



## HOTEL announces the development of Breathless Tulum Resort & Spa

**Mexico City, December 10, 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 a group of private investors and AMResorts with the objective to develop the Breathless Tulum Resort & Spa, a Grand Tourism category resort. The construction of this resort will begin in 2Q19 and will offer 300 Suites.

The total estimated investment that will be executed from 2019 to 2021, is of approximately US\$ 80 million. Out of the total investment, it is estimated that US\$ 32 million will be debt, HOTEL will contribute US\$ 12 million which represents 25% of the equity. The remaining 75% equity stake will be covered by the group of private investors. The resort will tentatively open in the second half of 2021.

The management of this property will be similar to our recently announced deal for the three Reflect Krystal Grand properties. HOTEL will oversee operation of the property, and AMResorts will be responsible for the commercialization, sales and marketing, which will benefit the property with a high dollar-denominated revenue share due to international (mostly american) sales, 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.

This development is aligned with our diversification strategy which contemplates growth in the resort segment with partners. Including this transaction, the Company's portfolio will reach 28 hotels and 6,932 rooms in 18 cities across Mexico, including hotels currently under construction or expansion. The Company will continue to seek and analyze investment opportunities for hotels and properties, as well as third-party hotel management contracts in the ordinary course of business.

AMResorts is a brand of Apple Leisure Group, and a leading hotel brand management company with a collection of 55 resorts in Mexico and the Caribbean, and a solid global sales, marketing and distribution structure. Currently, AMResorts has an inventory of over 20,000 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 brands across five segments, comprising: the largest seller of vacation packages and charter flights in the U.S. for travel to Mexico and the Caribbean, moving approximately 3.2 million passengers annually through the well-established vacation brands Apple Vacations®, BeachBound®, Funway Holidays®, Travel Impressions®, CheapCaribbean.com®, Blue Sky Tours®, Southwest Vacations®, Funjet Vacations®, and United Vacations®; brand management of 5-star and 4-star luxury resorts, or 3-star budget friendly resorts through AMResorts® award-winning brand portfolio including Zoëtry® Wellness & Spas Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Now Resorts & Spas®, Reflect Resorts & Spas®, Sunscape® Resorts & Spas and Amigo® Resorts; best-in-class destination management services provided by Amstar DMC and Worldstar®, the exclusive loyalty program 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 [www.appleleisuregroup.com](http://www.appleleisuregroup.com)

### About AMResorts

AMResorts collectively provide sales, marketing and brand management services to seven individually unique resort brands including Zoëtry Wellness & Spa Resorts, Secrets, Breathless, Dreams, Now, Reflect and Sunscape Resorts & Spas. 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®, Defined Delights™ and Unlimited-Fun® programs. Located throughout Mexico, Jamaica, Curacao, Dominican Republic, Costa Rica, and Panama, AMResorts' 55 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 ([zoetryresorts.com](http://zoetryresorts.com); 1-888-4-ZOËTRY); adults-only Secrets Resorts & Spas ([secretsresorts.com](http://secretsresorts.com); 1-866-GO SECRETS); high-energy Breathless Resorts & Spas ([breathlessresorts.com](http://breathlessresorts.com); 1-855-65-BREATHE); family-friendly Dreams Resorts & Spas ([dreamsresorts.com](http://dreamsresorts.com); 1-866-2-DREAMS); vibrant Now Resorts & Spas ([nowresorts.com](http://nowresorts.com); 1-877-NOW-9953); spirited Reflect Resorts & Spas ([reflectresorts.com](http://reflectresorts.com); 1-855-4REFLECT); and fun-filled Sunscape Resorts & Spas ([suncaperesorts.com](http://suncaperesorts.com); 1-866-SUNSCAPE). Images, logos and informational material about the AMResorts Collection of brands and properties are available at [amresorts.com/mediasite/media](http://amresorts.com/mediasite/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

