



Mexico City, November 24, 2025 – Grupo Hotelero Santa Fe, S.A.B. de C.V. (BMV: HOTEL) ("HOTEL" or "the Company"), one of the leading companies of the hotel industry in Mexico, announces that Mr. Gonzalo del Peón Suárez joins the Board of Directors of HOTEL as an independent director, an incorporation that will be approved at the next Ordinary General Shareholders Meeting to be held at the end of April 2026. In the meantime, he will participate as a guest in the Board sessions.

Gonzalo's participation will strengthen the Company's strategy and commercial capacity, especially considering his extensive and very successful track record in the global hotel and tourism sector.

Gonzalo has nearly four decades of international experience in the tourism and hotel industry, highlighting his role as co-founder and later President of AMResorts, a company that created the concept of luxury all-inclusive, thus transforming the all-inclusive market in Mexico, the Caribbean and Latin America.

His leadership was instrumental in creating a platform of 99 hotel properties in tourist destinations, consolidating the market-leading company with one of the most influential portfolios in the region prior to its sale to Hyatt Hotels Corporation.

Subsequently, he served as Group "President Americas & Global Commercial" of Hyatt Inclusive Collection, focused on strategies for Latin America and the Caribbean.

He has been recognized as a visionary executive in innovation, business growth and talent development within the sector. Additionally, he is Vice President of the National Association of Hotel Chains (ANCH) and member of the Advisory Council of CNET, which reinforces his leadership and deep understanding of the national tourism environment.

This press release is hereby communicated to the investing public in compliance with the provisions of Article 50 of the "Ley del Mercado de Valores"

About Grupo Hotelero Santa Fe

HOTEL is a leading Company in the Mexican hotel industry, focused on acquiring, converting, developing, and operating its own hotels as well as third-party owned hotels. The Company focuses on strategic hotel location and quality, a unique hotel management model, strict expense control and the proprietary Krystal® brand, as well as other international brands. As of year-end 2024, the Company employed over 4,600 people and generated revenues of Ps. 2,985 million. For more information, please visit www.gsf-hotels.com

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 vision of Grupo Hotelero Santa Fe in regard to future events and are 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 does business, 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 these of risks or uncertainties are materialized, or if the assumptions used prove 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.