



Santa Fe  
grupo | hotelero

## HOTEL announces the opening of the Secrets Tulum Resort & Beach Club

**Mexico City, October 20, 2023** - Grupo Hotelero Santa Fe, S.A.B. de C.V. (BMV: HOTEL) ("HOTEL" or the "Company"), one of the leading companies in the hotel industry in Mexico announces the opening of the *Secrets Tulum Resort & Beach Club* hotel (the "Hotel Secrets Tulum") the company owns 25% of the shares. The remaining 75% of the shares are owned by a group of private investors. The hotel has 326 rooms and a Beach Club in Tulum, Quintana Roo within the all-inclusive adult only luxury lodging segment and will be operated by the Company.

### About HOTEL

HOTEL is a leading Company in the Mexican hotel industry, focused on acquiring, converting, developing, and operating 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 2022, the Company employed over 3,400 people and generated revenues of Ps. 2,652 million. For more information, please visit [www.gsf-hotels.com](http://www.gsf-hotels.com)

#### Legal Note:

The information provided in this report contains certain forward-looking statements and information related to Grupo Hotelero Santa Fe, S. A. B. de C. V. and its subsidiaries (jointly "Grupo Hotelero Santa Fe" or the "Company") 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 vision of Grupo Hotelero Santa Fe in regard to future events and are 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 does business, 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 prove 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 update or revise any forward-looking statements.

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