



STATEMENT

The undersigned:

Gilian Renkema, hereafter to be called "civil law notary", as deputy of Pieter Gerard van Druten, civil law notary, officiating in Amsterdam, the Netherlands,

does hereby certify:

that the attached document is a true photostatic copy of the original document, which has been shown to him.

This statement may only be relied upon on the express condition that any issues of interpretation or liability thereunder will be governed by Dutch law and be brought exclusively before a Dutch Court and is subject to the General Terms and Conditions of Loyens & Loeff N.V. (lawyers, tax advisors and civil law notaries)¹ which include a limitation of liability clause.

Signed in Amsterdam, the Netherlands, on 26 July 2016.


G. Renkema



¹ These conditions were deposited with the Registry of the Rotterdam District Court on 1 July 2009 under number 43/2009 and can be found at <http://www.loyensloeff.com>.

APOSTILLE
Convention de La Haye du 5 octobre 1961

1. Country: THE NETHERLANDS
This public document
2. Has been signed by: mr. G. Renkema
3. Acting in the capacity of: candidate notary in
Amsterdam
4. Bears the seal/stamp of:
mr. P.G. van Druten
Certified
5. At Amsterdam
6. On 27 juli 2016
7. By the clerk of the Court of Amsterdam
8. No:
9. Seal/Stamp: 34654 10. Signature
mw. H.H.S. Verhagen



HHS

POWER OF ATTORNEY

BENEFIT MARKETING COÖPERATIEF U.A.

DATED 22 JULY 2016

The undersigned Ralph James Toussieh de Picciotto acting in his capacity as Managing Director A, on behalf of **Benefit Marketing Coöperatief U.A.**, a cooperative with excluded liability (*coöperatie met uitgesloten aansprakelijkheid*) under Dutch law, having its official seat (*statutaire zetel*) in Amsterdam, the Netherlands, and its registered office address at Monte Pelvoux 110-202 Lomas de Chapultepec, Ciudad de México, C.P., 11000, Mexico, registered with the Dutch trade register under number 34332072 (the **Company**).

The Company hereby grants a special power of attorney to Mr. Jorge Vinicio Calupíña Hidalgo, of legal age, domiciled in the city of Quito, Ecuador bearer of Ecuadorian Identity Card N1711379766, acting independently in Ecuador, to perform the following actions on behalf of the Company:

- (a) Register before the Superintendency of Foreign Investment Companies the foreign investment, as well as its periodical updates; and
- (b) Represent the Company in any shareholders' meeting of Benefit Marketing S.A.

The designated attorney is amply authorized to file any available legal remedies, waive and renounce the power of attorney.

The attorney acting on behalf of the Company pursuant to this power of attorney shall inform the Company of any action taken and will submit

OTORGAMIENTO DE PODERES

BENEFIT MARKETING COÖPERATIEF U.A.

22 DE JULIO 2016

El suscrito Ralph James Toussieh de Picciotto, en su calidad de Director A, en representación de **Benefit Marketing Coöperatief U.A.**, una compañía con responsabilidad limitada (*coöperatie met uitgesloten aansprakelijkheid*) conforme a las leyes de Holanda, con domicilio en (*statutaire zetel*) en Amsterdam, Holanda, y con sus oficinas principales en Monte Pelvoux 110-202 Lomas de Chapultepec, Ciudad de México, C.P. 11000, México, registrada en el registro de comercio de Holanda con el número 34332072 (la **Compañía**).

La Compañía en este acto otorga un poder especial en favor del señor Jorge Vinicio Calupíña Hidalgo, mayor de edad, con domicilio en la ciudad de Quito, Ecuador, identificado con Cedula de Identidad Ecuatoriana N1711379766, actuando independientemente en Ecuador, para realizar las siguientes actuaciones en nombre de la Compañía:

- a) Registre ante la Superintendencia de Compañías la inversión extranjera, así como sus respectivas actualizaciones; y
- b) Represente la Compañía en cualquier reunión que celebre la Asamblea General de Accionistas de Benefit Marketing, S.A.

El apoderado designado se encuentra ampliamente facultado para presentar cualquier recurso disponible y podrá renunciar el presente poder.

El apoderado actuando en representación de la Compañía conforme a este poder deberá informar a la Compañía de cualquier acción tomada y le

to the Company copies of all documents executed by him by virtue of this power of attorney.

facilitará a la Compañía copia de todos los documentos celebrados en virtud de este poder.

The Company indemnifies the attorney and a person designated by the attorney against any liability incurred in connection with this power of attorney.

La Compañía indemnizará al apoderado y una persona designada por el mismo en contra de cualquier responsabilidad incurrida en relación con este poder.

The Company, when so requested, will ratify whatever the designated attorney will lawfully do or causes to be done pursuant to the powers conferred under this power of attorney.

La Compañía, cuando sea requerido, ratificará cualesquiera acto que el apoderado haya realizado legalmente o que se vaya a realizar conforme a los poderes otorgados en el presente.

This power of attorney shall be effective until June 30, 2017.

Este poder estará vigente has el 30 de Junio 2017.

This power of attorney is executed under and will be governed by the laws of the Netherlands.

Este poder es ejecutado y se regirá bajo las leyes de los Países Bajos.

Signed for and on behalf of **Benefit Marketing Coöperatief U.A.** by,



Name: R.J.T. de Toussieh de Picciotto
Title: Managing Director A