



## HOTEL and AMResorts launch the brand Reflect® Resorts & Spas in Co-Branding with Krystal Grand® in Punta Cancún, Los Cabos and Nuevo Vallarta

**Mexico City, June 5<sup>th</sup>, 2018** - Grupo Hotelero Santa Fe, S.A.B. Of C.V. (BMV: HOTEL) ("HOTEL" or "the Company"), one of the leading companies in the hotel industry in Mexico, announces the signing of a strategic alliance with AMResorts. With this strategic alliance, a co-branding will be implemented between Reflect® Resorts & Spas brand and Krystal Grand® brand for the hotels in Punta Cancun, Los Cabos and Nuevo Vallarta that altogether, represent 1,329 rooms. With this alliance we expect to significantly increase sales of our three hotels, in addition to the opportunity to expand this partnership to more properties. This strategic alliance begins on July 1<sup>st</sup>, 2018.

Through this strategic alliance with HOTEL, AMResorts will be responsible for the commercialization, sales and marketing of the properties, which will give the Company higher growth on international sales, and therefore, a higher dollar-denominated sales percentage, as well as better customer acquisition thanks to Apple Leisure Group's distribution network, the largest global operator for leisure travel to Mexico, the Dominican Republic and one of the largest to the Caribbean. HOTEL maintains property of the Hotels and will continue operating them.

The signing of this strategic alliance will give us access to more direct, diversified and profitable distribution channels. This, combined with our proven capability as the best hotel operator in Mexico, will optimize the results of these properties. Currently HOTEL has 6,295 rooms in 25 hotels in 15 cities in Mexico including hotels in construction.

AMResorts is a company of Apple Leisure Group, and a leading hotel brand management company of resorts in Mexico and the Caribbean, with a solid global sales, marketing and distribution structure. Currently, AMResorts has an inventory of over 19,000 rooms and specializes in the luxury all-inclusive vacation segment. Apple Leisure Group is a leading North American leisure travel company, with the only vertically integrated business model, serving travelers and destinations around the world.



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### About HOTEL

Hotel is a leading company in the Mexican hotel industry, focused on acquisitions, use conversions, development and operation of its own hotels as well as third party-owned hotels. The Company focuses on strategic hotel location and quality, a unique hotel management model, strict expense control and the proprietary Krystal® brand as well as other international brands. As of year-end 2017, the Company employed over 3,200 people and generated revenues of Ps. 1,581 million. For more information, please visit [gsf-hotels.com](http://gsf-hotels.com)

### About Apple Leisure Group

Apple Leisure Group® (ALG) is the leading North American travel, hospitality and leisure management group with the only vertically-integrated business model, serving travelers and destinations worldwide. ALG consistently delivers exceptional value to travelers and strong performance to resort owners and partners by strategically leveraging the power of its portfolio of businesses across five segments, comprising: the largest seller of vacation packages in the U.S. for travel to Mexico and the Caribbean, moving approximately 3.4 million passengers annually through the well-established vacation brands Apple Vacations®, Mark International®, Travel Impressions®, CheapCaribbean.com®, Blue Sky Tours®, Southwest Vacations, Funjet Vacations®, and United Vacations; brand management of 5-star and 4-star luxury resorts through AMResorts® award-winning brand portfolio including Zoëtry® Wellness & Spas Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Now Resorts & Spas®, and Sunscape® Resorts & Spas; best-in-class destination management services provided by Amstar DMC and Worldstar®, the exclusive travel club Unlimited Vacation Club®; and the innovative technology solutions provider Trisept Solutions®, connecting over 88,000 travel agents with leading travel suppliers. To learn more about the Apple Leisure Group advantage, visit [appleleisuregroup.com](http://appleleisuregroup.com)

### About AMResorts

AMResorts, a subsidiary of Apple Leisure Group, is the fast-growing provider of sales, marketing and brand management services to six individually unique resort brands. The Newtown Square-based company is continuously raising the all-inclusive concept to a new level of luxury with its signature Endless Privileges®, Unlimited-Luxury® and Unlimited-Fun® programs. Located throughout Mexico, Jamaica, Curacao, Dominican Republic, Costa Rica, and Panama, AMResorts' more than 52 award-winning properties treat every guest to premium accommodations, desirable locations and extraordinary inclusions. The brands in the collection include: boutique Zoëtry® Wellness & Spa Resorts; adults-only Secrets® Resorts & Spas; high energy Breathless® Resorts & Spas; family-friendly Dreams® Resorts & Spa; vibrant Now® Resorts & Spas; and fun-filled Sunscape® Resorts & Spas. Images, logos and informational material about the AMResorts Collection of brands and properties are available at [amresorts.com/media](http://amresorts.com/media)

#### Legal Note on Forward Looking Statements:

The information provided in this report contains certain forward-looking statements and information related HOTEL and its subsidiaries which are based in the understanding of its managers, as well as in assumptions and information currently available for the Company. Such statements reflect the current view of Grupo Hotelero Santa Fe in regard to future events subject to a number of risks, uncertainties and assumptions. Several features may cause that the results, performance or current achievements of the Company may differ materially with respect to future results, performance or attainments of Grupo Hotelero Santa Fe that may be included, expressly or implied within such statements in regard to the future, including among others, alterations in the economic general conditions and/or politics, governmental and commercial changes globally or within the countries in which the Company has any business interests, changes in the interests rates and inflation, exchange rates volatility, changes in the demand and regulations of the products marketed by the Company, changes in the price of raw materials and other goods, changes in the business strategies and several other features. If one or more these of risks or uncertainties are materialized, or if the assumptions used result to be incorrect, the real results may materially differ from those described herein as anticipated, believed, expected or envisioned. Grupo Hotelero Santa Fe undertakes no obligation to

