



CLIENT RELATIONS

SEGMENTS

Banco de Bogotá has been strengthening its presence in the segments of business banking, with permanent accompaniment in the development of clients, and maintain direct communication with them through events for updating and training, preparation and dispatch of regular reports on developments concerning the Bank's products and services, and through the presence of our trademark in the most widely circulated business publications.

As part of the process of integration with Megabanco, the link of Banca Social Banco de Bogotá was effected, within the parameters of image of business banking, and with the complement which the social banking portfolio offers.

The Bank supports the growth and development of SMEs across the country, generating greater added value through the development of models for special attention through product portfolios which meet the needs of our clients.

In this half year, in particular, there was the creation of the consultancy program for SME clients in alliance with FUNDES Colombia, which is supported by a line of credit specially designed to attend to their need. In addition, the Bank maintains business formation courses, and at the end of the first half of this year we have helped to form 322 entrepreneurs, for a total of 1,668 SMEs since the program begun.

ELECTRONIC CHANNELS

The strategies designed to encourage the use of electronic channels helped to increase the number of transactions performed through them.

Personal Gateway

In the first half of 2007, there were 17,665,279 successful transactions through this channel, a growth of 30% on the first half of 2006. In February, Banco de Bogotá launched its new personal gateway, which is more versatile, rapid and secure.

Servilínea

Servilínea continued to grow. Between January and June 2007, the service received 6,311,499 calls for transactions in enquiries, payment of public services, taxes, credit cards, requests for statements and checkbooks, and to make transfers between accounts in the Bank, and with other banks in the Grupo AVAL.

ATMs

At June 30, 2007, the Banco de Bogotá network had 837 ATMs, representing 44% of the 1,914 units in the ATH network. The average number of transactions a month in the first



half of the year was 4,428,970, and the average number of transactions per ATM was 6,251 in June. 67.5% of these transactions were performed in own ATMs; 25.8% in ATH network units and in the Grupo Aval, and 6.8% in ATMs of other networks.

OFFICE NETWORK

During the first half of 2007, 18 new offices were opened in shopping malls, and in high-impact zones of the major cities, intermediate cities and clients. As a result, the total number of offices rose to 498.

In addition, there was the opening of the Carulla Vivero In-Market ATM in the Pance district of Cali. This type of office has become a distribution channel located within the major supermarkets or shops across the country, addressed exclusively to the individual services, and designed to sell and provide advise on products and services, guiding users to transactions in electronic installations, with personal attention for transactions.

At the same time, a new service point was opened in the "in-university" mode in Universidad de la Sabana, Chía. This type of office is a distribution channel located in one of the most important universities in the Country, and offers services to students, teaching staff and administration personnel, and is designed to sell and provide advise on products and services of this segment, with value proposals for them.

Further, new service points were opened for the program of customs duties in Almaviva Manga and Almaviva El Bosque in Cartagena, and at the end of the period there were 9 service points of this kind.

PAYMENT CENTERS

The network of payment centers was increased to 20, with the opening of this channel in Bogotá (Carrera 15 Calle 87 and World Trade Center), in Cali (Imbanaco), and in Itagüí. The payment centers have a structure designed to attend to the payment of pensions and special agreements which are required by corporate and business clients, and have become one of the channels with the strongest potential for expansion in 2007.

SERVICE

In order to continue to strengthen the client-oriented culture, programs were developed in the areas of recognition in service, training and reviews of functions and roles of those taking part, who by the nature of their posts are responsible for managing service performance in each of the regions.

With regard to attention to requests and complaints, the Bank client service system received 208,267 contacts in the first half of 2007, of which 74% were requests (154,117 contacts), 26% were complaints (54,149 contacts), that is, an average of 9,024 complaints per month, which corresponds to any type of concern which clients have with regard to



the Bank's products and services. The largest number of request and complaints (54%) were concentrated in areas related to transactions with ATMs and credit cards.

86% of requests and claims were resolved within the same month in which clients communicated them. In cases which came within the competency of the Client's Defender, there were a total of 543 for the Banco de Bogotá network and 99 for the Megabanco network, giving a total of 642.

INTERNAL PROCESSES

In the first half of 2007, the Bank's actions concentrated on the technological migration of the MEGABANCO network to the Banco de Bogotá platform. The strengthening of operational support processes for commercial activities, and the implementation of the Operating Risk Management System (SARO).

MIGRATION OF THE MEGABANCO NETWORK TO THE BANCO DE BOGOTÁ NETWORK, AND PROCESS INTEGRATION

Prior to starting to implement the Banco de Bogotá technological platform into the Megabanco Network, work was done to integrate the electronic channels (ATMs, internet, Servilinea), applications, processes and development of the product.

In April, the office migrations began. 35 were migrated in the first half of the year, and it is estimated that the process of implementing the integration will have been completed in 185 Megabanco offices by December 2007.

STRENGTHENING OF OPERATIONAL PROCESSES

The following are the highlights of this work:

Operating Model for Personal Banking and SMEs

The implementation of the operating model was completed in Bogotá, Bucaramanga, Barranquilla, Cartagena; and in August, Cali and Medellín. With the initiatives defined for cash, platform and back office; the work of bank officers was optimized, and progress continued with the centralization of certain processes (centralized disbursements, opening of payroll accounts, collection through the courts, guarantees, etcetera).

Personal Banking Gateway

The launch of the new internet gateway for personal banking was completed in February 2007.

From the second half of the six month period, additional services have been enabled, such as payments to social security and payroll taxes PILA, the integration of products