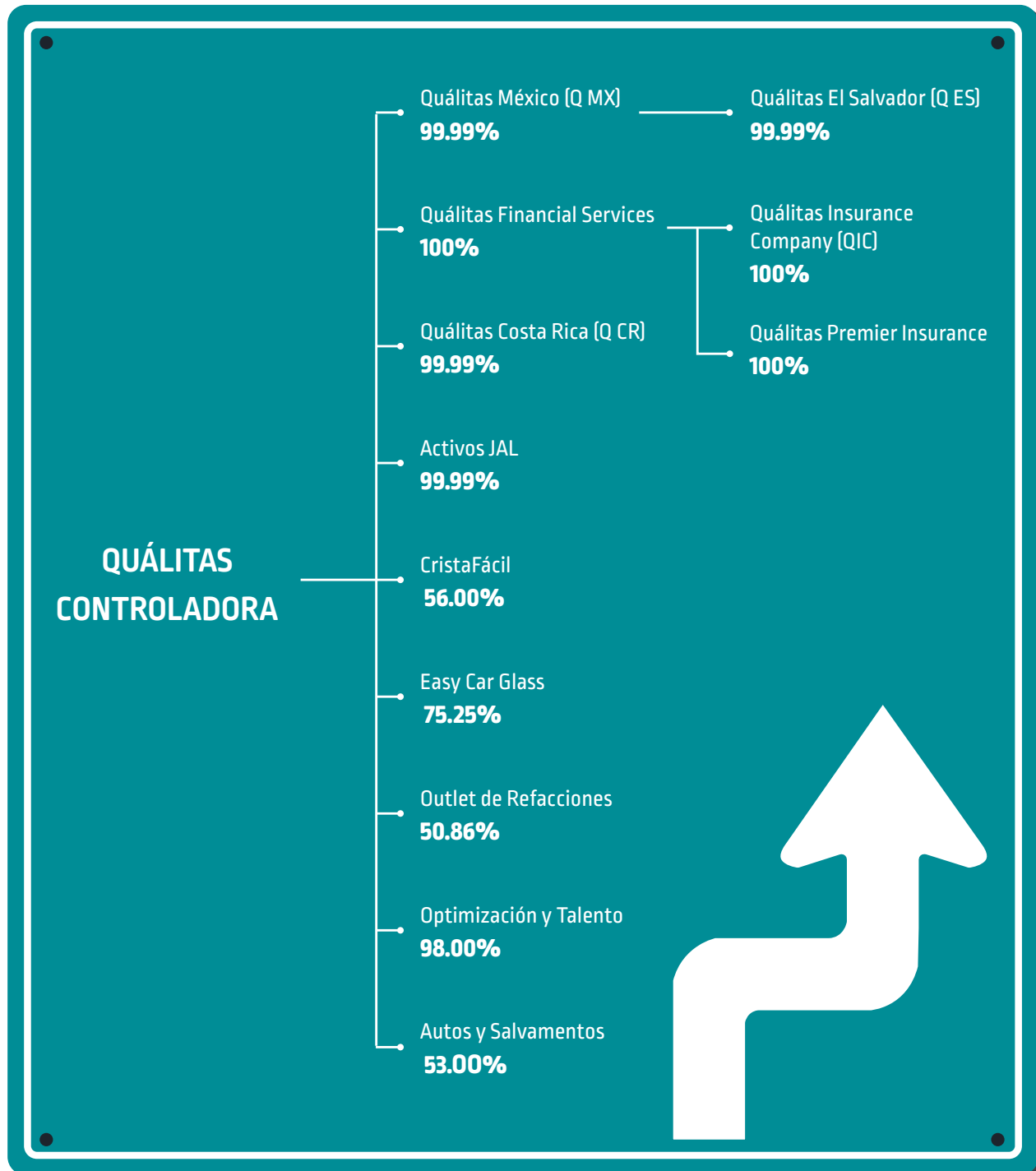
The company is listed in the Mexican Stock Exchange (*Bolsa Mexicana de Valores, BMV*) under the ticker "Q" single series. (Bloomberg: Q*: MM) and is a member of the Dow Jones Sustainability MILA Pacific Alliance Index.

The capital stock of Quálitas Controladora is comprised of 450 million single series shares (Q*).



CORPORATE STRUCTURE

GRI 102-10



QUÁLITAS MÉXICO (Q MX)

The Mexican subsidiary represents 95% of total written premiums of the holding company. The design of our products in this country is tailored to the needs of each of the segments in which we serve: individual, fleet, heavy equipment, financial institutions and others.

Quálitas México (Q MX)

	2017	2016	2015
Insured Units	3,739,614	3,415,084	2,754,763
Written premium (MM MXN)	32,141	28,737	19,170
Market share (%)	31.3	31.5	25.3
Employees	4,799	4,287	3,817
Service offices	173	171	171
ODQs	219	197	163

In Quálitas México we offer insurance for:



Automobile / Pickups



Chauffeur App



Motorcycles



Tourists / Cross-border



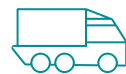
Emergency Services



Public service transportation



Classic



Heavy equipment



Passenger transportation



NEW PRODUCTS

In response to the amendments to the Mobility Law of Mexico City, which establishes the obligation of having a Third Party Liability insurance covering the damages that may be caused to third parties (either to them directly or their property), in 2017 we launched a new Third Party Liability Coverage Product for Mexico City, which we believe contributes to the progress of the prevention culture.



QUÁLITAS INSURANCE COMPANY (QIC)

In the US market we distinguish ourselves for offering products adapted to the needs of commercial vehicles which constantly cross the Mexican-US border, and recently also for individual vehicles registered in the United States. For example, Cross-border is a product offering coverage in Mexico and the United States.

The creation of new products and the internal changes within the company to offer more agile services will continue to be our consolidation strategy in this market.

Quálitas Insurance Company (QIC)

	2017	2016	2015
Insured Units	15,816	16,161	5,224
Written premium (MM MXN)	940	835	283
Employees	51	41	22
Service offices	2	2	2

In USA, Quálitas offers insurance for:



Cargo trucks for cross-border services (Texas, Arizona, and California).



Cargo trucks driven on domestic routes in the United States with plates from Texas, Arizona, and California.



Third Party Liability for Automobiles and SUVs for personal use registered in Mexico which are driven within the United States.



Program for personal vehicles with license plates from California.



QUÁLITAS COSTA RICA (Q CR)

In 6 years in this country, we have managed to capture more than 8% of the market, performing our activities in a highly competitive environment and with macroeconomic challenges such as currency depreciation.

In 2017, the directorships of Quálitas Costa Rica and Quálitas El Salvador were divided to contribute to a better operation in each country.

Quálitas Costa Rica (Q CR)

	2017	2016	2015
Insured Units	49,441	43,365	27,314
Written premium (MM MXN)	465	407	209
Market share (%)	8.3	7.2	4.7
Employees	58	48	33
Service offices	4	4	4

Quálitas Costa Rica offers insurance for:



Cars



Public service transportation



Trucks



Motorcycles



Heavy equipment



QUÁLITAS EL SALVADOR (Q ES)

We have 4 service offices and one ODQ in Quálitas El Salvador, which are located in Santa Ana, Santa Elena, San Miguel, Soyapango, and San Francisco Gotera.

Although in 2017 the directorship of Quálitas El Salvador was separated from the directorship of Costa Rica, in this first stage it will continue to count on the Management’s support in order to strengthen its operations and continue its growth.

Quálitas El Salvador (Q ES)

	2017	2016	2015
Insured Units	13,671	12,438	15,718
Written premium (MM MXN)	132	117	124
Market share (%)	7.9	7.9	10.3
Employees	51	35	33
Service offices	4	4	4
ODQs	1	1	1

In El Salvador, Quálitas offers insurance for:



Automobiles and Pickups for personal use



Public service transportation



Cargo Pickups



Motorcycles



Heavy equipment



Daily Rents



GRI 102-1, 102-3



www.qualitas.com.mx

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