



percent penetration in this market.

Finally, we should mention the strong positioning achieved by Banco de Chile in the personal banking market, confirmed by the most relevant market survey figures, such as first place in banking oriented to persons, bank oriented

to young adults, recalling and attractiveness of advertising campaigns, and overall service quality. Banco de Chile also consolidates its first place in preference for banking products and stands for the third consecutive year as the preferred bank to move to (Adimark).

Affiliates

Administradora Banchile de Fondos Mutuos S.A.

In 2001, this affiliate kept its leadership position in the Mutual Funds market, managing 20.3 percent of industry net worth. It ended the period with Ch\$ 3,075 million in profits, which represent a 62.4 percent return on capital.

Banchile Corredores de Bolsa S.A.

It ended the period with Ch\$ 4,443 million in profits, with a 49.8 percent return on capital, thus keeping its top position in the stock market segment, with a 14.3 percent market share.

Banchile Asesoría Financiera S.A.

Advisory services provided during the year relate mainly to economic assessments, liability restructuring ,

disposal of assets, and corporate market. In addition, it participated in many bid processes concerning important real estate assets.

Banchile Corredores de Seguros Ltda.

Total premiums brokered by this affiliate in the year 2001 amounted to some UF 735,287, with an annual growth of 40.42 percent. Profits for the period amounted to UF 15,942, representing a 65.63 percent increase in relation to the previous year.

Banchile Factoring S.A.

In 2001, this affiliate recorded a Ch\$ 466 final profit, a figure that represents an annual return on capital of 34 percent.