



Grupo Hotelero Santa Fe announces strategic partnership for developing hotel in Mexico City

Mexico City, December 08th, 2015 – Grupo Hotelero Santa Fe, S.A.B. de C.V. (BMV: HOTEL) (“HOTEL” or “the Company”), one of the leading companies in the Mexican hotel industry, announces the closing of a strategic partnership with a group of private Mexican investors to develop a mixed use real estate complex, to be commercialized separately, that will include a 5 star hotel with meeting space and ballroom, restaurants, bar and other services, retail area, residential area and parking.

The project will be located in *Avenida Insurgentes Sur*, in Mexico City and the estimated total investment, which will be made during 2016 and 2017, will be of Ps. 1,115 million of which approximately Ps. 690 million correspond to the hotel. The Company will participate with 50% of the investment and will consolidate the hotel’s operation, which is expected to open during the first half of 2018.

The hotel, which will have approximately 250 rooms, will be commercialized under the Krystal Grand® brand and will be operated by Grupo Hotelero Santa Fe. With this development, HOTEL will reach 965 hotel rooms in Mexico’s capital city, the main tourism business market in the country.

This investment is in line with the Company’s expansion strategy, which aims towards growth in the city hotel segment and in the 4 and 5 star categories, through strategically located hotels and with the Krystal® brand. With this hotel, the Company’s portfolio reaches 16 hotels and 4,409 rooms.

The Company will continue seeking and analyzing investment opportunities in hotels and properties for use conversion as well as third-party hotel’s management contracts, from time to time, as the ordinary course of business.



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 HOTEL:

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

The Company is renowned for the strategic location and high quality of its assets, its operating efficiency, as its unique operating model is characterized by the multi-functionality and efficiency of its personnel and cost control, and for its proprietary Krystal® brand, which has considerable recognition in the Mexican market

HOTEL is committed to continue being a Company that is a great place to work and provides an excellent service to our guests, respects our environment and generates a high profitability to our shareholders.

Legal Note on Forward Looking Statements:

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.

