



# FIRST PILOT IN MEXICO ZERO ENERGY VERTICAL HOUSING



# ABOUT URBI



- One of the largest home developers in Mexico
  - Market share: approximately **7%**
  - Over **340,000 homes sold** since our founding in **1981**
  - Quote in the BMV stock market since May 2004.
  - 2009: **42,144** homes sold
  - Listed on the **Mexico Stock Exchange** in May 2004
- A leading home developer with operations in **33 cities** -including **Mexico**.
- **Focused** on the **defensive sector** affordable entry-level (AEL) and low middle-income (LMI) housing, which represented around **85%** of our revenues in **1H10**:
- 1H10 EBITDA margin: **27.3%**
- Unique and **innovative business model**, state of the art IT platform (**UrbNet**) and advanced construction technology (**UrbNova**)

# VALLE SAN PEDRO, TIJUANA MEXICO



THE FIRST INTEGRAL SUSTAINABLE URBAN DEVELOPMENT IN MEXICO



VALLE SAN PEDRO

First Integral Sustainable Urban Development in Mexico  
DUIS

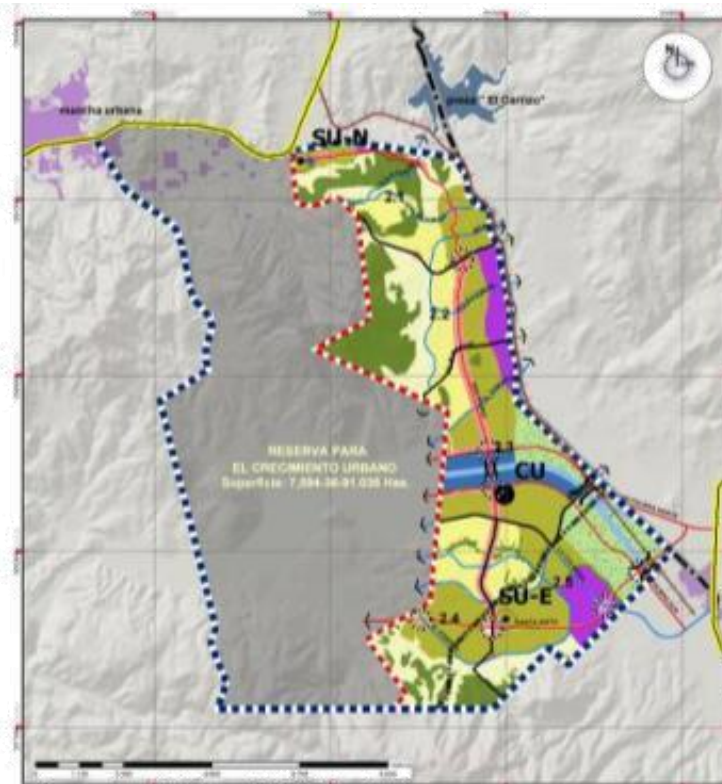
# VALLE SAN PEDRO, TIJUANA MEXICO

THE FIRST INTEGRAL SUSTAINABLE URBAN DEVELOPMENT IN MEXICO



Multiple-unit dwellings, mixed use and facilities provision.

The first approved DUIS was Valle San Pedro, located on the southwest of Tijuana, Baja California, on a surface of 14,400 acres, for 160,000 houses and 640,000 habitants.



“Valle de San Pedro” is validated by its Area Development Plan to foster the growth of this region over the next 20 years.

# BACKGROUND ZERO ENERGY HOUSING

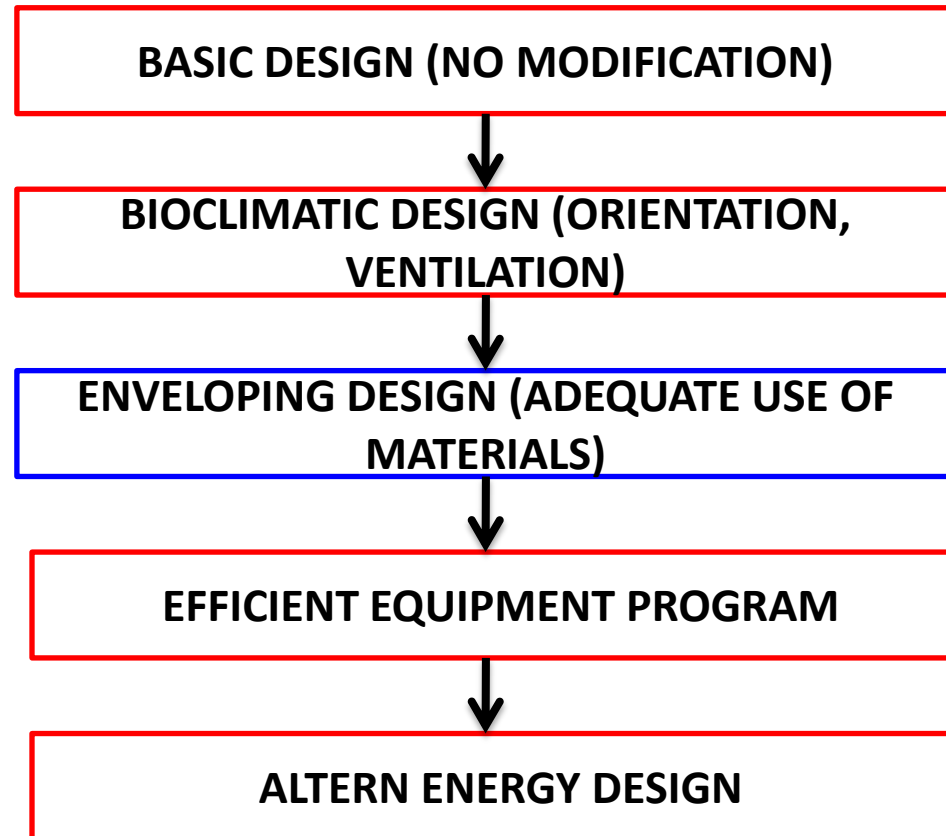


**Pilot Project of photovoltaic system interconnected to the network for Urbi single family housing. In Mexicali, B.C. 2008**

- The project had its origin in a work table in the Canada-Mexico partnership.
- Agreement to implement pilot projects for photovoltaic systems.
- 5 houses of 89m<sup>2</sup>, monitored in a year to understand the behavior of pvs production and consumption in housing .
- For this pilot the first contract for network interconnection was performed with CFE developed with the private sector.



# KEY FACTORS TO ACHIEVE A ZERO ENERGY CONSUMPTION

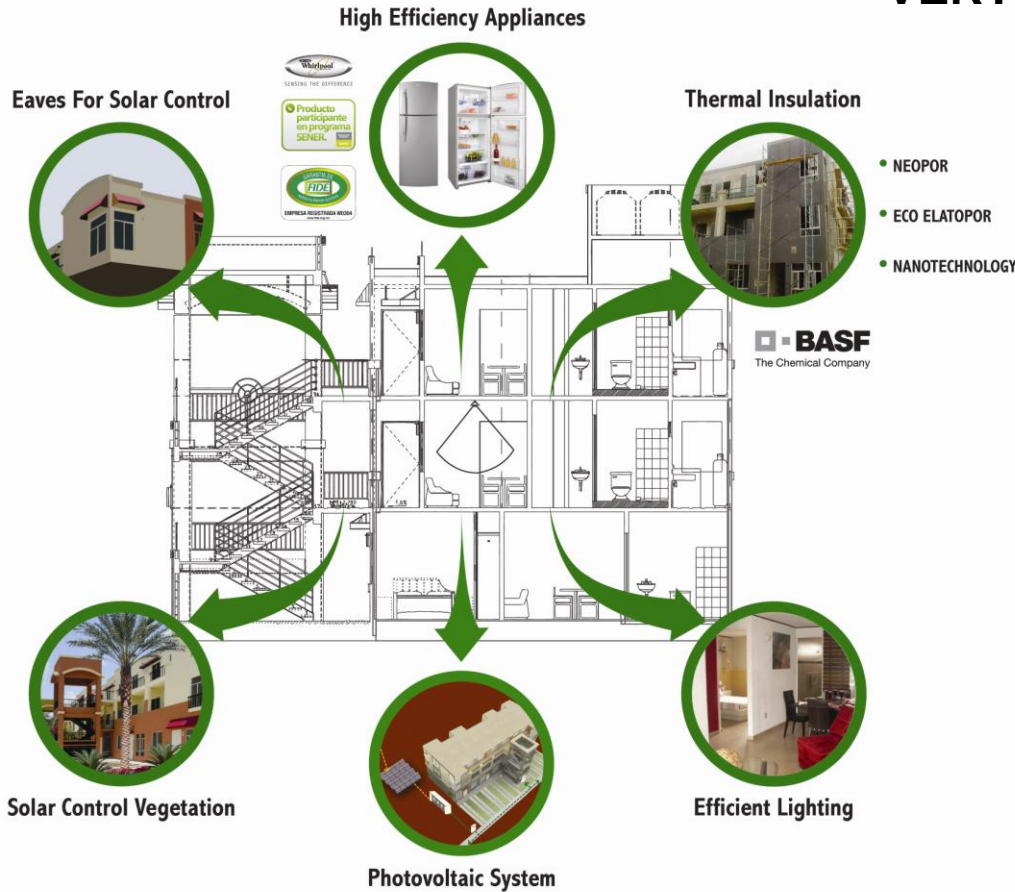


- Is required to establish a financing system for the project economic conditions to reduce the payback of the product.

# UrbiVilla Del Rey CANCÚN



## VERTICAL HOUSING: 15 Houses Building



**urbino**  
Smart ♦ Homebuilding

**Housing for low income persons**

Housing reaching Federal Government subsidy

SIZE OF THE HOUSE	PRICE OF THE HOUSE	FOR PERSONS WITH MONTHLY INCOME
38 M2	\$18,333 USD	\$357 USD
42 M2	\$20,666 USD	\$550 USD
50 M2	\$22,666 USD	\$687 USD

Totally Zero Energy Housing.

# BASIC HOUSING CONSUMPTION VS. ZERO ENERGY HOUSING



	BASIC BUILDING	ZERO ENERGY BUILDING
Consumption	59,630 Kwh	29,241 kwh
CO2 Emissions	30 Tons	0 Tons
Temperature inside the house in the most critical months	36 degrees celsius	29 y 30 degreescelsius

- This 15 houses will be self-sufficient with photovoltaic energy through a solar farm.
- With a pilot interconnection contract between CFE and URBI to determine the parameters of the interconnection agreement for self-sufficiency and associated generation.



Basic housing consumption Vs. Zero Energy housing



# PILOT PROJECT ZERO ENERGY

Urbi Hacienda Bilbao,  
Mexicali, B.C.  
2011



- 3 houses of 134 m2,
- Materials in highly efficient thermal enveloping
- High efficiency appliances
- Energy self-sufficient through an individual photovoltaic system interconnected to the network.

	BASIC HOUSING	ZERO ENERGY HOUSING
Consumption	15,722.92 Kwh	6,223.24 kwh
CO2 Emissions	8 Tons	0 Tons

This pilot project of 15 homes will be evaluated and monitored for a year, in the search of results that promote **the creation of the new public policies**, and **fundings** to cover environmental **ecotechnologies**, to be a **replicable model** addressing **the need for housing** for **families of lower income**, contributing to the improvement of their consumption patterns.

