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OUR MISSION

To satisfy the needs for protection, financial prevention and health services of the Mexican society.

OUR VISION

With the launch of our Vision 2019, we are increasing our strength with actions that enable us to hold our leading position in the insurance sector, firmly establishing ourselves as a cutting-edge institution, aimed at profitable growth and unparalleled service:

To be the best in 3 dimensions, with 2 approaches, in 3 stages

(3 x 2 in 3)

Three dimensions

Profitable Growth

Unparalleled Service

Cutting-edge Institution

With two approaches

On the People  **On the Business**

In three Stages

1

Earn market share

2

Consolidate market leadership

3

Set pace in the industry

OUR VALUES

Business oriented:

Results

Responsibility

Innovation

People oriented:

Integrity

Collaboration

Passion and Loyalty

Service oriented:

"We treat our clients they way we would like to be treated as clients".

GRUPO NACIONAL PROVINCIAL, S.A.B.

FINANCIAL HIGHLIGHTS

(Consolidated Figures in millions of current pesos)

ITEM	2014	2013	VARIATION
	\$	\$	%
TOTAL ASSETS	92,943	81,443	9.6
TECHNICAL RESERVES	78,154	65,249	15.1
NET WORTH (1)	6,864	6,629	(0.5)
SOLVENCY MARGIN	1,338	971	32.3
PREMIUMS AND FUNDS UNDER MANAGEMENT	40,881	38,880	1.0
PREMIUMS ISSUED	40,405	37,790	2.7
TECHNICAL EARNINGS (2)	-481	213	(316.6)
OPERATING EXPENSES	2,851	2,614	4.8
FINANCIAL PRODUCTS	3,650	3,463	1.3
INSURANCE EARNINGS	232	786	(71.6)
NET EARNINGS	224	787	(72.7)

(1) Net Worth, composed of Stockholder Equity and Equity Reserves, plus the Embedded Value of the Life portfolio, totaled 12.743 and 11.745 billion pesos in 2014 and 2013, respectively. (Note: considering an Embedded Value at a rate of 10%).

(2) Excluding the Life Interest Expense, the Technical Result was -120 y 518 million pesos in 2014 and 2013 respectively.



GRUPO NACIONAL PROVINCIAL, S. A. B.
ANNUAL REPORT OF THE BOARD OF
DIRECTORS TO THE SHAREHOLDERS'
MEETING FOR THE 2014 FISCAL YEAR

Lic. Alberto Baillères
CHAIRMAN OF THE BOARD OF DIRECTORS GRUPO
NACIONAL PROVINCIAL, S.A.B.

Dear Shareholders,

In my standing as the President of the Board of Directors for Grupo Nacional Provincial, S.A.B. (GNP), and on its behalf, I am pleased to present a report based on the analysis of the information provided by the CEO in his Annual Business Progress Report of the main results achieved, highlighted aspects of the 2014 fiscal year, and a report of the main activities carried out by the Board of Directors.

Throughout 2014, national finances were affected by strong economic pressures: the generalized devaluation of several currencies against the dollar, the volatility of financial markets and, at the end of the year, the 40% drop in oil prices.

Long-term rates were on a downward trend with episodes of high volatility due to various economic and political events that affected the expected rate of recovery for the global economy. Halfway through the year, the Bank of Mexico reduced the reference rate as part of its monetary policy, which translated into lower profitability for short-term investments.

The impact on GNP financial income was moderate, thanks to careful decision-making in terms of term investments and liquidity, in accordance with its obligations, and low exposure to counterparty risks. Along the same lines, the risk exposure limits were maintained within the levels authorized by the Board of Directors.

During the 2014 fiscal year, we launched our 2019 Vision, which will guide us in improving profitability and toward becoming an industry leader with a firm commitment to our responsibility to our customers.

The new insurance regulations that will enter into force in 2015 will provide stimulus and certainty for sector growth because it will control risks better. We believe that this will provide us with new business opportunities because we have always been a company that is oriented toward risk control and solid corporate ethics.

The penetration index of private insurance in national markets represents approximately 2% of the gross domestic product; if we have innovative products that cover the new and growing needs of the market, our growth possibilities will increase.

In Mexico there are 4 million companies, of which nearly 90% are medium and small; however, only 35% of these and 3% of microbusinesses have a property insurance policy. This is why we have partnered with one of the country's most prestigious banking institutions to offer a product that provides protection for this segment.

In 2014, GNP achieved a market share of 12.3%, which keeps us in second place in sales nationwide and in first place in the major medical expenses line.

We also launched innovative products in the Life and Medical Expenses lines, such as Vida Select Santander, Línea Azul Specialty Services, and Maternity Compensation.

During the period Mexico suffered the effects of another weather-related phenomenon, hurricane Odile, which severely affected the state of Baja California Sur. In its constant concern for its policyholders, GNP took action to provide timely service and installed customer service booths for those affected, whether or not they were our policyholders.

For the second consecutive year, we obtained ISO 9001 certification for our main operating and business processes. In the financial sector, this distinction makes us the only insurance institution in Mexico with global-level certification.

Also for the second straight year, we received the designation as "The Best Insurer in Mexico" from the Reactions Awards Latin America 2014.

This year GNP also received recognition for its labor and social commitment and received awards for being a "Socially Responsible Company," an "Institution Committed to Inclusion" and obtained certification from the "Mexican Standard for Labor Equality between Women and Men."

In September, we won the policy for major medical expenses for the Federal Public Administration (APF). Through this policy, we provide coverage and services to more than 300,000 policyholders among 178 government entities. For GNP, this policy represents a premium of 2 billion pesos; the 18-month term began on October 1, 2014 and will expire on March 31, 2016.

As a result of our growth strategies, the 2014 fiscal year concluded with a consolidated sales volume of 40.405 billion pesos, which represents real growth of 2.7% in relation to the 2013 fiscal year. Standout segments were Individual Life and Major Medical Expenses, which reported real growth of 11.3% and 24.5%, respectively, compared to the previous year.

However, the claims rate increased by 1.5 percentage points in relation to the previous year, closing at 72.3%. This growth was produced mainly in the Life and Major Medical Expenses segments as a result of higher incidence and severity of the events.

GNP remains committed to improving efficiency. This commitment is reflected in the total stability index of expenses in relation to the issued premium, which remained at 8.5%, as in 2013.

Company results were strongly affected by intense competition, increased claims rate indices, low economic growth, and reduced interest rates. Consequently,

in 2014 the Net Insurance Result was 232 million pesos which, added to the subsidiary result, reached 224 million pesos. Both results were less in real terms to those generated in 2013 of 71.6% and 72.7%, respectively.

At the end of 2014 the company had a consolidated equity of 6.864 billion pesos; if we add the increased embedded value of the individual life portfolio (discounted at a capital return rate of 10%), the company equity reaches 12.743 billion pesos, i.e., 4.2% higher than the previous year. At the close of the fiscal year, GNP had a reserve coverage surplus of 4.140 billion pesos and a solvency margin of 1.338 billion pesos.

The Economic Value Added (EVA) fell by 6.8 percentage points, producing a real annual operating profitability of 5.1%.

Once again, the most prestigious financial strength rating agencies gave us satisfactory ratings for the year. The financial statements which support the above comments and the main accounting policies and criteria used to prepare the financial information were determined by external auditors and are included in the CEO's Report.

Based on the opinion of the Auditing and Company Practices Committee (which took into consideration the report from the External Auditor and other relevant information submitted by the officials of the institution), the accounting and reporting policies and criteria are appropriate, sufficient, and have been applied consistently, and so the CEO's Report submitted to the Stockholders is a reasonable reflection of the financial situation and results of the Company.

Based on the policies established, the performance of senior level officials is evaluated annually. Every raise in salary and benefits must be authorized by the Payroll, Evaluation, and Compensation Committee. Salary increases are made annually, and bonuses are determined based on the results obtained in the performance evaluations. The compensation package of senior level officials is composed of a base salary, the minimum benefits required by law, plus additional benefits.

The Board of Directors reviewed and approved the resolutions of the Executive Committee, in addition to the reports and results of the work program of the Compliance Officer. Likewise, the Financial Statements of the Company were reviewed and approved, as submitted during the different periods of the 2014 fiscal year, in addition to the results and actions of our affiliates. To this end, several Committees provided support, as suggested in the applicable Code of Best Corporate Practices that is normally in place.

It is the opinion of the Board of Directors that the CEO's report, as submitted to the Stockholders, offers a reasonable reflection of the financial situation, the results obtained, and the highlights on the progress of the Company during the 2014 fiscal year.

Dear Stockholders,

The financial results which the company obtained are explicable, but unsatisfactory. In the difficult economic and political situation that our country is facing, our challenge is to continue improving the company's performance through greater operating efficiency, controlling expenses and the costs of claim rates, innovation in the products we offer, refined risk and subscription control, and strengthening quality in the services we provide.

Finally, on behalf of the Board of Directors, I wish to thank the members of the Board and the Executive Committee for their valuable support, our colleagues for their faithful performance and dedication in their daily work, and the stockholders for the trust they place in us. I hereby state again our unequivocal commitment to a quick and significant improvement in the results.



Alberto Baillères

PRESIDENT OF THE BOARD OF DIRECTORS
GRUPO NACIONAL PROVINCIAL, S.A.B.



Alejandro Baillères
CHIEF EXECUTIVE OFFICER
GRUPO NACIONAL PROVINCIAL, S.A.B.

GRUPO NACIONAL PROVINCIAL, S. A. B.
BUSINESS PROGRESS REPORT SUBMITTED BY
THE CEO TO THE BOARD OF DIRECTORS FOR
THE 2014 FISCAL YEAR

**Mr. President of the Board,
Board Members,**

In my standing as CEO for Grupo Nacional Provincial, S.A.B. (GNP), and pursuant to the provisions in the Securities Market Act, I hereby present the Annual Report of the company performance and results for the 2014 fiscal year, the Financial Statements and their corresponding Disclosure Notes, as well as the Main Accounting Policies and Information Criteria that were followed while preparing the financial report presented herein.

In 2014, the economic expectations that were forecast for the year were not met; growth was less than expected and financial markets showed high volatility in interest and exchange rates. Within this context, the insurance industry was affected by growth that was lower than inflation, a situation not seen since 2010.

The markets showed important pressure from competitors. This increased the difficulty of growing or retaining accounts from the businesses in the Damages, Life, Medical Expenses, and Auto fleet lines. In contrast, the individual segment of Life insurance and Medical Expenses continued its upward trend.

During the fiscal year, we maintained a close relationship with authorities in the insurance sector to ensure the correct implementation of the regulatory changes, which will take effect during the 2015 and 2016 fiscal years and are undoubtedly the most important changes in the sector in recent years. The presence of GNP in these efforts permits a regulatory framework that aligns more closely with the operation's needs.

In GNP, we are prepared for the entry into force of the new law, which qualitatively will occur in April 2015 and quantitatively in 2016.

The most relevant changes in these amendments are summarized below:

- Strengthening corporate governance
- Developing internal models for the Solvency Capital calculation
- The Economic Balance that will be affected by volatility in financial markets
- Establishing an adapted Comprehensive Risk Administration System
- Greater transparency and strict rules governing the disclosure of information

In spite of the difficult economic environment that prevailed in 2014, we directed efforts in the SME market targeted at Auto products, and Health and Life coverage for employees.

The period shows real growth in consolidated sales of 2.7% and although we remain far from the profitability targets that our stockholders expect, we may say that our competitiveness has continued to grow.

With the launch of our Vision for 2019, we have built the foundation that will allow us to make the commitments that we have acquired a reality. To this end, our goal is to become the best in three dimensions: profitable growth, unparalleled service, and becoming a leading institution; with two main focuses: people and business; and in three stages: gaining market share, consolidating market leadership, and industry pacesetting.

Within this frame of reference, in 2014 we received the designation as "The Best Insurer in Mexico" for the second straight year from the prestigious London publication Reactions, a leader in insurance and reinsurance information worldwide.

On the other hand, we continue our expense optimization exercise. GNP has the technology, infrastructure and state-of-the-art processes that allow us to increase the operation's automation and to generate efficiency, which aids in improving profitability.

In 2014, we won the policy for Major Medical Expenses for the Federal Public Administration (APF). Through this policy, we provide coverage and services to more than 300,000 policyholders among 178 government entities. For GNP, this policy represents a premium of 2 billion pesos; the 18-month term began on October 1, 2014 and will expire on March 31, 2016.

Our company has also supported security and certainty initiatives, both for the Federal District Government as well as for the Federal Government. We launched the Civil Liability Insurance that automobile drivers must carry pursuant to the Mobility Law in force in the Federal District; starting in September 2014, this insurance is mandatory for drivers on federal highways.

We also launched innovative products in the Life and Medical Expenses lines, such as Vida Select Santander, Línea Azul Specialty Services, and Maternity Compensation.

In GNP, we are known for always offering flexible and timely responses in critical situations. Last September, hurricane Odile—which reached category 3 on the Saffir-Simpson scale—made landfall near Cabo San Lucas, causing flooding and damages in the states of Baja California Sur, Sinaloa and Sonora. GNP showed its commitment to society by playing a dominant role in terms of service; we were the first insurer onsite in Los Cabos.

SALES

In 2014, GNP received consolidated premiums of 40,405 billion pesos, which represents real growth of 2.7% compared to the previous year and a figure that is higher than the practically nonexistent growth of the insurance sector.

Standout lines were Individual Life and Major Medical Expenses, which reported real growth of 11.3% and 24.5% respectively, compared to the 2013 fiscal year. In Individual Life, we had a higher acquisition of savings premiums and increases in conservation, the latter aided by the increase in the exchange rate of the dollar against the peso. In contrast, the Group Life, Auto and Damages lines experienced real decreases in comparison to the previous year of 56.9%, 0.4% and 4.0%, respectively.

In Group Life, the decrease was a result of the APF not renewing the policy, while in Automobiles and Damages it was the result of strong market competition and the resulting fall in prices.

The Funds under Administration also show a real depreciation of 58%, and closed the fiscal year at 476 million pesos as a result of the fiscal adjustments that discouraged our clients' savings.

Nevertheless, GNP is in second place in sales in the insurance sector in the country, with a market share of 12.3% and is number one in Medical Expenses.

GNP: SALES BY LINE *(nominal figures)*

Line	2014	2013	Nominal Variation	Real Variation
	million pesos	million pesos	%	%
Life	14,333	15,424	(7.1)	(10.7)
Medical Expenses and Casualty	14,904	11,502	29.6	24.5
Automobile	8,601	8,296	3.7	(0.4)
Damages	2,562	2,564	(0.1)	(4.0)
Total premiums (consolidated figure)*	40,405	37,790	6.9	2.7
Funds under Administration	476	1,090	(56.3)	(58.0)
Total Premiums plus Funds under Administration	40,881	38,116	5.1	1.0

() Figure includes affiliated companies earnings in the amount of 5 million pesos in 2014 and 5 million pesos in 2013.*

Individual Life and Major Medical Expenses reported real growth of 11.3% and 24.5%, respectively, compared to 2013.





LEADERSHIP

Heading towards the same objective leads us to consolidate great goals.

UNPARALLELED SERVICE



A service attitude brings great satisfaction and memorable experiences.

PRODUCTS, SERVICES AND DISTRIBUTION CHANNELS

PERSONAL INSURANCE

In GNP, we guarantee the profitable growth of the Individual Life, Major Medical Expenses and Individual Auto lines, in addition to recruiting, developing and anchoring the channel of insurance agents with a continuous outreach plan.

Individual Life. We launched Capitaliza, which is an investment product that positions GNP within the fund market.

In the recomposition of the product mix, we have favored the sale of temporary and life protection and for retirement plans, we have taken a very important step in sustaining portfolio profitability in long-term plans. Thus, we have reduced and even eliminated short-term endowments in certain cases based on the interest rate risks.

We also initiated the sale of Individual Life insurance through Banco Santander; this is our first experience distributing Individual Life insurance through a bank, with excellent sales results to date.

Medical Expenses. In terms of Medical Expenses, in 2014 we worked on strengthening the value offering of recently launched and international coverage products.

For national plans, we reinforced maternity coverage, because it is one of the main purchase reasons by young families.

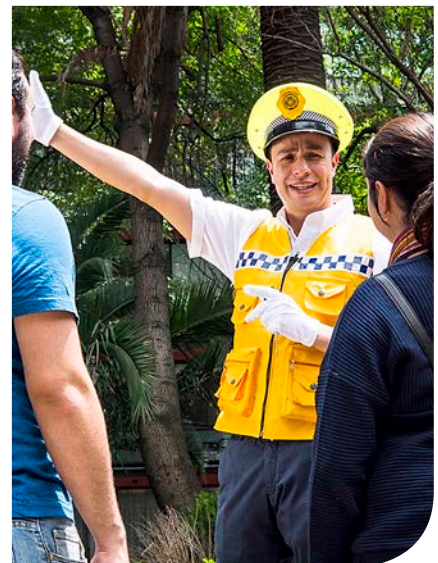
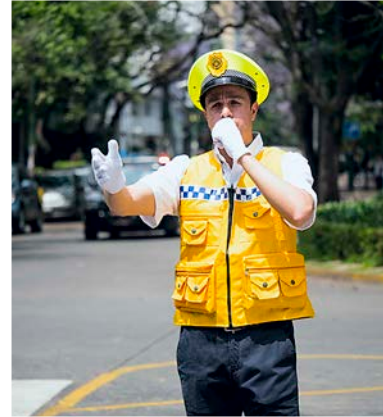
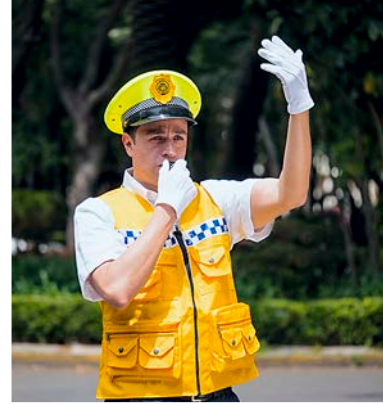
For international plans, we installed the AETNA service as a link for claims abroad in the Very Important Person (VIP) and Línea Azul Internacional (LAI) plans. We hope to improve the client's service experience and cost management abroad, by harnessing AETNA experience as a leading health insurer in the United States.

We also launched the Línea Azul Specialty Services, which offers access to health care abroad for 13 groups of ailments which, due to their nature, require specialized attention and those which require our clients to go abroad to receive care.

CORPORATE INSURANCE

This year, we reinforced the strategies implemented in 2013 for the two segments served through Corporate Insurance:

- In the SME segment, we strengthened the value offering for the four lines (Major Medical Expenses, Life, Autos and Damages) and implemented changes to the different products we provide in this niche.



GNP Insurance develops products to meet the needs of a dynamic market, as well as constantly innovating ways to bring it ever closer to its clients.

- For large companies, we continued to promote our differentiators in each line. In Major Medical Expenses, we have worked particularly closely with our main clients to develop prevention and cost containment schemes, as happened with the GNP Cuida tu Salud (Take Care of Your Health) program.

AUTO INSURANCE

In 2014, the market went through a general decline resulting from the reduction in the cost of Auto insurance. In GNP, we maintained a solid subscription policy and a price strategy that includes not only the insured automobile, but also the driver characteristics. This has enabled us to achieve very good profitability rates during the past four years.

We maintained good momentum in price adjustment in all of the distribution channels, from traditional sales through agents and insurance brokers (who remain the most important sales channel), to non-traditional channels, such as the bank, automobile agencies and others.

We have also introduced a new value offering and service in the market for small and medium businesses, and have achieved very favorable results in relation to the previous year.

Likewise, we have consolidated our market share in auto financing programs in the three main brands of the automobile industry in Mexico.

PUBLIC SECTOR

GNP’s consistency, operating capacity and financial strength were decisive factors in increasing our presence in the government market segment. We entered new niches in which we had not participated previously, and managed to eliminate obstacles and were an active participant in the bidding processes for the most important insurance programs nationwide. This effort culminated in attracting the Major Medical Expenses policy for the Federal Public Administration, which had been managed by the same insurer for more than 15 years. This policy is the largest in this sector in Mexico.

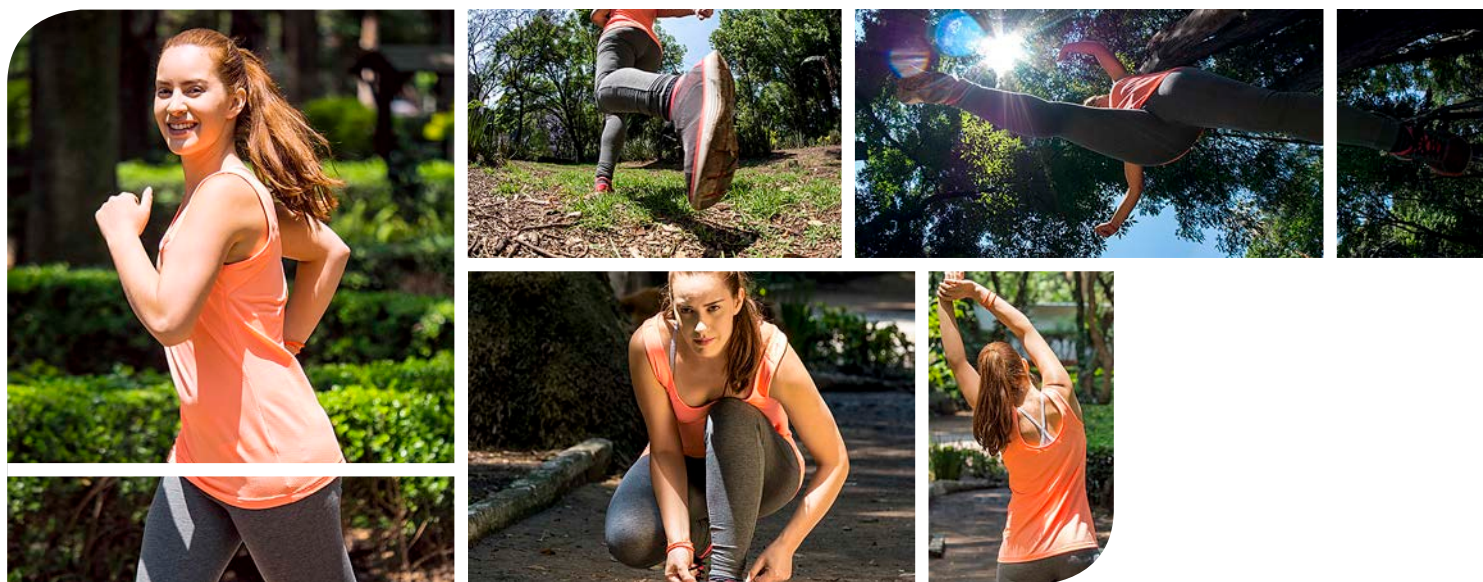
MASS INSURANCE

In the payroll deduction segment, we increased the Individual Life client base by 30% in relation to the previous year, and increased our seller network nationwide.

In the Auto-Bank-Insurance segment, we grew at a rate of 18% in real terms in the branch channel, and for the first time we entered, through one of our partnerships, in the Individual Life line with an innovative product in the market that has generated good results.

On the other hand, and based on the Easter vacation period, we offered vacationers an auto microinsurance that provided third-party liability coverage that could be purchased through the OXXO and Chedraui store chains.

In the department store segment, we generated new partnerships that caused the Auto line to grow.





VISION

Having a clear vision
strengthens our path
to success.

SET THE STAN

Idealizing high expectations is key to setting the standard and generating change.



DARD

90% of novice agents attend the Institute for Development and Specialization of Insurance Advisors (IDEAS) to improve their productivity.



PRODUCTIVE FORCE

In continuation of our development efforts with our insurance agents, we offered plenary general interest discussions and various workshops, in which specialists share their experiences and insurance sales techniques.

In its second year in operation, the Institute for Development and Specialization of Insurance Advisors (IDEAS, by its acronym in Spanish) saw a significant increase in the number of trained agents: 90% of new agents attend the basic program in the Career Plan, thus improving productivity levels.

On the other hand, with the launch of the new Capitaliza and Línea Azul Specialty Services products, more than 4,000 agents across the country received training in only two months.

CUSTOMER SERVICE

In 2014, the Net Satisfaction Index was launched for Major Medical Expenses, with results surpassing 80% in surgery scheduling and emergencies.

One of the most important values that we offer our clients is quality service. The high level of service distinguishes us from our competitors.

In GNP, we are all part of the service we provide. If our customer is satisfied, the customer wins, GNP wins, and everybody wins.

NET SATISFACTION INDEX (INS)

We achieved important improvements in the INS. In 2014, we started measuring INS for the Medical Expenses Incidents service. It obtained satisfactory results in surgery scheduling and emergencies of 81% and 80%, respectively.

We also consolidated our position in the Auto Incident service: our clients' perception improved from a general INS of 57% to 61%, and the repairs INS improved from 46% to 54%.

STRATEGIC INTERNATIONAL PARTNERSHIPS

A special mention goes out to GNP's business partnerships with first-class health centers in the United States, such as the Mayo Clinic, in both its Rochester and Arizona complexes; the Baptist Health System, in Florida, as well as with the Methodist and St. Luke hospitals in Texas.

GNP is the only insurer that offers its clients with international coverage access to a direct payment network with nearly one million medical providers in the United States. These providers, through the new GNP international card, identify our policyholders and provide the services as they give to local policyholders, because they recognize that GNP is an insurer with accredited solvency with financial backing.



LOYALTY



Strengthening bonds of trust leads us to getting along with ourselves and with others.



RESPONSA

Our commitment to great actions
brings us closer to achieving
great dreams.

CLAIMS RATE

The loss ratio in Automobiles remained stable despite the catastrophic events of Hurricane Odile.

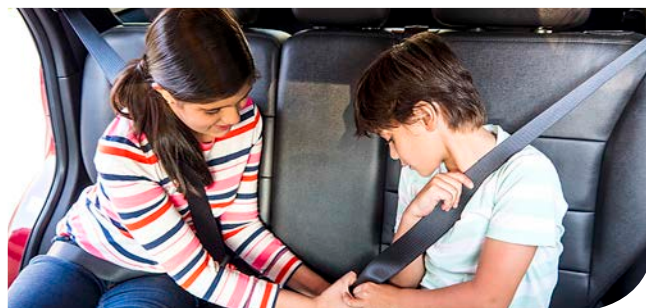
In 2014, the claims rate showed important increases: at the close of the fiscal year, it generated a 72.3% index, which is 1.5 percentage points above the previous year.

In the Medical Expenses line, the cost of next-generation medication and the inflation of hospital-related costs increased the average cost of the claim. High-impact claims were more frequent in the Individual segment, while the Collective segment recorded an increase in retained claims.

In the Auto line, the claims rate remained stable, mainly due to containment in average repair cost—in spite of hurricane Odile and other catastrophic events that occurred in the country—as well as the reduction in the theft index.

In relation to the Damages line, the effects of hurricane Odile were minor, since the most significant amounts claimed were reinsured in facultative contracts and the rest in the catastrophic program with a low retention.

BILITY



OPERATING EFFICIENCY

The company is committed to strict adherence to monitoring and follow-up of operating expenses. Total GNP expenses in relation to the issued premium remained at 8.5%, which is identical to the previous year. This has been supported by efficiency initiatives that reach permanent benefits and promote a better use of the invested resources. The idea is not only to spend less, but also to do so efficiently.

For the second consecutive year, we obtained ISO 9001 certification for the main operating processes and their application in all of the lines that we cover, including all of the products, activities and work centers. This distinction makes us the only insurer in Mexico with this global-level certification.

TECHNOLOGY INFRASTRUCTURE

Throughout 2014, GNP continued to make important investments to modernize and strengthen its technology infrastructure, and to develop and put our new platform into production. We made particular progress in the Auto Contracting process and in the Individual Medical Expenses Contracting process. In Individual Life, we started the operation of the Vida Más and Capitaliza products. We also progressed in developing a new Portal for Intermediaries for all lines of business.

We also highlight the integration of a new component to improve the web services infrastructure, a critical aspect for increasing availability and improving service response time for our clients and intermediaries.

For the second consecutive year, GNP obtained ISO 9001 certification making it the only insurance company in Mexico to hold this certification across all its processes.

COLI





LABORATION

Teamwork drives us to achieve
higher results.

GROWTH

Seeing every day
as an opportunity
enables us to
build better
surroundings.





Strong market competition reduced the technical margins of Group Life, Medical Expenses and the Auto fleet segment.



TECHNICAL RESULT

In 2014, the consolidated technical result was -481 million pesos, which represents a real decrease of 316.6% compared to the previous year.

This result is the result of strong competition, which reduced the technical margins in Group Life, Medical Expenses and in the fleet segment in the Auto line. In addition, it is a result of the impact of the higher claim rate in Medical Expenses, especially in the Collective segment.

GNP: TECHNICAL RESULT BY LINE

Concept	2014	2013	Nominal Variation	Real Variation
	mdp	mdp	%	%
Individual Life	(2,087)	(1,695)	23.1	18.3
Rest of lines	1,132	1,484	(23.7)	(26.7)
Total GNP*	(481)	213	(325.4)	(316.6)

Total GNP considers the Consolidated Technical Result

INVESTMENTS

*At the close of 2014,
GNP attained over 3
billion pesos in
financial products.*

The value of the investment portfolio showed real growth of 11.5% in relation to the previous year.

In spite of market volatility, financial products remained close to the levels recorded in 2013, with a slight real increase of 1.3% as a result of the drop in long-term interest rates; thus, at the close of 2014 we obtained financial products for an amount of 3.65 billion pesos.

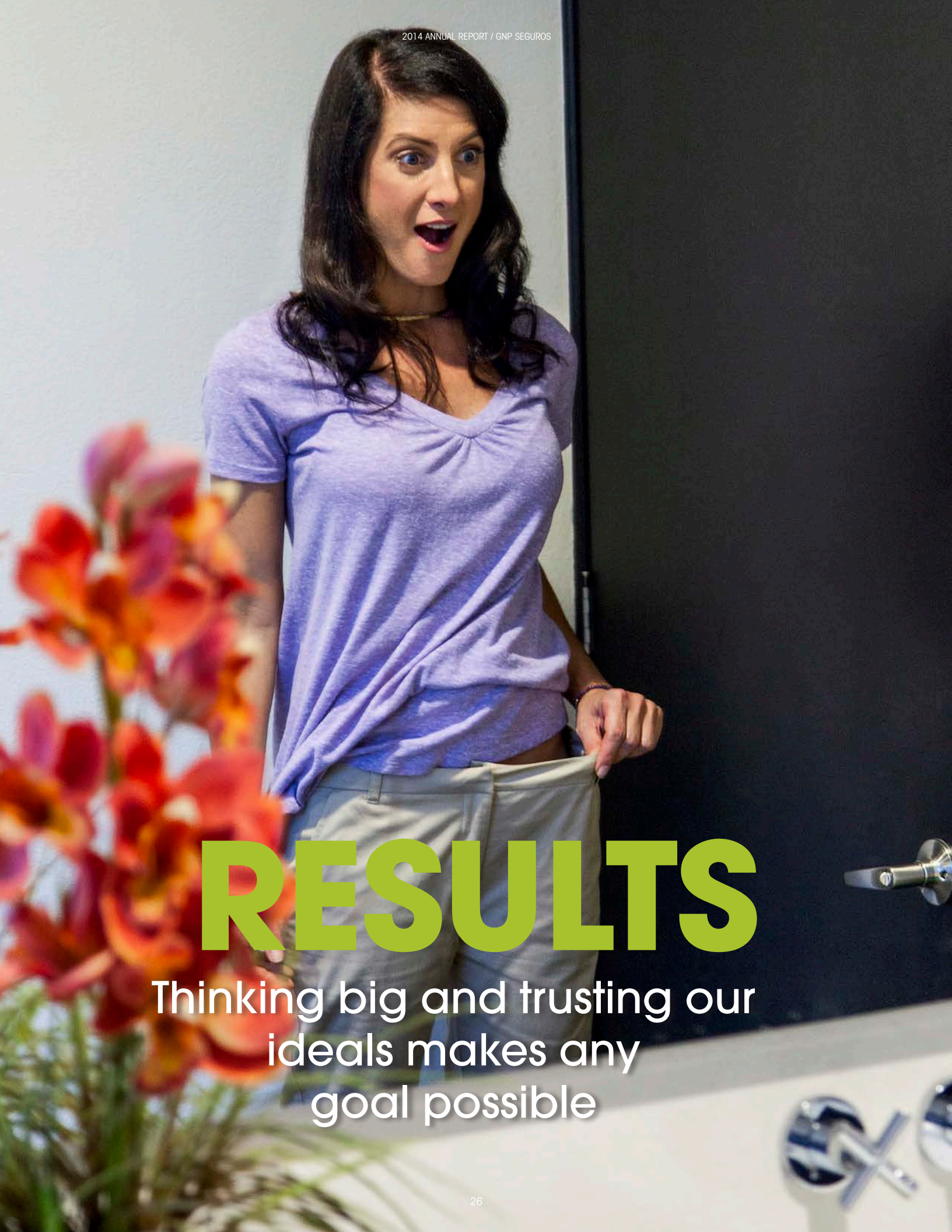
In addition, our ISO 9001:2008 certification was renewed in this area and we continue to operate securities lending.



Our actions strengthen
and spread our values.



INTEGRITY



RESULTS

Thinking big and trusting our
ideals makes any
goal possible

RESULTS AND SOLVENCY

Due to intense market competition from private and government companies and a rise in the claims rate in the Medical Expenses line, profits were less than expected in the Equity Result.

The consolidated profit generated in the insurance business was 232 million pesos, compared with the profit obtained in 2013 of 786 million pesos, which shows a real decrease of 71.6%. This profit, considering the result of subsidiary companies, resulted in 224 million pesos; i.e., 72.7% less than the previous year. If we add the increased embedded value of the Individual Life portfolio, which gave a favorable result of 763 million pesos, the future profit of the Individual Life business reached an amount of 5.879 billion pesos (flows are discounted at a rate of 10% in real terms). Therefore, if to these results we add the accounting capital and equity reserves, which reached 6.864 billion pesos, GNP achieved an equity value of 12.743 billion pesos.

The Economic Value Added (EVA) method of value creation generated a capital return of 5.1%, which is 6.8% less than that obtained in the 2013 fiscal year.

The foregoing produced a solvency margin of 1.338 billion pesos, which is 32.3% higher than the previous year and which generates surplus in reserve coverage of 4.14 billion pesos.

Once again, we received favorable assessments from qualified rating agencies; Standard & Poor's rated our long-term counterparty credit and insurer financial strength at BBB/Positive on a global scale and on a national scale –CaVal–mxAAA/Stable. AM Best, which specializes in insurance, gave us a rating of "A" (Excellent), with a stable outlook.

GNP reached a solvency margin of 1.338 billion pesos, 32.3% higher than the previous year.



OUR PEOPLE

One of our concerns has been to attract and retain experienced and qualified employees. To do this, we have created and maintained an attractive work environment for potential employees, paying close attention to their personal development. These actions foster their retention.

Attracting and retaining more talented people continues to be a priority for the company in order to achieve the best results.

SOCIAL PROGRAMS

Goal for Mexico celebrated its 10th year helping the most vulnerable sectors of Mexican society, benefitting more than 997 thousand people.

GOL POR MÉXICO (GOAL FOR MEXICO)

In 2014, the Goal for Mexico program celebrated 10 years supporting action plans to provide benefits in education, nutrition, housing, health and the environment to the most vulnerable sectors of Mexican society.

At the close of the fiscal year, we have benefited 997,382 people and have reforested protected areas with 300,000 trees.

In response to the disasters caused by hurricane Odile in Baja California Sur, the Goal for Mexico program set aside a workday to support reequipping the schools that were affected by this phenomenon.

VIVIR ES INCREÍBLE (LIVING IS INCREDIBLE) HELPING OTHERS

For the past two years, this program has been supporting different foundations and organizations that take tangible action in favor of the most vulnerable segments in our country. Through this program, we have helped more than 120 social organizations nationwide.

ESQUINAS ACCESIBLES (ACCESSIBLE CORNERS)

GNP has supported the construction of 357 accessible corners, which allow disabled users to move freely and safely. This is an active contribution to building an inclusive city. In addition, in partnership with Fundación Nuestras Realidades, GNP inaugurated the first Accessible Path in the Federal District that uses a path to link two adjoining neighborhoods in the delegation of Coyoacan, enabling persons with temporary or permanent disabilities to move in greater safety.





WINNING

Competing is healthy, doing
it passionately is vital.

HUMAN AP

A balanced life is a combination of personal and professional development.



PROACH

GNP continues to create actions to build an inclusive society, giving everyone the same opportunities for their professional development.



SOCIAL RESPONSIBILITY

With its fifth Business Social Responsibility Report, GNP obtained the A+ GRI Checked level, which represents the maximum level given by the Global Reporting Initiative (GRI). In addition, Ganar-Ganar magazine, a publication that specializes in corporate social responsibility and sustainable development, named our company in acknowledgement of the best Social Responsibility Report presented in 2014.

SOCIALLY RESPONSIBLE COMPANY AWARD

In 2014, for the eleventh consecutive year, we received the Socially Responsible Company Award from the Alliance for Social Responsibility (AliaRSE) and the Mexican Center for Philanthropy (CEMEFI).

INSTITUTION COMMITTED TO INCLUSION (ICI-GNP)

As a Socially Responsible Company, GNP participates and contributes passionately to generating honorable work in the disabled community. In Mexico, our work force includes 60 disabled employees (49 with a motor disability, ten with a visual disability and one person with an auditory disability).

LABOR EQUALITY CERTIFICATION

GNP ratified its commitment to national certification in the Official Mexican Standard for Labor Equality between Women and Men. This year, certification was renewed for Plaza GNP and the Puebla and Merida offices.

FAMILY RESPONSIBLE COMPANY

In 2014, we maintained the recognition given by the Ministry of Labor and Social Welfare as a Family Responsible Company.

ADVERTISING CAMPAIGN

Through its communication, GNP spreads positive messages under its Living is Incredible philosophy that inspires the building of a better Mexico.

Our advertising continues to disseminate optimistic ideas and thoughts that inspire the construction of a magnificent Mexico. In 2014, we received another recognition for the best advertising campaign in Latin America for our advertising slogan and philosophy "Vivir es Increíble" ("Living is Incredible"), which is present in all of our advertising campaigns.

THE BEST STORIES FROM THE WORLD CUP ARE LIVED OFF THE FIELD

Structured around the 2014 World Cup tournament, GNP launched its campaign called "The best stories from the World Cup are lived off the field." Through this campaign, and in partnership with the Hospital de la Luz, a foundation that specializes in attending and treating vision problems in low-income patients, we supported corneal transplants in patients with visual disabilities.

CHRISTMAS CAMPAIGN

Through the Christmas campaign, GNP promoted a culture of organ donation in Mexico by harnessing seasonal goodwill.



PASSION

Living our dreams with
passion gives us the
strength to achieve them.



INNOVATION

Evolving helps us grow,
progress and achieve
unimaginable things.

SUBSIDIARIES

VALMEX, FINANCIAL SOLUTIONS

The 2014 year was positive in terms of placement, because 352 million pesos were finalized against a plan of 315 million pesos. The portfolio growth in the last 12 months was 21%, going from 541 million pesos to 655 million pesos; however, the drop in interest rates and competition have affected gross income, which has reduced the financial margin.

Profits before deferred taxes reached 14 million pesos and 9 million pesos after taxes.

We are working on preparing a strategy that will allow us to place new operations or products with a more convenient margin, without increasing the level of risk.

The Fitch Ratings agency gave us another corporate rating of A+ (mex)' for the medium and long term, and of F1 (mex)' for the short term.

CRÉDITO AFIANZADOR, SA, COMPAÑÍA MEXICANA DE GARANTÍAS (CASA)

With more than 100 years of experience in the finance market, CASA is committed to generating strategic actions for contributing to business profitability in such a way that the team's strength continues in alignment with a single objective: to provide premium quality services.

This year, CASA has increased its solvency and business strength and has contributed with favorable results to the goals set in 2014.

In the fiscal year that ended, CASA paid 20 million pesos in dividends and surpassed the sales goal by 2%; this line also showed a real increase in relation to the previous year of 4%. The final technical result was 11%, in relation to the plan.

In the same manner, we finalized adjudicated property sales that represented profits of 5.8 million pesos. The net result obtained in the 2014 fiscal year is 14.3 million pesos, representing an increase of 9% in relation to the plan.

MÉDICA MÓVIL

Médica Móvil has contributed to improving the cost of claims by attending GNP Medical Expenses policyholders, because it has prevented unnecessary emergency visits and improved the collective's risk profile through programs such as GNP Cuida tu Salud (Take Care of Your Health), Cuidados en el Hogar (Home Care), and Encausa Cuídate (Take Care of Yourself). Through these programs, we have attended more than 15,000 policyholders through clinical studies and medical evaluations.

As a reference in terms of pre-hospital medical care, in 2014 we attended more than 16,000 telephone calls for medical guidance, more than 5,400 medical home visits and more than 5,800 ambulance services, with a net satisfaction index of 91%.

In an additional effort to innovate in customer service for our Auto policyholders, Médica Móvil started a pilot test program with five tow trucks owned by GNP in Mexico City. This year, we provided 2,956 services and obtained a net satisfaction index of 94%.



With the backup and help of its affiliates, GNP guarantees an integrated service for its policyholders.

In a market that is as specialized and competitive as the current one, GNP is working on strategic and operative redefinitions that will help us to improve standards of quality and profitability to keep our position as the best insurance company in the Mexican market. I note again that we have passed through a difficult year and that the results were not as we had expected; however, I recognize the commitment and efforts of each member of this great company.

I wish to offer my most sincere thanks to our colleagues and acknowledge the support of the President, the members of the Board and the Executive Committee for their valuable support and of course, the stockholders for the trust they place in us.

A handwritten signature in blue ink, reading "Alejandro Baillères". The signature is fluid and cursive, with a long horizontal stroke at the end.

Alejandro Baillères

PRESIDENT OF THE BOARD OF DIRECTORS

GRUPO NACIONAL PROVINCIAL, S.A.B.



BOARD OF DIRECTORS

CHAIRMAN

Alberto Baillères González

PROPRIETARY DIRECTORS		ALTERNATE DIRECTORS	
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José Luis Simón Granados † CHAIRMAN OF THE BOARD, FORMAS Y SISTEMAS MEXICANOS, FORMAS PARA NEGOCIOS AND COMPAÑÍA LITOGRAFICA Y TIPOGRAFICA AMÉRICA	(D) (2)	Emilio Carrillo Gamboa FOUNDING PARTNER, BUFETE CARRILLO GAMBOA, S. C.	(2)
Max Michelle Suberville HONORARY CHAIRMAN OF THE BOARD, EL PUERTO DE LIVERPOOL	(2)	Tomás Lozano Molina PUBLIC NOTARY NO. 10 OF MEXICO CITY	(2)
Fernando Senderos Mestre CHAIRMAN OF THE BOARD OF DIRECTORS AND THE EXECUTIVE COMMITTEE, GRUPO KUO AND DINE	(2)	Raúl Obregón del Corral MANAGING PARTNER, ALIANZAS, ESTRATEGIA Y GOBIERNO CORPORATIVO	(D) (2)
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Norberto Augusto Domínguez Amescua TRUSTEE PRESIDENT OF ASOCIACION MEXICANA DE LA CRUZ BLANCA NEUTRAL	(2)	Luis A. Aguilar y Bell INDEPENDENT CONSULTANT	(2)
Raúl Baillères Gual SPECIAL PROJECTS MANAGER, TÉCNICA ADMINISTRATIVA BAL	(3)	Alejandro Paredes Huerta GENERAL VICE PRESIDENT, PLANNING AND EVALUATION, TÉCNICA ADMINISTRATIVA BAL	(3)
Juan Bordes Aznar CORPORATE VICE PRESIDENT, TÉCNICA ADMINISTRATIVA BAL	(A) (C) (3)	Juan Ignacio Gil Antón VICE PRESIDENT OF CORPORATE INSURANCE, GRUPO NACIONAL PROVINCIAL	(3)
Arturo Manuel Fernández Pérez RECTOR, INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO	(A) (B) (C) (3)	Alejandro Hernández Delgado VICE RECTOR, INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO	(3)
Rafael Alfonso Mac Gregor Anciola CORPORATE VICE PRESIDENT, TÉCNICA ADMINISTRATIVA BAL	(A) (C) (3)	Carlos A. Zozaya Gorostiza VICE PRESIDENT, TÉCNICA ADMINISTRATIVA BAL	(3)
Alejandro Baillères Gual CHIEF EXECUTIVE OFFICER, GRUPO NACIONAL PROVINCIAL	(3)	Andreas M. Raczynski von Oppen ADVISOR TO THE CHAIRMAN, GRUPO BAL	(3)
Héctor Rangel Domene CHAIRMAN, BCP SECURITIES MÉXICO	(2)		
Alberto Tiburcio Celorio INDEPENDENT CONSULTANT	(D) (2)		
Jaime Lomelín Guillén CORPORATE VICE PRESIDENT, TÉCNICA ADMINISTRATIVA BAL	(A) (C) (3)	Gabriel Kuri Labarthe GENERAL VICE PRESIDENT OF FINANCIAL ACTIVITIES, TÉCNICA ADMINISTRATIVA BAL	(3)
PROPRIETARY AUDITOR Guillermo Babatz García		ALTERNATE AUDITOR Jorge Rico Núñez	
SECRETARY Gerardo Carreto Chávez			

- (A) Executive Committee
 (B) Evaluation and Compensation Committee
 (C) Finance and Planning Committee
 (D) Auditing and Corporate Practices Committee

- (1) Related Patrimonial Director
 (2) Independent Director
 (3) Related Director

PRINCIPAL OFFICERS

CHAIRMAN OF THE BOARD OF DIRECTORS

Don Alberto Baillères González

CHIEF EXECUTIVE OFFICER

Alejandro Baillères Gual

PRINCIPAL OFFICERS

Juan Ignacio Gil Antón

CORPORATE INSURANCE

Mario Antonio Vela Berrondo

PERSONAL INSURANCE

Patricio José Margain Reyes Spíndola

PUBLIC SECTOR

Tonatiuh Gutiérrez Ramírez

AUTOMOBILE INSURANCE

Germán Arturo Aguado Vanegas

MASS INSURANCE

Héctor Jesús Anaya Doll

SYSTEMS, SERVICES AND OPERATIONS

José Antonio Rojo Cervera

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Jesús Alfonso Zúñiga San Martín

INVESTMENTS AND RISKS

José Luis Gutiérrez Aguilar

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Juan Gabriel Corvera Caraza

LEGAL

Carlos Antonio Zozaya Gorostiza

IT

Alejandro Noriega Besga

HUMAN RESOURCES AND ADMINISTRATIVE SERVICES

Diego Velázquez Graham

REGULATORY CONTROLLER

Jaime Ignacio García Gutiérrez

INTERNAL AUDIT



GNP is part of Grupo BAL, one of the most important and diversified consortia in the country. It is comprised of highly prestigious institutions, including:

FINANCIAL SECTOR:

Crédito Afianzador, S.A. Compañía Mexicana de Garantías

MEDICAL SERVICES SECTOR:

Médica Móvil, S.A. de C.V.

RETIREMENT AND PENSION FUNDS ADMINISTRATION SECTOR:

Grupo Profuturo, S.A.B. de C.V.
Profuturo GNP, S.A. de C.V. Afore
Profuturo GNP Pensiones, S.A. de C.V.

STOCK BROKERAGE SECTOR:

Valores Mexicanos Casa de Bolsa, S.A. de C.V.
Valmex Soluciones Financieras, S.A. de C.V., SOFOM, E.N.R.

COMMERCIAL SECTOR:

Grupo Palacio de Hierro, S.A.B. de C.V.
Tane, S.A. de C.V.

INDUSTRIAL SECTOR:

Industrias Peñoles, S.A.B. de C.V.
Fresnillo, plc

EDUCATION SECTOR:

Grupo BAL makes an important contribution to education through its philanthropic support for the Autonomous Technological Institute of Mexico (ITAM).



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