



Mexico City, August 3 2020 - 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 that due to the impacts of the pandemic it has amicably agreed to conclude the commercialization and cobranding agreement with AM Resorts as of July 31, 2020 for our three hotels in Punta Cancun, Los Cabos and Nuevo Vallarta. These hotels will return to our proprietary brand Krystal Grand® by October 1st, 2020. As part of the agreement AM Resorts authorized the Company to operate the three hotels under the Reflect® brand until September 30th, 2020 in order for the Company to make all necessary adjustments to rebrand these properties. HOTEL will be responsible for the commercialization and will continue with the management of the properties.

Apple Leisure Group continues to be a strategic partner for the Company. They have a robust distribution network, and are the largest global operator for leisure travel to Mexico, the Dominican Republic and one of the largest to the Caribbean. AM Resorts is also our business partner for the Breathless Tulum Resort & Spa where HOTEL will oversee operation of the property, and AM Resorts will be responsible for the commercialization, sales and marketing. AM Resorts will keep the Reflect® Resorts & Spas brand.

About HOTEL

HOTEL is a leading company in the Mexican hotel industry, dedicated to the acquisition, conversion, development and operation of its own hotels as well as third parties-owned hotels. The Company focuses on the strategic location and quality, of its hotels, a unique management model, strict expenses control and the Krystal® brand as well as other international brands. At the end of year 2019, it had more than 3,700 employees and generated revenues of Ps. 2,238 million. For more information, please visit www.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, including: 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®, Funjet 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 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 Alua® Hotels & 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 appleleisuregroup.com

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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.