

Results and Important Events during the Third Quarter 2014

- Increase of 40% in net sales in comparison with the same period of last year, with a 2.0% growth in Same-Store Sales for the quarter
 - Increase of 466 units compared with the prior year, closing with a total of 2,277 units
 - Increase of 29% in EBITDA in the third quarter, with a 100 basis points contraction
 - The Vips' transition to Alsea's business model was successfully completed ahead of schedule
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MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Fabián Gosselin, Alsea's Chief Executive Officer said: *"During the third quarter we continued to see a complicated scenario in Mexico, mainly due to a contraction in consumption, which had a heavier impact on the medium-low segments, in addition to the current situation in Argentina, where there is a significant currency devaluation affecting several factors of consumption. Despite this, we have achieved significant growth in both revenues and EBITDA, a moderate growth in same-store sales, while also managing to integrate nearly all of Vips' operating and administrative processes into Alsea's business model, which will start to be reflected in improved margins in the coming periods. As we saw the trend in the last weeks of the third quarter and the first weeks of the fourth quarter, we believe there will be a slight improvement towards the close of the year, and subsequently a recovery scenario in the coming year."*

October 2014

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Mexico City, October 22, 2014. Today Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading Quick Service Restaurant (QSR), Coffee Shop and Casual Dining operator in Latin America, reported its results for the third quarter 2014. This information is presented in nominal terms according to International Financial Reporting Standards (IFRS).

CONSOLIDATED RESULTS FOR THE THIRD QUARTER OF 2014

The following table shows a condensed Income Statement in millions of pesos (except EPS). The margin for each item represents net sales, as well as the percentage change during the quarter ended September 30, 2014, in comparison with the same period of 2013:

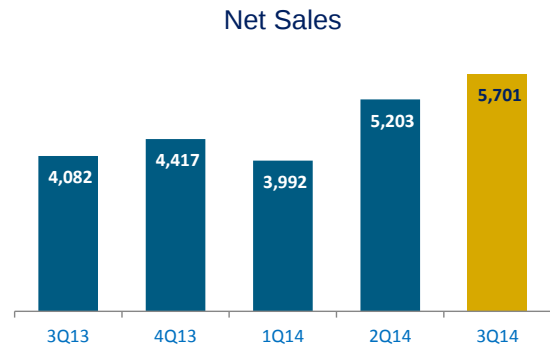
	3Q 14	Margin %	3Q 13	Margin %	Change %
Net Sales	\$5,701	100.0%	\$4,082	100.0%	39.7%
Gross Income	3,873	67.9%	2,717	66.6%	42.5%
EBITDA ⁽¹⁾	706	12.4%	546	13.4%	29.3%
Operating Income	350	6.1%	305	7.5%	14.5%
Net Income	\$185	3.2%	\$184	4.5%	0.4%
EPS ⁽²⁾	0.861	N.A.	0.794	N.A.	8.4%

(1) EBITDA is defined as operating income before depreciation and amortization.

(2) EPS is earnings per share for the last 12 months.

Net sales increased 39.7% to 5,701 million pesos in the third quarter of 2014, in comparison with 4,082 million pesos in the prior year. This increase is due mainly to the addition of 445 corporate units, for a total of 1,816 corporate units at the end of September 2014, which represents a 32.5% growth over the same period of the prior year. Other factors that also contributed to the increase in net sales during the quarter were: increased sales from the incorporation of Vips, growth of 2.0% in same-store sales, and higher revenues from the distribution and production segment. This was partially offset by the impact of devaluation of the Argentine peso.

Our brands in South America showed growth in same-store sales which, thanks to our portfolio and geographical diversification, allowed us to achieve a consolidated growth of 2.0%.



During the third quarter of 2014, gross income increased 1,155 million pesos to 3,873 million pesos, with a gross margin of 67.9%, in comparison with 66.6% recorded in the same period of the previous year. The 1.3 percentage points improvement in gross margin is attributed to the effect on the business mix, as the brands that showed the highest growth are those that have a lower cost of sales as a percentage of their sales, as well as the pricing strategy implemented during the third quarter. This effect was offset by the impact of the tax reform, as well as by the 22-cent devaluation in the Mexican peso, in comparison with the same period of the previous year.

Operating expenses (excluding depreciation and amortization) increased 2.4 points as a percentage of sales, rising from 53.2% during the third quarter of 2013, to 55.6% in the same period of 2014. This increase is mainly attributable to expenses related to the start of operations of P.F. Chang's in Brazil, The Cheesecake Factory in Mexico and Starbucks in Colombia, expenses related to the transition and integration processes of Vips, as well as the opening of stores, and to a lesser extent to the aforementioned business mix, in which the units with the highest sales growth are those that generate higher expenses as a percentage of sales.

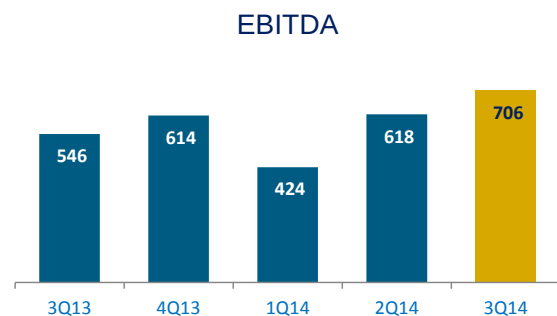
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Those effects were partially offset by the margin resulting from the increase in number of units in operation, as well as the operating efficiencies obtained during the period.

As a result of the 42.5% growth in gross income and the 45.9% increase in operating expenses (excluding depreciation and amortization), EBITDA grew 29.3% to 706 million pesos at the close of the third quarter of 2014, compared with 546 million pesos in the same period of the prior year. The increase in EBITDA of 160 million pesos is mainly attributable to the positive contribution from incorporation of the Vips brand into our portfolio and the integration of Starbucks Chile, as well as the increase in the number of units. EBITDA margin decreased 1.0 point as a percentage of sales, dropping from 13.4% in the third quarter of 2013 to 12.4% during the same period of 2014, mainly due to the decrease in same-store sales in Mexico, the impact of the new businesses on results, as well as transition, integration and extraordinary expenses of Vips, and the drop in consumption in Argentina.

Net income during the quarter remained at similar levels as compared with the same period in the prior year, closing at 185 million pesos, compared to 184 million pesos in the third quarter of 2013, derived from the increase of 44 million pesos in the operating income, a decrease of 6 million pesos in taxes, and the positive change of approximately 4 million pesos in the result in the share of associated companies. These variations were partially offset by the increase of 53 million pesos in the all-in result of financing, derived from higher net interest expenses, while in the same period of the prior year there had been foreign exchange gains of 23 million pesos.

Earnings per share "EPA"⁽²⁾ for the 12 months ended September 30, 2014, increased to 0.861 pesos, in comparison with 0.794 pesos for the 12 months ended September 30, 2013.



RESULTS BY SEGMENT

Net sales and EBITDA are shown below by business segment in millions of pesos for the third quarter of 2014 and 2013.

<i>Net Sales by Segment</i>	3Q 14	% Cont.	3Q 13	% Cont.	% Var.
Food and Beverages – Mexico	\$4,192	73.5%	\$2,636	64.6%	59.0%
Food and Beverages – South America	1,234	21.6%	1,173	28.7%	5.2%
Distribution and Production	1,196	21.0%	1,089	26.7%	9.9%
Intercompany Operations ⁽³⁾	(921)	(16.1)%	(816)	(20.0)%	12.9%
Consolidated Net Sales	5,701	100.0%	4,082	100.0%	39.7%

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EBITDA by Segment	3Q 14	% Cont.	Margin	3Q 13	% Cont.	Margin	% Var.
Food and Beverages – Mexico	\$465	65.8%	11.1%	\$401	73.5%	15.2%	15.8%
Food and Beverages – South America	88	12.5%	7.1%	108	19.8%	9.2%	(18.5)%
Distribution and Production	85	12.1%	7.1%	61	11.1%	5.6%	40.3%
Others ⁽³⁾	68	9.6%	N.A.	(24)	(4.4)%	N.A.	(382.8)%
Consolidated EBITDA	706	100%	12.4%	546	100%	13.4%	29.3%

(3) For the purpose of information by segment, these operations were included in each respective segment.

Food and Beverages – Mexico

Sales in the third quarter 2014 increased 59.0% to 4,192 million pesos, in comparison with 2,636 million pesos in the same period in 2013. This favorable variation of 1,556 million pesos is mainly attributable to the incorporation of the Vips brand into our portfolio, and to the addition of 410 corporate units of the different brands over the last 12 months.

EBITDA increased 15.8% during the third quarter of 2014, closing at 465 million pesos, compared with the 401 million pesos reported in the same period of the prior year. That increase is attributable to the margin generated by the higher number of units in operation, in addition to the business mix. This was partially offset by the performance of Burger King Mexico, which was impacted by the contraction in consumption, the results related to the start of operations of The Cheesecake Factory, and expenses related to the integration of Vips.

Food and Beverages – South America

The Food and Beverages – South America division represented 21.6% of Alsea's consolidated sales, and at the end of the third quarter of 2014, it was comprised of Burger King operations in Argentina, Chile and Colombia, Domino's Pizza Colombia, Starbucks Argentina, Chile and Colombia, and P.F. Chang's in Chile, Argentina, Colombia and Brazil. At the end of the period there were a total of 308 corporate units and nine sub-franchised units. Sales in this segment increased 5.2% to 1,234 million pesos, in comparison with 1,173 million pesos from the third quarter of 2013. This positive variation of 61 million pesos was mainly due to the increase of 35 corporate units and seven sub-franchised units, as well as to the increase in same-store sales, which was partially offset by the impact from the 48.1% devaluation of the Argentine peso, in comparison with the third quarter of 2013.

EBITDA in the Food and Beverages – South America division at the end of the third quarter of 2014 decreased 18.5%, closing at 88 million pesos, in comparison with 108 million pesos in the same period in 2013. EBITDA margin at the close of the third quarter 2014 showed a negative variation of 2.1 percentage points in comparison with the same period of the prior year. The decrease is partially attributable to the pre-operating expenses related to Alsea's entry into the Brazilian market with the opening of P.F. Chang's and the start of operations of Starbucks in Colombia, as well as to the impact of devaluation of the Argentine peso. This variation was partially offset by the margin generated from the growth in same-store sales, and the economies of scale arising from the increase in the aforementioned corporate units, as well as to a better business mix resulting from the acquisition of Starbucks Chile.

Distribution and Production

Net sales during the third quarter of 2014 increased 9.9% to 1,196 million pesos, in comparison with 1,089 million pesos in the same quarter of 2013. This can be attributed to the increase in the number of units served in the last 12 months, mainly due to the incorporation of the units of the Vips brand into our distribution network, supplying a total of 1,971 units at September 30, 2014, in comparison with 1,536 units for the same period in the previous year, which was a 28.3% increase. Sales to third parties remained at similar levels in comparison with the same quarter of 2013, closing at 275 million pesos.

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EBITDA during the third quarter of 2014 increased 40.3%. The positive change is attributable to the increased number of units served, as well as to efficiencies in expenses arising from the successful implementation of the warehouse management project, as well as operating improvements at the bread production plant, and better margins in the bakery business due to higher volume and lower production costs.

NON-OPERATING RESULTS

All-In Cost of Financing

The all-in cost of financing in the third quarter of 2014 increased to 91 million pesos, compared with 38 million pesos in the same period of the prior year. That variation of 53 million pesos is attributable to higher net interest expenses of 29 million pesos and to the decrease of 25 million pesos in the exchange income.

Share in the Results of Associated Companies

The result in the share in associated companies during the third quarter of 2014 increased 4 million pesos, in comparison with the same period of the prior year. The increase can be attributed to incorporation of the results of Grupo Axo.

Taxes on Earnings

Taxes on earnings of 76 million pesos decreased 6 million pesos in comparison with the same quarter of the prior year, due to a 5 million pesos drop in earnings before taxes at the close of the third quarter of 2014.

BALANCE SHEET

Investments in the Shares of Associated Companies, Store Equipment, Improvements to Leased Locations and Properties, Brand Use Rights, Goodwill and Pre-Operating Expenses

The increase of 9,828 million pesos in this line was due to the acquisition of the Vips' assets, and to the opening of new units as a part of the expansion program over the last 12 months. Those impacts were partially offset with the amortization and depreciation of assets.

During the nine months ended September 30, 2014, Alsea made capital investments of 1,465 million pesos, of which 1,344 million pesos, equal to 91.7% of total investments, were earmarked for unit openings, equipment refurbishing and remodeling existing units for the different brands that the Company operates. The remaining 122 million pesos were destined for other items, notably improvement and logistics projects, and software licenses, among other projects.

Inventory

Inventory at September 30, 2014, increased to 872 million pesos. This increase of 301 million pesos, which is equal to 8.2 days of inventory, is mainly attributable to the incorporation of Vips operations, and to the implementation of hedging strategies in Argentina.

Taxes Recoverable – Net

The increase of 154 million pesos in Taxes Recoverable – net of Taxes Payable – at September 30, 2014, is mainly attributable to a decrease of 178 million pesos in the taxes payable, arising mainly from the payment made for the tax deconsolidation.

Debt

At the end of the third quarter of 2014, Alsea's total debt increased 2,170 million pesos, closing at 7,222 million pesos, in comparison with 5,052 million pesos on the same date of the previous year. The Company's consolidated net debt increased 2,251 million pesos, closing on September 30, 2014 at 6,722 million pesos, in comparison with 4,471 million pesos at the end of the third quarter of 2013.

At September 30, 2014, 87.5% of the debt was long term, and on that same date 98.8% of the debt was denominated in Mexican pesos and the remaining 1.2% was in Argentine and Chilean pesos, and Brazilian reals.

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The following table shows the balance of total debt in millions of pesos at September 30, 2014, as well as the maturity dates for the subsequent years:

	Balance 3Q 14	Maturities											
		2014	%	2015	%	2016	%	2017	%	2018	%	2019	%
Bank Debt	\$7,222	\$287	4%	\$976	14%	\$1,366	19%	\$1,113	15%	\$3,259	45%	\$221	3%

Financial Ratios

At September 30, 2014, the financial restrictions established in the Company's credit contracts were as follows: the ratio of: i) Gross Debt to EBITDA, pro-forma for the last 12 months was 2.4x; ii) the Net Debt to EBITDA, pro-forma for the last 12 months was 2.2x; and iii) EBITDA, pro-forma for the last 12 months to interest paid over the last 12 months was 6.1x.

The Return on Invested Capital ("ROIC")⁽⁴⁾ decreased from 10.9% to 8.3% during the 12 months ended September 30, 2014. The Return on Equity ("ROE")⁽⁵⁾ for the 12 months ended September 30, 2014 was 8.3%, compared with 12.8% for the same period of the prior year.

KEY NUMBERS

Financial Indicators	3Q 14	3Q 13	Variation
*EBITDA ⁽¹⁾ / Interest Paid	6.1 x	8.7 x	N.A.
Gross Debt / *EBITDA ⁽¹⁾	2.4 x	2.7 x	N.A.
Net Debt / *EBITDA ⁽¹⁾	2.2 x	2.3 x	N.A.
ROIC ⁽⁴⁾	8.3 %	10.9%	(260) bps
ROE ⁽⁵⁾	8.3 %	12.8%	(450) bps

Stock Market Indicators	3Q 14	3Q 13	Variation
Book Value per Share	\$13.31	\$5.94	124.1%
EPS (12 months) ⁽²⁾	\$0.861	\$0.794	8.4%
Shares in circulation at the close of the period (millions)	838.6	687.8	21.9%
Price per share at close	\$42.49	\$36.91	15.1%

(4) ROIC is defined as operating income after taxes (last 12 months) by net operating investment (total assets – cash and short-term investments – no-cost liabilities)

(5) ROE is defined as net earnings (last 12 months) over shareholders' equity.

*Pro forma EBITDA Vips last 12 months

RELEVANT EVENTS

During the third quarter of 2014, Alsea reached an agreement to acquire 71.76% of Grupo Zena, the leading restaurant operator in Spain. The transaction was concluded on October 21, 2014.

BRANDS	UNITS 3Q14
Domino's Pizza	640
<i>Mexico</i>	596
<i>Colombia</i>	44
Burger King	561
<i>Mexico</i>	433
<i>Argentina</i>	77
<i>Chile</i>	35
<i>Colombia</i>	16
Quick Service Restaurants	1,201
Starbucks	583
<i>Mexico</i>	443
<i>Argentina</i>	76
<i>Chile</i>	62
<i>Colombia</i>	2
Coffee Shops	583
Chili's Grill & Bar	42
California Pizza Kitchen	20
P.F. Chang's China Bistro	21
<i>Mexico</i>	16
<i>Argentina</i>	1
<i>Chile</i>	1
<i>Colombia</i>	1
<i>Brazil</i>	2
Pei Wei Asian Diner	2
Italianni's	63
The Cheesecake Factory	1
Casual Dining	149
Vips	260
El Portón	84
Family Dining	344
TOTAL ALSEA UNITS	2,277
Corporate	1,816
Sub-franchises ⁽¹⁾	461

(1) 225 Domino's, 218 Burger Kings, 11 Italianni's and 2 California Pizza Kitchens

MEXICO 1,960

ARGENTINA 154

CHILE 98

COLOMBIA 63

BRAZIL 2

This press release contains certain forward-looking information regarding the Company's results and outlook. However, actual results may vary materially from these estimates. Information on future events contained in this release must be read jointly with the risk summary in the Annual Report. That information, as well as future reports made by the Company or any of its representatives, whether verbally or in writing, may vary significantly from actual results. These projections and estimates, which are prepared with reference to a determined date, should not be taken as fact. The Company is in no way liable for updating or revising any of these projections and estimates, whether as a result of new information, future events or other associated events.

The Company's shares are traded on the Mexican Stock Exchange under the ticker ALSEA*.

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Chief Financial Officer

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ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED FINANCIAL STATEMENTS
AT SEPTEMBER 30, 2014 AND 2013
(In thousands of nominal pesos)

	September 30, 2014	September 30, 2013
ASSETS		
Current assets:		
Cash and short-term investments	\$ 499,945	\$ 581,056
Clients	508,158	378,588
Other accounts and documents receivable	283,010	151,646
Inventory	871,732	570,655
Taxes recoverable	346,981	370,666
Other Current Assets	603,482	546,135
Current assets	3,113,308	2,598,746
Investments in shares of associated companies	800,211	188,387
Store equipment, improvements to leased locales, and property, net	8,742,693	4,454,170
Brand use rights, goodwill and pre-operations, net	8,689,193	3,761,340
Deferred Income Tax	863,517	942,684
Total Assets	\$ 22,208,921	\$ 11,945,327
LIABILITIES		
Short term:		
Providers	\$ 1,390,976	\$ 1,108,040
Taxes payable	153,116	330,905
Other accounts payable	1,555,561	992,541
Bank credits	901,718	252,816
Short-term liabilities	4,001,371	2,684,302
Long term:		
Bank credits	3,829,864	2,309,706
Commercial papers	2,490,701	2,489,758
Other long-term liabilities	487,948	125,303
Long-term liabilities	6,808,513	4,924,767
Total Liabilities	10,809,884	7,609,069
SHAREHOLDERS' EQUITY		
Minority interest	240,414	250,874
Majority interest:		
Social Capital	478,749	403,339
Net premium in share placement	8,614,877	2,057,417
Accumulated income	2,085,188	1,400,656
Income during the year	369,444	406,416
Conversion effects – foreign entities	(389,635)	(182,444)
Majority interest	11,158,623	4,085,384
Total Shareholders' Equity	11,399,037	4,336,258
Total Liabilities and Shareholders' Equity	\$ 22,208,921	\$ 11,945,327

ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED INCOME STATEMENT FOR THE THREE MONTHS AND NINE MONTHS
ENDED SEPTEMBER 30, 2014 AND 2013
(In thousands of nominal pesos)

	Three months ended September 30,					Nine months ended September 30,						
	2014			2013		2014			2013			
Net Sales	\$	5,701,349	100%	\$	4,082,341	100%	\$	14,896,711	100%	\$	11,301,714	100%
Cost of sales		1,828,459	32.1%		1,364,906	33.4%		4,817,146	32.3%		3,783,048	33.5%
Gross Income		3,872,889	67.9%		2,717,435	66.6%		10,079,564	67.7%		7,518,667	66.5%
Operating Expenses		3,167,178	55.6%		2,171,503	53.2%		8,331,789	55.9%		6,094,262	53.9%
Depreciation and amortization		355,950	6.2%		240,526	5.9%		913,264	6.1%		674,820	6.0%
Operating Income		349,761	6.1%		305,406	7.5%		834,512	5.6%		749,585	6.6%
All-in cost of financing:												
Interest paid – net		89,842	1.6%		60,841	1.5%		351,020	2.4%		130,220	1.2%
Exchange loss / (gain)		1,562	0.0%		(23,278)	(0.6)%		(3,272)	0.0%		9,289	0.1%
		91,404	1.6%		37,563	0.9%		347,748	2.3%		139,509	1.2%
Share in the results of associated companies		2,890	0.1%		(1,123)	0.0%		11,545	0.1%		3,191	0.0%
Income before taxes		261,248	4.6%		266,721	6.5%		498,309	3.3%		613,267	5.4%
Tax on earnings		76,459	1.3%		82,615	2.0%		159,377	1.1%		209,472	1.9%
Consolidated net income		184,788	3.2%		184,106	4.5%		338,932	2.3%		403,795	3.6%
Non-controlling interest		(9,758)	(0.2)%		282	0.0%		(30,512)	(0.2)%		(2,621)	0.0%
Controlling interest	\$	194,546	3.4%	\$	183,824	4.5%	\$	369,444	2.5%	\$	406,416	3.6%

ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED CASH FLOW STATEMENTS FOR THE NINE MONTHS
ENDED SEPTEMBER 30, 2014 AND 2013
(In thousands of nominal pesos)

	September 30, 2014	September 30, 2013
Operating activities:		
Consolidated result before income taxes	\$ 498,309	\$ 613,267
Income from investments:		
Depreciation and amortization of brands	913,264	674,820
Write-down of fixed assets	40,723	14,661
Other entries	(11,546)	(3,191)
Total	1,440,750	1,299,557
Clients	(110,267)	(14,271)
Inventory	(63,658)	25,364
Providers	(206,099)	(76,875)
Taxes payable	(398,015)	(434,780)
Other assets and other liabilities	104,340	(106,198)
Total	(673,699)	(606,760)
Net cash flow from operations	767,051	692,797
Investment activities		
Store equipment, improvements to leased locales, and property	(1,313,834)	(491,817)
Brand use rights, goodwill and pre-operations, net	(244,145)	(270,357)
Acquisition of subsidiary	(8,200,000)	(1,961,200)
Net cash flow from investment activities	(9,757,979)	(2,723,374)
Cash receivable from financing activities	(8,990,928)	(2,030,577)
Financing activities		
Bank credits and loan payments, net	2,166,970	88,042
Commercial papers, net	1,851	2,489,758
Dividend declaration	-	(374,478)
Increase in capital, net of premium and expenses due to issuance of shares	6,652,897	-
Minority interest, net	-	(433,329)
Sale (repurchase) of shares	(5)	5,070
Net cash flow from financing activities	8,821,713	1,775,063
Increase (decrease) net of cash	(169,215)	(255,514)
Adjustments to cash flow due to exchange rate variations	5,890	(96,024)
Cash at the beginning of the period	663,270	932,594
Cash at the end of the period	\$ 499,945	\$ 581,056

ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
PRO-FORMA CONSOLIDATED INCOME STATEMENT FOR THE THREE MONTHS AND NINE MONTHS
ENDED SEPTEMBER 30, 2014 AND 2013
(In thousands of nominal pesos)

	Three months ended September 30,					Nine months ended September 30,						
	2014			2013		2014			2013			
Net Sales	\$	5,701,349	100%	\$	5,620,508	100%	\$	16,820,772	100%	\$	15,791,537	100%
Cost of sales		1,828,459	32.1%		1,851,892	32.9%		5,372,694	31.9%		5,174,278	32.8%
Gross Income		3,872,890	67.9%		3,768,616	67.1%		11,448,078	68.1%		10,617,259	67.2%
Operating Expenses		3,167,177	55.6%		3,022,394	53.8%		9,453,179	56.2%		8,519,946	54.0%
Depreciation and amortization		355,950	6.2%		256,211	4.6%		1,017,549	6.0%		938,742	5.9%
Operating Income		349,763	6.1%		490,011	8.7%		977,350	5.8%		1,158,571	7.3%
All-in cost of financing:												
Interest paid – net		89,842	1.6%		268,426	4.8%		359,086	2.1%		353,485	2.2%
Exchange loss / (gain)		1,562	0.0%		(23,278)	(0.4)%		(3,251)	0.0%		9,289	0.1%
		91,404	1.6%		245,148	4.4%		355,835	2.1%		362,774	2.3%
Share in the results of associated companies		2,890	0.1%		(1,122)	0.0%		11,545	0.1%		3,191	0.0%
Income before taxes		261,249	4.6%		243,741	4.3%		633,060	3.8%		798,988	5.1%
Tax on earnings		76,460	1.3%		19,917	0.4%		181,611	1.1%		209,533	1.3%
Consolidated net income		184,789	3.2%		223,824	4.0%		451,449	2.7%		589,455	3.7%
Non-controlling interest		(9,758)	(0.2)%		283	0.0%		(30,512)	(0.2)%		(2,621)	0.0%
Controlling interest	\$	194,547	3.4%		223,541	4.0%		481,961	2.9%		592,076	3.7%