



## Grupo Hotelero Santa Fe announces its revenue and EBITDA guidance for 2016

**Mexico City, November 30<sup>th</sup>, 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 its revenue and EBITDA guidance for 2016.

Based on 2015 year-end preliminary estimate for total revenue of Ps. 930.0 million and an EBITDA margin of 32.3%, for 2016 HOTEL expects an increase in total revenue between 20% and 23% compared to that of 2015 and an EBITDA margin of 32.8%.

The Company’s growth for 2016 is expected to be driven by the following:

- 1) Growth from owned hotels in maturity stage: mainly driven by recent acquisitions (*Krystal Satellite Maria Barbara* and *Krystal Urban Cancun*), and the rest of the hotels going through stabilization curve (*Krystal Grand Punta Cancun* and *Krystal Beach Acapulco*);
- 2) Base increase of third-party owned hotels: more management fees due to: i) an increment in room-night inventory after the renovation of the *Krystal Grand Reforma* and an expansion of the *Krystal Cancun*, ii) the recent additions of the *Hilton Garden Inn Monterrey Aeropuerto* and *Hampton Inn Hotel & Suites Paraíso* hotels, and iii) more third party hotel additions the Company expects to make during the year;
- 3) Improved performance of owned stabilized hotels: constant asset management seeking additional sources of revenue and continuous operating improvement generate growth in the Company’s stabilized hotels (*Hilton Guadalajara*, *Hilton Garden Inn Monterrey*, *Krystal Urban Cd. Juárez* and *Hilton Puerto Vallarta*);
- 4) New openings: the Company expects to open the *Krystal Urban Guadalajara* hotel during December 2015, with full year effect in 2016.
- 5) Acquisitions: additional revenue and EBITDA from acquisitions the Company expects to make during the year.



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.

