



Santa Fe
grupo | hotelero

HOTEL announces the signing of Management Contract for the *SLS Cancún*

Mexico City, February 10, 2021 - 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 the luxury lifestyle hotel *SLS Cancun*. The property, located in the exclusive area of Puerto Cancun, showcases 45 luxury suites, 130 branded residential units, a Leynia Restaurant, Ciel Spa and a state-of-the-art fitness center. SLS, Leynia and Ciel Spa are all brands owned by sbe, a leading global lifestyle hospitality company which is part of Accor. The hotel was designed by award-winning architect and designer Piero Lissoni and was developed by Related Group, Inmobilia and U-Calli. SLS Cancun is located in a residential complex that accesses 250 meters of beachfront, a beach club, a sailboat club, an 18-hole golf course designed by Tom Weiskopf, and a shopping center with more than 100 high-end stores & boutiques, as well as a 16-screen movie theater. The property began operating today.

This Management Contract is in line with the Company's expansion plan which contemplates growth in the resort hotel segment, with third party brands in strategic locations. With the addition of the SLS Cancun, the Company's portfolio will reach 29 hotels with 7,032 rooms and presence in 17 cities in Mexico, including the hotels currently in construction or expansion. The Company will continue seeking and analyzing investment opportunities in hotels and properties for acquisition, change of use, development and third-party hotel Management Contracts as an ordinary course of business.

About HOTEL

HOTEL is a leading company in the Mexican hotel industry, centered 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 2019, the Company employed over 3,700 people and generated revenues of Ps. 2,238 million. For more information, please visit www.gsf-hotels.com

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

CORPORATE OFFICE

Juan Salvador Agraz No.65 – Piso 20
Colonia Santa Fe Cuajimalpa,
C.P. 05348, Ciudad de México, México
Tel. (+52) 55 5261-0800

CFO

Enrique Martinez
emartinez@gsf-hotels.com
Tel. (+52) 55 5261-0807

INVESTOR RELATIONS DIRECTOR

Maximilian Zimmermann Canovas
inversionistas@gsf-hotels.com
Tel. (+52) 55 5261-4508

