

GRUPO DE INVERSIONES SURAMERICANA S.A.

REFERENCE: Measures adopted by the Board of Directors to ensure due compliance with External Circular No. 029 issued in 2014 by the Colombian Superintendency of Finance.

DATE: February 23rd, 2017

In compliance with current reporting requirements Grupo de Inversiones Suramericana S.A. hereby announces that at a meeting held today its Board of Directors authorized the following instructions to be given to the Company's legal representatives, senior executives and officers, aimed at ensuring that shareholders may effectively participate and exercise their ownership rights at the Annual Shareholders' Meeting to be held on March 31, 2017.

The Company's legal representatives, senior executives and other officers must abstain from the following:

1. Encouraging, suggesting or providing incentives for shareholders to grant powers of attorney where the name of the representative appointed to attend the Annual Shareholder's Meeting is not clearly stated.
2. Receiving powers of attorneys from shareholders where the name of the representative appointed to attend the Annual Shareholder's Meeting is not clearly stated.
3. Accepting as valid powers of attorney from shareholders that do not comply with that laid out in Article 184 of the Code of Commerce for their respective representatives to attend the Annual Shareholder's Meeting.
4. Suggesting or deciding upon the name of possible candidates acting in representation of the shareholders at the Annual Shareholder's Meeting.
5. Recommending that shareholders vote for a certain list or in a specific list.

6. Suggesting, liaising or agreeing with any shareholder or shareholder representative with a view to submitting proposals for shareholders to consider at the Annual Shareholder's Meeting.
7. Suggesting, liaising or agreeing with any shareholder or shareholder representative with a view to voting for or against any proposal submitted for the consideration of the shareholders at the Annual Shareholder's Meeting.

The Board of Directors hereby appoints the Company Secretary to verify full compliance with that herein stated, who shall notify the Board prior to the Annual Shareholders' Meeting that these instructions were faithfully complied with, or suggest the measures required to remedy any shortcomings with regard to their enforcement.

About Grupo SURA

Grupo de Inversiones Suramericana –GRUPO SURA- is a Latin American company listed on the Colombian Stock Exchange and registered with the ADR- Level 1 program in the United States. We are also the only Latin American corporation from the miscellaneous financial service sector to be admitted to the Dow Jones Sustainability Index (DJSI), which tracks companies who have become global benchmarks thanks to the best practices they have adopted from the economic, environmental and social standpoints. GRUPO SURA has two fields of investment: its core strategic interests in the financial service, insurance, pension, savings and investment sectors; and its industrial investments in the processed food, cement and energy sectors.