



## Grupo Hotelero Santa Fe reinforces its Growth Strategy and announces the Appointment of Oscar Chávez as Acquisitions and Development Director

**México City, February 4th, 2015** – In order to strengthen its structure and reinforce its growth strategy by acquisitions, conversions, third-party hotels management contracts and development, Grupo Hotelero Santa Fe, S.A.B. de C.V. (BMV: HOTEL) (“HOTEL” or “the Company”) has appointed Oscar Chávez as Acquisitions and Development Director, reporting directly to the CEO.

Mr. Chávez, who has more than 20 years of experience in the lodging industry, achieved extraordinary results in his previous venture as Acquisitions and Development Director for Starwood Hotels and Resorts for Mexico y Central America for all of Starwood’s brands.

With Mr. Chávez’s incorporation, HOTEL reiterates its focus towards growth, while committing to client satisfaction and achieving superior profitability to investors.



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## About HOTEL:

We are one of the leading companies in the Mexican hotel industry, focused on acquiring, developing and operating hotels. We have 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.

