

## IR Website: An Increasingly Important Tool

- **To reach disperse investors, keep up to date existing holders and educate the general audience in the latest corporate events**
- **Instrumental to transmit the corporate values, governance standards and strategy**
- **Technology have improve in the last few years making the IR Site a cornerstone of financial communications**
  - Press Releases, special notifications,
  - Quarterly earnings releases,
  - Webcasting of quarterly earnings calls and special notifications calls
  - Proxy notification
  - Stock, market performance and history
  - Corporate filings to the CNBV and SEC
- To reach investors through blast emails and special notification alerts
- Address frequently ask questions and make available corporate presentations and communications material to investors and general public
- **Important part of the best practices for financial communications in the world**

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- **Homex implemented an IR Site in 2004**
- **The Company invested resources and human effort to have a world class IR Site**
- **Homex IR Site has been recognized by the IR International Awards of MZ and IBRI:**
  - Top 1: Best IR Site in Mexico in 2007
  - Top 2: Best IR Site in Latin America in 2007
  - Best disclosure procedures on a web site in 2006 and 2007
  - Top 5: Best IR Site in Mexico in 2006
- **The IR Site is also an important tool of communication with existing shareholders**
  - Proxy communications and alerts
  - Shareholder meeting alerts
  - Filing alerts, including shareholder meeting minutes

