



## *President's Letter*

**B**uilding close and trusting relationships with our stakeholders is, without a doubt, the foundation of the *One Bank Built By Two* philosophy. A commitment that implies being present in their everyday life, communicating, understanding their needs, and prioritizing our strategic efforts to exceed their expectations.

In the first half of 2013, we actively worked to consolidate these bonds through the following: furthering the specialties of our human team to give expert support in each of the segments in which we work; strengthening our Quality Management System and improving our processes to provide better service; expanding our coverage in Colombia and in Central America to facilitate our clients' business and operations in the region.

Likewise, we have been working on development, training and coaching programs with our employees to build a work environment of trust and growth that improves their quality of life and their commitment to our mission and strategic objectives.

In terms of innovation, our priority is clear: improve the quality of life of our customers, partners, allies and investors by leveraging technological developments that decrease wait times, facilitate timely responses and provide real time information. Thus, we have implemented the best of our affiliates' practices; we have shared experiences and that results in better service.

Additionally, we are involved in large projects in Colombia. We have actively supported entrepreneurs in their infrastructure, globalization and expansion initiatives, optimizing opportunities with our direct physical presence in 11 countries.

This is a comprehensive strategy that has worked. Banco de Bogotá was recognized by Euromoney for the sixth time as the best Bank in Colombia, and we have consolidated our position in the Central American banking system. These are large corporate milestones that can be seen in our customers' testimonies, which we will share throughout this Management and Results Report, which we have the pleasure to present.

*Alejandro Figueroa Jaramillo*  
President