



Grupo Hotelero Santa Fe signs acquisition of 212 hotel room property to become Krystal Urban Cancún Centro

México City, November 25th, 2014 – Grupo Hotelero Santa Fe (BMV: HOTEL) (“HOTEL” or “the Company”), one of the leading companies in the Mexican hotel industry, announces the acquisition contract signature of a full service hotel to be operated by HOTEL under the “Krystal Urban Cancún Centro” brand, being the first hotel the Company will operate under the Krystal Urban brand.

The investment totals an amount of \$USD 19.3 million, including approximately \$USD 1.5 million for equipment and general improvements. The investment will be made with resources from the recent Initial Public Offering. The closing of the transaction is subject to certain conditions customary for this type of transactions, which are expected to be fulfilled before year end.

Krystal Urban Cancun Centro, a four star hotel, is located at the heart of Cancún’s urban area. The hotel has full service amenities and 212 hotel rooms out of which 20 will receive new furnishings.

This acquisition is in line with the Company’s diversification strategy which contemplates growth from the urban hotel segment focused on the business traveler through the Krystal Urban brand. With this acquisition HOTEL begins the deployment of the resources obtained during the Initial Public Offering

The Krystal Urban Cancún Centro hotel will take advantage of the synergies generated with the other hotels that the Company operates in Cancun. With this acquisition, and together with the Krystal Resort Cancún and Krystal Grand Cancún hotels, both located in the Punta Cancún beach, HOTEL will have reached 1,010 hotel rooms in one of the main destinies in Mexico.

With the closing of this transaction the Company’s portfolio will reach 14 hotels and 3,951 hotel rooms, of which 11 hotels with 3,508 rooms are operating, while 3 hotels and 443 rooms are in development 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.



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Facade



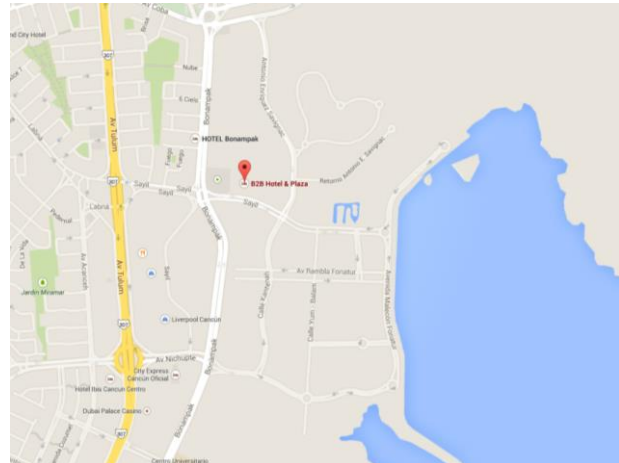
Rooms



Pool



Location



About HOTEL:

We are one of the leading companies in the Mexican hotel industry, focused on acquiring, developing and operating hotels. We count with a unique business model due to its flexibility and adaptability as our experience allows us to operate under different national and international brands and in different segments. We maintain a focus on the strengthening and positioning of our Brand Krystal, which has excellent Brand recognition in the Mexican market. This strategy allows us to offer different experiences tailored to the specific demand in each market, in the aim of maximizing the profitability of our investments. Our operating model is characterized by the multi-functionality of our personnel and a strict expense control which allow a rapid adaptation and anticipation of the ever-changing needs of the industry. We have the capacity to add hotels to our existing portfolio through the purchase, development or conversion of properties as well as the celebration of operating contracts with third parties. We consider that our diversified hotel portfolio, our operating capacity focused on generating profitability, in addition to the ownership of a brand with high recognition in the market all aid in the obtaining of operating contracts with 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.

