

News

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MOODY'S ANALYTICS COMPLETES MICROFINANCE SOCIAL PERFORMANCE ASSESSMENT OF PRO MUJER MEXICO

NEW YORK, MAY 15, 2014 -- Moody's Analytics announced today that it has completed a social performance assessment (SPA) of Pro Mujer Mexico, which provides financial services including microfinance loans, as well as healthcare and training, to self-employed, low-income women in Mexico. Pro Mujer Mexico is part of Pro Mujer, a non-profit social enterprise focusing on women's development in five Latin American countries – Argentina, Bolivia, Mexico, Nicaragua and Peru.

Moody's Analytics assigned Pro Mujer Mexico an SPA grade of SP2 following on-site due diligence of the organization's operations and interviews with customers and staff. The grade signifies that Pro Mujer Mexico's infrastructure and processes are consistent with a high likelihood of operating in the best interests of its customers, and that this is among its highest priorities.

"Pro Mujer Mexico demonstrates the commitment to women encompassed in its mission statement," says Alan Bonilla, Assistant Vice President, Social Performance Group at Moody's Analytics. "The large majority of its customers are women, and its mission has been broken down into a plan that includes measurable indicators to gauge its progress toward reducing poverty and improving health, the latter through direct consultations and services for the early detection of chronic conditions."

In addition to enterprise skills development and leadership training, Pro Mujer Mexico offers instruction in computer skills through technology centers to help extend the reach of its customers' businesses, Bonilla adds. The institution also demonstrates a high level of transparency in communicating product pricing and terms to its customers, while its voluntary adoption of consumer protection policies and robust processes for measuring customers' satisfaction help ensure that customers are treated fairly.

The SPA report on Pro Mujer Mexico is based on Moody's Analytics' [Social Performance Assessment Methodology](#). SPAs measure social performance on a five-point scale, in which SP1 is the highest grade and SP5, the lowest. The Pro Mujer Mexico SPA report and

Moody's Analytics Social Performance Methodology are available on Moody's Analytics [website](#).

About Pro Mujer

Pro Mujer is a non-profit social enterprise dedicated to women's development. Established in 1990, Pro Mujer offers a holistic set of services to poor women in Latin America including financial services, high-quality, low-cost health care and business and empowerment training. Since its inception Pro Mujer has dispersed more than \$1 billion in small loans and aided over 1.6 million women. Pro Mujer began operating in Mexico in 2001, and currently has 38 branches in seven states. Pro Mujer Mexico has a loan portfolio of US\$15 million, with an average loan size of US\$409, and women make up approximately 95% of its client base.

About Moody Analytics' Social Performance Assessments

Moody Analytics' SPA is an independent analysis of the operations of a microfinance institution that helps stakeholders better understand how effective it is at translating its social mission into practice. Moody's Analytics SPA has been recognized by the Clinton Global Initiative for contributing to the development of the microfinance industry through the creation of a comprehensive, global standard to measure social performance. Further information is available at www.moodyanalytics.com/microfinance.

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