RESEARCH

Economic Analysis and Customer and Markets Strategy April 12, 2013

Mexico Weekly Flash

Next week...

BBVA

Important week for job market data for March

Industrial output increased at a rate of 0.5% m/m in February representing a year-on-year rate of 1.2% (corrected for seasonal variation). It should be stated that the leap-year impact was high in 2013 meaning an annual variation rate for non-corrected series of (-)1.2%. By components, although the slowing trend in manufacturing output continued, there was a slight upturn of around 0.7% m/m (0.1% m/m the previous month). This increase is linked to growth in key manufacturing sectors such as transport and the food industry. Available indicators for automotive production in March point to the decline in output worsening for the month, especially in vehicles for export. It should be highlighted that vehicle production was around 11% lower in March compared to a year earlier. This slowdown in the automotive industry could impact other manufacturing toward the third guarter of the year.

This week will provide further information on the possible negative effect manufacturing may have on economic output with the release of job indicators with numbers for those registered with Social Security (IMSS) and unemployment and underemployment indicators. We forecast job creation to come in around 0.3% higher than in February representing around 140,000 more jobs than at the end of 2012. In turn, the unemployment rate is forecast to continue around 4.8% of the EAP, i.e. around 2.5 million people.

Market have been highly affected by liquidity with economic data continuing to drive volatility

Liquidity injected by the Bank of Japan and expectations that the FED maintains its monetary stimulus has this week contributed to the peso continue to strengthen and sovereign debt rates fall; this has also been seen in other emerging economies. Nonetheless, as shown by the negative retail sales figures for the US released today, volatility will continue in light of the uncertainty surrounding the size of the economic recovery.

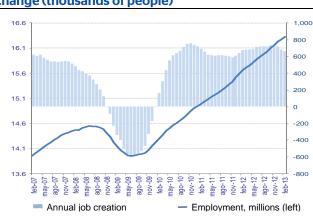
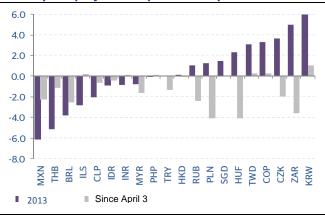


Chart 1 Formal Private-Sector Employment: Level and annual change (thousands of people)



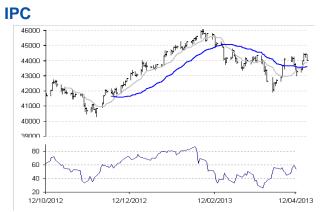


Source: BBVA Research with data from Bloomberg

Source: BBVA Research with INEGI data

No part of this document can be reproduced, taken away or transmitted to those countries (or persons or entities from such) where distribution may be prohibited by current law Non-compliance with these restrictions may constitute an infraction of the law in the pertinent jurisdiction. SEE IMPORTANT INFORMATION AT THE END OF THE DOCUMENT

Technical Analysis



Source: BBVA, Bancomer, Bloomberg

IPC: trading up in the first four sessions of the week. It hit above 44,420pts mid-week, the previous high, showing a major signal of a trend change in the short-term. Despite not managing to end the week above this level, the upward signal continues while it trades above the 30-day rolling average at 43,619pts. If the market settles below this level, it would also be a break in the upward channel that formed after the start of the bounce at 42,000pts. Given that since the bounce began in mid-March the RSI has not hit the over-purchasing zone (in fact, it just about remains mid-channel), we believe it is not very likely that the IPC manages to maintain the positive trend in coming weeks. We could consider 2 resistance levels, the first at 45,000pts in the high part of the upward channel, and the other at 46,000pts. Previous Rec. (4/8/13): A door opens for a return to the short-term support level at 42,000pts

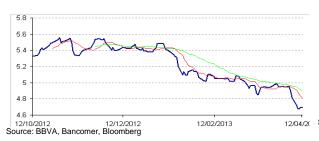
3Y M BOND



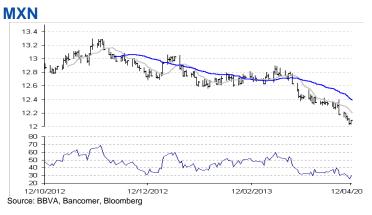
Source: BBVA, Bancomer, Bloomberg

3Y M BOND (yield): The 3-year bond saw a major weekly decline and remains below the short-term rolling averages. The RSI being at a very high over-selling level (17pts) leads us to consider a bounce, albeit limited to 4.28% and 4.35%. **Previous Rec.** (4/8/13). Major resistance at 4.39%. Breaking this level would mean a trend change.

10Y M BOND



10Y M BOND (yield): The 10-year bond would only see a trend change by breaking the resistance levels at 4.5% and 4.55%. We can therefore only consider technical bounces toward these levels. **Previous Rec.** (4/08/13). The resistance level to set a trend change stands at 5%. The RSI at 29pts signals high over-selling



The dollar maintains its adjustment over the week and is trading below the MXN12.15 level. We believe it has reached the buy level with targets at MXN12.20 and MXN12.38 on the 10- and 30-day rolling averages. Stop loss only if its hits below MXN12.00. **Previous Rec.** (4/8/13): We think the MXN12.20/12.15 level could in the end provide short-term support

5Y M BOND



5Y M BOND (yield): The 5-year bond fell back over the week and breaks the 4.5% support level. The RSI at 22pts points to a bounce albeit without a trend change. Resistance at 4.47% and 4.54%. **Previous Rec.** (4/8/13): We believe it may respect the support level floor at 4.5%

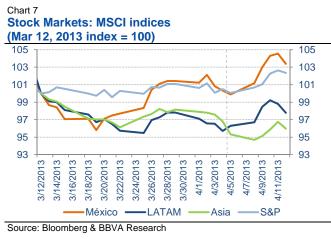
30Y M BOND



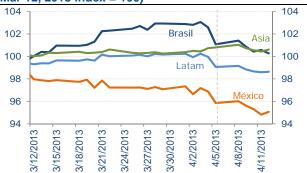
30Y M BOND (yield): The 30-year bond could see technical bounces toward the 5.8% level. Only breaking this level would mean a trend change. RSI at overselling level at 26pts. **Previous Rec.** (3/25/13). As long as it fails to break up through 5.9%, there is no trend change

Markets, activity and inflation

• Losses on stock markets at the end of the week after retail sales figures from the US came in below expectations. This means doubts remain regarding the effects of the tax cuts on American consumers. The peso continued to strengthen supported by global liquidity measures and expected reforms in Mexico.

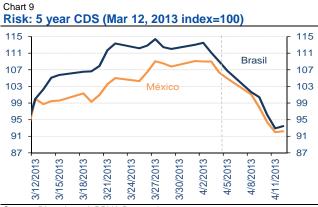






Source: Bloomberg and BBVA Research Note: LATAM includes Argentina, Brazil, Chile, Colombia and Peru. Asia includes the Philippines, South Korea, Taiwan, Singapore, Indonesia and Thailand.

 Rates in Mexico continue to drop, influenced by foreign investment inflows and stronger currency forecasts. Global risk declines due to global liquidity measures being expected to continue.





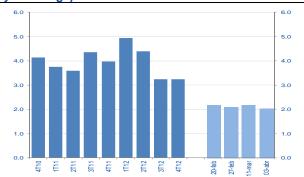
Source: Bloomberg & BBVA Research

Source: Bloomberg & BBVA Research

• Inflation bounced back in the first half of March above the expected level. However, we consider that the upturn will be temporary and reach its high in April, after which it will moderate mid-way through the year.



Chart 12 Observed and estimated GDP (y/y % change)



Source: BBVA Research with data from Bloomberg

*This measures the deviations in inflation in comparison to market-forecast figures, adjusting for inflation volatility. When it trends down, this implies a lower-than-expected inflationary surprise; when it trends up, this indicates a higher-than-expected inflationary surprise.

No part of this document can be reproduced, taken away or transmitted to those countries (or persons or entities from such) where distribution may be prohibited by current law. Non-compliance with these restrictions may constitute an infraction of the law in the pertinent jurisdiction. SEE IMPORTANT INFORMATION AT THE END OF THE DOCUMENT

Source: Bloomberg and BBVA Research

Arnoldo López Marmolejo arnoldo.lopez@bbva.com

Octavio Gutiérrez Engelmann o.gutierrez3@bbva.com

Iván Martínez ivan.martinez.2@bbva.com Cecilia Posadas c.posadas@bbva.com

Javier Amador javier.amadord@bbva.com

Rodrigo Ortega r.ortega@bbva.com Alejandro Fuentes Pérez a.fuentes@bbva.com

Pedro Uriz Borrás pedro.uriz2@bbva.com

BBVA RESEARCH

Av. Universidad 1200, Col. Xoco, Mexico 03339 D.F. | researchmexico@bbva.bancomer.com | www.bbvaresearch.com

IMPORTANT DISCLOSURES

The BBVA Group companies identified by the research analysts' names included on the page number 4 of this report have participated in or contributed to its preparation, including the information, opinions, estimates, forecasts and recommendations therein.

For recipients in the European Union, this document is distributed by Banco Bilbao Vizcaya Argentaria, S.A. (hereinafter called "BBVA"). BBVA is a bank supervised by the Bank of Spain and by Spain's Stock Exchange Commission (CNMV), registered with the Bank of Spain with number 0182.

For recipients in Mexico, this document is distributed by BBVA Bancomer, S.A. Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer (hereinafter called "BBVA Bancomer"). BBVA Bancomer is a bank supervised by the Comisión Nacional Bancaria y de Valores de México.

For recipients in USA, this document is being distributed by BBVA Securities Inc. (hereinafter called "BBVA Securities"), a subsidiary of Banco Bilbao Vizcaya Argentaria, S.A. ("BBVA") registered with and supervised by the U.S. Securities and Exchange Commission and a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation. U.S. persons wishing to execute any transactions should do so only by contacting a representative of BBVA Securities in the U.S. Unless local regulations provide otherwise, non-U.S. persons should contact and execute transactions through a BBVA branch or affiliate in their home jurisdiction.

BBVA and BBVA Group companies or affiliates (art. 42 of the Royal Decree of 22 August 1885 Code of Commerce), are subject to the BBVA Group Policy on Conduct for Security Market Operations which establishes common standards for activity in these entities' markets, but also specifically for analysis and analysts. This BBVA policy is available for reference at the following web site: www.bbva.com.

Analysts residing outside the U.S. who have contributed to this report are not registered with or qualified as research analysts by FINRA or the New York Stock Exchange and may not be considered "associated persons" of BBVA Securities (as such term is construed by the rules of FINRA). As such, they are not subject to NASD Rule 2711 restrictions on communications with subject companies, public appearances and trading of securities held in research analysts' accounts.

BBVA is subject to a Code of Conduct for Security Market Operations, which details the standards of the above-mentioned overall policy for the EU. Among other regulations, it includes rules to prevent and avoid conflicts of interests with the ratings given, including information barriers. This Code of Conduct for Security Market Operations is available for reference at the following web site: www.bbva.com / Corporate Governance.

BBVA Bancomer is subject to a Code of Conduct and to Internal Standards of Conduct for Security Market Operations, which details the standards of the above-mentioned overall policy for Mexico. Among other regulations, it includes rules to prevent and avoid conflicts of interests with the ratings given, including information barriers. These Code and the Internal Standards is available for reference at the following web site: www.bancomer.com/GrupoBBVABancomer/Conócenos.

BBVA Securities is subject to a Capital Markets Code of Conduct, which details the standards of the above-mentioned overall policy for USA. Among other regulations, it includes rules to prevent and avoid conflicts of interests with the ratings given, including information barriers.

EXCLUSIVELY FOR RECIPIENTS RESIDENT IN MEXICO

In the past twelve months, BBVA Bancomer has granted banking credits to the following companies covered in this report: ALFA, AXTEL, CONSTRUCCION Y SERVICIOS INTEGRALES SIGMA, CORPORACION GEO, DAIMLER MEXICO, FACILEASING, GENOMMA LAB INTERNACIONAL, GEO EDIFICACIONES, GRUPO CARSO, GRUPO CASA SABA, GRUPO CEMENTOS DE CHIHUAHUA, GRUPO COMERCIAL CHEDRAUI, GRUPO PALACIO DE HIERRO, IMPULSORA DEL DESARROLLO Y EL EMPLEO EN AMERICA LATINA, INDUSTRIAS BACHOCO, INMOBILIARIA RUBA, PEMEX CORPORATIVO, TIENDAS CHEDRAUI, URBI DESARROLLOS URBANOS, VOLKSWAGEN LEASING.

In the past twelve months, BBVA Bancomer has granted Representación Común services to the following companies covered in this report: N/A

BBVA or one or more of its affiliates makes a market/provides liquidity in the securities of the following companies covered in this report: Casa de Bolsa BBVA Bancomer, MexDer Contrato de Futuros (Dólar de Estados Unidos de América (DEUA), TIIE de 28 días (TE28), Swap de TIIE, CETES de 91 días (CE91)), Bonos M, Bonos M3, Bonos M10, Indice de Precios y Cotizaciones de la BMV (IPC), Contrato de Opciones (IPC, Acciones América Móvil, Cemex, CPO, Femsa UBD, Gcarso A1, Telmex L), Udibonos.

As far as it is known, a Director, Executive Manager or Manager reporting directly to the BBVA Bancomer General Manager has the same position in the following companies that may be covered in this report: Alfa, Alsea, America Movil, AMX, Asur, CMR, Coca-Cola Femsa, Consorcio Hogar, Dine, El Puerto de Liverpool, Fomento Economico Mexicano, Gruma, Grupo Aeroportuario del Pacifico, Grupo Aeroportuario del Sureste, Grupo Bimbo, Grupo Carso, Grupo Financiero Inbursa, Grupo Kuo, Grupo Maseca, Grupo Modelo, Grupo Posadas, Grupo Televisa, Industrias Peñoles, Invex Controladora, KOF, México, Grupo Aeroportuario del Centro Norte, Sanborns Hermanos, Sears Roebuck de México, Telecom, Telefonos de México, Tenaris, Urbi Desarrollos Urbanos, Vitro.

BBVA Bancomer, and, as applicable, its affiliates within BBVA Bancomer Financial Group, may hold from time to time investments in the securities or derivatives financial instruments with underlying securities covered in this report, which represents 10% or more of its securities or investment portfolio, or 10% or more of the issue or underlying of the securities covered.

DISCLAIMER

This document and the information, opinions, estimates, forecasts and recommendations expressed herein have been prepared to provide BBVA Group's customers with general information and are current as of the date hereof and subject to changes without prior notice. Neither BBVA nor any of its affiliates is responsible for giving notice of such changes or for updating the contents hereof.

This document and its contents do not constitute an offer, invitation or solicitation to purchase or subscribe to any securities or other instruments, to undertake or divest investments, or to participate in any trading strategy. Neither shall this document nor its contents form the basis of any contract, commitment or decision of any kind.

Investors who have access to this document should be aware that the securities, instruments or investments to which it refers may not be appropriate for them due to their specific investment goals, financial positions or risk profiles, as these have not been taken into account to prepare this report. Therefore, investors should make their own investment decisions considering the said circumstances and obtaining such specialized advice as may be necessary. Other than the disclosures relating to BBVA Group, the contents of this document are based upon information available to the public that has been obtained from sources considered to be reliable. However, such information has not been independently verified by BBVA or any of its affiliates and therefore no warranty, either express or implicit, is given regarding its accuracy, integrity or correctness. To the extent permitted by law, BBVA and its affiliates accept no liability of any type for any direct or indirect losses or damages arising from the use of this document or its contents. Investors should note that the past performance of securities or instruments or the historical results of investments do not guarantee future performance.

The market prices of securities or instruments or the results of investments could fluctuate against the interests of investors. Investors should be aware that they could even face a loss of their investment. Transactions in futures, derivatives, options on securities or highyield securities can involve high risks and are not appropriate for every investor. Indeed, in the case of some investments, the potential losses may exceed the amount of initial investment and, in such circumstances; investors may be required to pay more money to support those losses. Thus, before undertaking any transaction with these instruments, investors should be aware of their operation, as well as the rights, liabilities and risks implied by the same and the underlying securities. Investors should also be aware that secondary markets for the said instruments may not exist.

BBVA or any of its affiliates' salespeople, traders, and other professionals may provide oral or written market commentary or trading strategies to its clients that reflect opinions that are contrary to the opinions expressed herein. Furthermore, BBVA or any of its affiliates' proprietary trading and investing businesses may make investment decisions that are inconsistent with the recommendations expressed herein. No part of this document may be (i) copied, photocopied or duplicated by any other form or means (ii) redistributed or (iii) quoted, without the prior written consent of BBVA. No part of this report may be copied, conveyed, distributed or furnished to any person or entity in any country (or persons or entities in the same) in which its distribution is prohibited by law. More specifically, this document is in no way intended for, or to be distributed or used by an entity or person resident or located in a jurisdiction in which the said distribution, publication, use of or access to the document contravenes the law which requires BBVA or any of its affiliates to obtain a licence or be registered. Failure to comply with these restrictions may breach the laws of the relevant jurisdiction.

The remuneration system concerning the analysts responsible for the preparation of this report is based on multiple criteria, including the revenues obtained by BBVA and, indirectly, the results of BBVA Group in the fiscal year, which, in turn, include the results generated by the investment banking business; nevertheless, they do not receive any remuneration based on revenues from any specific transaction in investment banking.

In the United Kingdom, this document is directed only at persons who (i) have professional experience in matters relating to investments falling within article 19(5) of the financial services and markets act 2000 (financial promotion) order 2005 (as amended, the "financial promotion order"), (ii) are persons falling within article 49(2) (a) to (d) ("high net worth companies, unincorporated associations, etc.") of the financial promotion order, or (iii) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the financial services and markets act 2000) may otherwise lawfully be communicated (all such persons together being referred to as "relevant persons"). This document is directed only at relevant persons. Any investment or investment activity to which this document relates is available only to relevant persons and will be engaged in only with relevant persons.

BBVA Hong Kong Branch (CE number AFR194) is regulated by the Hong Kong Monetary Authority and the Securities and Futures Commission of Hong Kong.

This document is distributed in Singapore by the BBVA's office in this country for general information purposes and it is generally accessible. In this respect, this document does not take into account the specific investment goals, the financial situation or the need of any particular person and it is exempted from Regulation 34 of the Financial Advisors Regulation ("FAR") (as required in Section 27 of the Financial Advisors Act (Chapter 110) of Singapore ("FAA"))

BBVA, BBVA Bancomer or BBVA Securities are not authorised deposit institutions in accordance with the definition of the Banking Act 1959 nor are they regulated by the Australian Prudential Regulatory Authority (APRA)

GENERAL DISCLAIMER FOR THE EVENT THAT THE READERS HAVE ACCESSED TO THE REPORT THROUGH THE INTERNET

Internet Access

In the event that this document has been accessed via the internet or via any other electronic means which allows its contents to be viewed, the following information should be read carefully:

The information contained in this document should be taken only a general guide on matters that may be of interest. The application and impact of the laws may vary substantially depending on specific circumstances. BBVA does not warrant that this report and/or its contents published on the Internet are appropriate for use in all geographic areas, or that the financial instruments, securities, products or services that can be referenced on it are available or appropriate for sale or use in all jurisdictions or to all investors or counterparties. Recipients of this report acceding to it through the Internet are acceding on their own initiative and are responsible for compliance with local regulations applicable to them.

Changes in regulations and the risks inherent in electronic communications may cause delays, omissions, or inaccuracy in the information contained in this site. Accordingly, the information contained in the site is supplied on the understanding that the authors and editors do not hereby intend to supply any form of consulting, legal, accounting or other advice.

All images and texts are the property of BBVA and may not be downloaded from the Internet, copied, distributed, stored, re-used, re-transmitted, modified or used in any way, except as specified in this document, without the express written consent of BBVA. BBVA reserves all intellectual property rights to the fullest extent of the law.