



HOTEL announces the signing of the Management Contract for AC by Marriott Hotel in Valle Oriente

Mexico City, January 24, 2017 - 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 Management Contract of a four star business hotel with 168 rooms that is being developed in Valle Oriente, Monterrey, Nuevo Leon.

The hotel, which is under construction and owned by a third party, is located in a real estate development named "Distrito Armida", in the heart of Valle Oriente, where many corporate offices, businesses and service providers are located. Distrito Armida is a five-stage development of almost 600,000 square meters of construction; the hotel will be developed in the first stage. The Company will operate the hotel under the franchise of a recognized international brand and is expected to open in the second quarter of 2019.

This Management Contract is in line with the Company's expansion plan which contemplates growth in the urban business hotel segment in the 4 and 5-star categories, with third party brands at strategically located hotels. This marks the tenth hotel under a third-party Management Contract that has been added to the Company's portfolio, a clear sign of trust from real estate investors regarding the operating capacity of the Company.

With the inclusion of this hotel, the Company's portfolio will reach 21 hotels with 5,560 rooms and presence in 10 cities in Mexico, including the hotels currently in development or expansion.

The Company will continue seeking and analyzing investment opportunities in hotels and properties as well as third-party hotel Management Contracts, from time to time, as the ordinary course of business. Such opportunities will be timely analyzed and, as the case may be, will be approved by the Company's corresponding corporate authorities.



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About Grupo Hotelero Santa Fe

Grupo Hotelero Santa Fe is one of the leading companies in the Mexican hotel industry, with Mexican DNA, and is focused on acquiring, converting, developing and operating its own hotels and third party-owned hotels.

The Company is well-known for the strategic location and quality of its assets, for its operating efficiency resulting from its unique hotel management model, characterized by the multifunctional efficiency of its employees and a strict expense control. The Company owns the Krystal® brand, which has considerable recognition in the Mexican market.

HOTEL is committed to continue offering an excellent place to work and providing excellent services to its guests, respecting the environment and striving to generate high profitability for its investors.

The Company has over 2600 employees in Mexico, is part of the ranking Super Empresas Expansión 2015 and its shares are listed on the Mexican Stock Exchange (BMV: HOTEL). Furthermore, it has been awarded as a Socially Responsible Company (“ESR” or “Empresa Socialmente Responsable”).

For additional information, please visit 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”, “HOTEL”, 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 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 of this 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 update or revise any forward-looking statements.

