



Grupo Hotelero Santa Fe announces the closing of the acquisition and payment of the Krystal Satélite María Bárbara hotel

Mexico City, April 7th, 2015 – Grupo Hotelero Santa Fe (BMV: HOTEL) (“HOTEL” or “the Company”), a leading company in the Mexican hotel industry, announces the closing of the acquisition and payment of the “Krystal Satélite María Bárbara” hotel. Starting today, the 215-room hotel is operated by the Company.

As previously announced on March 26th, the acquisition of the hotel was in the amount of Ps. 266.0 million or approximately USD 17.3 million that were funded with resources from the recent Initial Public Offering. In addition, the Company plans to invest approximately Ps. 39 million or approximately USD 2.5 million in equipment and general improvements. Also, further ahead, HOTEL will seek to leverage the hotel as part of its debt balancing strategy.

This acquisition is in line with the Company's expansion plan which contemplates growth from the urban hotel segment focused on the business travelers through the Krystal brand.

With the closing of this transaction, the Company's portfolio is comprised of 15 hotels and 4,159 hotel rooms, of which 12 hotels and 3,722 rooms are operating, while 3 hotels and 437 rooms are in construction stages.

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



Enrique Martínez
Director de Finanzas
emartinez@gsf-hotels.com
Tel: +52 (55) 5261-0807

Miguel Bornacini
Director de Relación con Inversionistas
inversionistas@gsf-hotels.com
Tel: +52 (55) 5261-0804

About Grupo Hotelero Santa Fe:

HOTEL is one of the leading companies in the Mexican hotel industry, focused on acquiring, developing and operating hotels. The Company has a unique business model characterized by its flexibility and adaptability as HOTEL's experience allows it to operate under different brands, local and foreign, in different segments.

The Company maintains a focus on the strengthening and positioning of its Krystal brand, which has considerable recognition in the Mexican market. This strategy allows HOTEL to offer different experiences adapted to the specific demand in each market and to maximize the profitability of its investments.

The Company's operating model is characterized by the multi-functionality and efficiency of its personnel, as well as a strict cost control that allows a rapid adaptation and anticipation to the changing necessities of the industry. HOTEL has the capacity to add new hotels to its existing portfolio through the acquisition, development and conversion of properties or through the celebration of operating contracts with third parties. The Company considers that its diversified portfolio and its management capacities focused on profitability, in addition to the property of a brand with high recognition in the market, together help HOTEL obtain new operating contracts for hotel owned by third parties.

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 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.

