Grupo Hotelero Santa Fe Reports Increase of 19% in Total Revenue and 44% EBITDA for 1Q15

Mexico City, April 27, 2015 – Grupo Hotelero Santa Fe S.A.B. de C.V. (BMV: HOTEL) ("HOTEL" or "the Company"), announced today its consolidated results for the first quarter period ended March 31, 2015 ("1Q15"). Figures are in accordance with International Financial Reporting Standards ("IFRS"), are expressed in Mexican Pesos and are unaudited.

Highlights for 1Q15

- Total Revenue for 1Q15 reached Ps. 236.7 million, 19.3% higher compared to 1Q14, driven by increases of 21.1% in Room Revenue, 18.3% in Food and Beverages and 14.2% in Other Revenue.
- EBITDA[1] reached Ps. 88.3 million, 44.0% higher than the figure reported in 1Q14. EBITDA margin increased 6.4 percentage points versus 1Q14, reaching 37.3% for 1Q15.
- Net income decreased from Ps. 20.7 million in 1Q14 to Ps. 16.2 million in 1Q15, primarily driven by a foreign exchange loss from the depreciation of the Mexican peso vs. the U.S. dollar during the year. The foreign exchange loss is an accounting item that has no impact on net operating cash flow, given the Company's long term debt profile.
- At the end of 1Q15, operating cash flow reached Ps. 98.3 million, compared to the Ps. 52.0 million reported in 1Q14, representing an increase of 88.9%.
- HOTEL's portfolio reached 3,944 rooms, including 3,507 rooms in operation and 437 under development, up 5.8% compared to 1Q14, and mainly driven by the acquisition of *Krystal Urban Cancun Centro* hotel.
- RevPAR of Company-owned hotels grew 8.3% vs 1Q14, driven by an ADR increase of 8.0%.
- In line with its expansion plan, during 1Q15, the Company announced the acquisition agreement for a 215-room, five-star hotel for Ps. 266.0 million. The hotel is located in the Mexico City metropolitan area and will operate under the Krystal brand, under the name: *Krystal Satélite María Barbara*.

	First Quarter		
Figures in thousand Mexican	**2015**	**2014**	**% Var.**
Total Revenue	236,672	198,393	*19.3*
EBITDA	88,287	61,292	*44.0*
EBITDA Margin	*37.3%*	*30.9%*	*6.4 pt*
Operating Income	64,044	35,908	*78.4*
Net Income	16,218	20,704	*(21.7)*
Net Income Margin	*6.9%*	*10.4%*	*(3.6 pt)*
Occupancy	65.1%	64.9%	*0.2 pt*
ADR	1,294	1,198	*8.0*
RevPAR	843	778	*8.3*

[1] *EBITDA is calculated by adding Operating Income, Depreciation and Total Non-recurring expenses.*

Comments from the Chief Executive Officer

Mr. Francisco Zinser, stated:

2015 has kicked off with a consistent and vigorous pace in the various markets where we operate, particularly in vacation destinations. Industry fundamentals are very solid and Mexico has once again joined the group of 10 most-visited countries by international travelers on a global basis[2].

Tourism demand for Mexican destinations has been favored to a great extent by the depreciation of the peso versus the dollar, which has generated higher demand from foreign travelers, who are reaping the benefits of higher purchasing power, as well as domestic travelers, who are faced with higher costs to travel internationally. For us, this trend has resulted in an 8.3% RevPAR increase, mainly from higher average rates. We have also observed a positive trend in urban destinations.

We continue the stabilization process at the following hotels: *Krystal Grand Punta Cancun*, *Krystal Beach Acapulco*, *Hilton Puerto Vallarta* and the recently-acquired *Krystal Urban Cancun* hotel, driving the operational goals we set for the properties.

We had a solid first quarter, with a 19.3% and 44.0% increase in total revenue and EBITDA, respectively, when compared to the first quarter of 2014.

Conversion of the *Krystal Urban Guadalajara* hotel continues to be under way. The hotel is expected open its doors during the fourth quarter of 2015. Similarly, *Hilton Garden Inn Aeropuerto Monterrey* and *Hampton Inn and Suites*, also under construction, are expected to open their doors early during the third quarter of the year.

One relevant news item was the launch of our Krystal Rewards® loyalty program at the end of February, which after only one month has obtained a high level of client interest and added affiliates as a result of the program. This new program is one of the main pillars of our commercial strategy, not only because it aims to enable us to get to know our customers better, but it shall also be used as an additional tool to attract them to our direct reservation channels and our personalized customer service. The aforementioned program aids the Company in lowering its distribution costs, which will have a positive impact on margins.

The objective of Krystal Rewards® is to increase customer and guest loyalty in order to be able to offer them promotions and products in accordance with their needs, consumption patterns and preferences. In addition, with this program we will be able to identify and reward our customers. With our focus on urban destinations, we will be able to generate an increasing number of memberships that will allow customers to redeem their points throughout our vacation destinations.

With 72% of our rooms under the Krystal brand, we are proud to offer guests the “Krystal experience”, which is the result of the passion of our employees. The attributes of our offering are based on unique locations that include product and services that surpass client expectations, generating value that will help us become the leading hotel operator in Mexico.

[2] *SECTUR 2015*

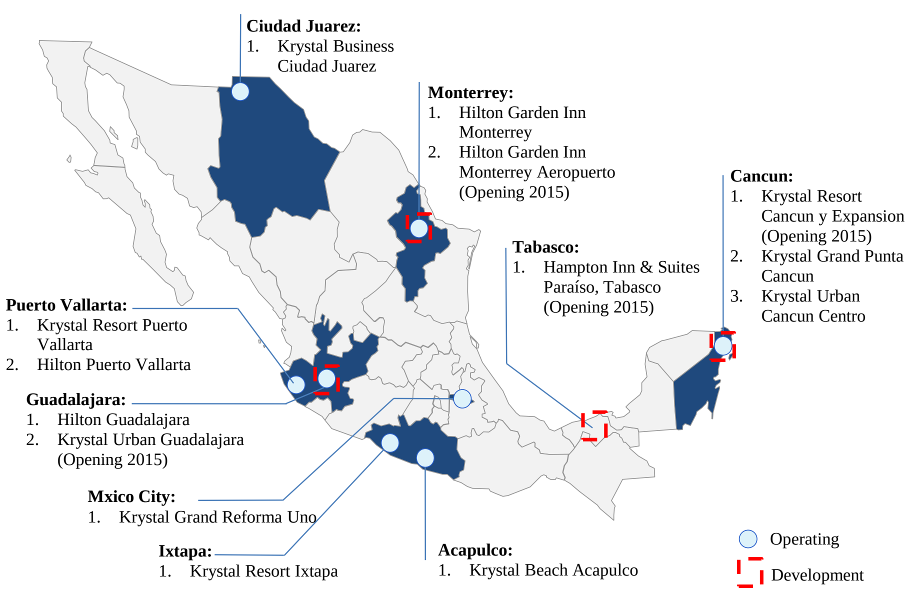
Portfolio of Hotel Properties

No.	Hotel Name	Total Rooms	Ownership	Type	Category	Stabilized	City	State
1	Hilton Guadalajara	450	100%	Urban	Grand Tourism	Yes	Guadalajara	Jalisco
2	Hilton Garden Inn Monterrey	150	100%	Urban	4 stars	Yes	Monterrey	Nuevo Leon
3	Krystal Business Cd. Juarez	120	100%	Urban	4 stars	Yes	Ciudad Juarez	Chihuahua
4	Krystal Grand Reforma Uno	489	-	Urban	Grand Tourism	In Process	Distrito Federal	Distrito Federal
5	Krystal Urban Cancun	212	100%	Urban	4 stars	In Process	Cancún	Quintana Roo
Subtotal Urban		**1,421**						
6	Krystal Resort Cancún	457	-	Resort	5 stars	Yes	Cancún	Quintana Roo
7	Krystal Resort Ixtapa	255	-	Resort	5 stars	Yes	Ixtapa	Guerrero
8	Krystal Resort Puerto Vallarta	420	-	Resort	5 stars	Yes	Vallarta	Jalisco
9	Krystal Grand Punta Cancún	295	100%	Resort	Grand Tourism	In Process	Cancún	Quintana Roo
10	Hilton Puerto Vallarta Resort	259	100%	Resort	Grand Tourism	In Process	Vallarta	Jalisco
11	Krystal Beach Acapulco	400	100%	Resort	4 stars	In Process	Acapulco	Guerrero
Subtotal Resorts		**2,086**						
Total in Operations		**3,507**						
12	Hilton Garden Inn Monterrey Airport	134	15%	Urban	4 stars		Monterrey	Nuevo Leon
13	Hampton Inn & Suites Paraíso Tabasco	117	-	Urban	4 stars		Paraíso	Tabasco
14	Krystal Urban Guadalajara	140	100%	Urban	4 stars		Guadalajara	Jalisco
	Expansion - Krystal Resort Cancún	46	-	Resort	5 stars		Cancún	Quintana Roo
Total Under Development		**437**						
Total		**3,944**						

As of the end of 1Q15, HOTEL had a total of 11 properties under operation, of which 7 are company-owned and the remaining 4 are third-party owned. This represents one additional property compared to the 10 hotels which the Company had in operation at the end of 1Q14. The total number of rooms under operation in 1Q15 was 3,507, a 6.4% increase compared to 3,295 for the same period of the previous year.

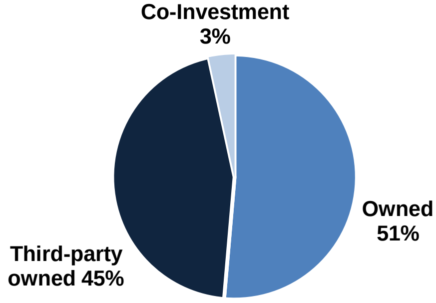
Additionally, HOTEL has 251 rooms under Construction in the cities of Monterrey and Paraíso Tabasco, 140 in Conversion in Guadalajara, as well as an expansion of 46 additional rooms under construction in the *Krystal Cancun* hotel, for a total of 14 hotels and 3,944 rooms.

The hotel portfolio is distributed geographically as follows:

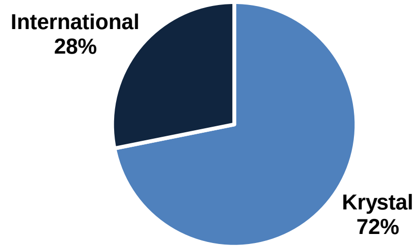


In terms of rooms under operation and rooms under development, by the end of 1Q15 the hotel portfolio is composed as following:

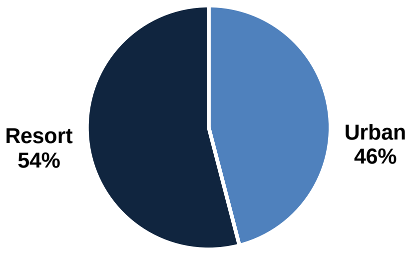
Ownership



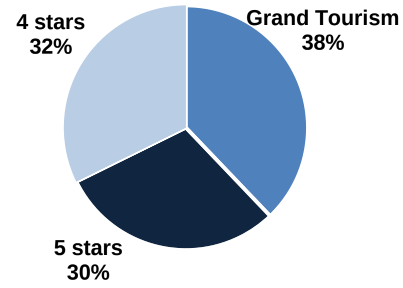
Brand



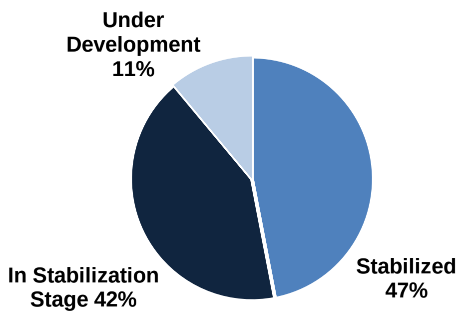
Segment



Category



Stabilization Stage



Hotel Clasification

For comparison purposes, the hotel portfolio is classified between hotels owned by the Company and those owned by third parties, which managed by HOTEL. This classification is due to the fact that the majority of revenue is driven by Company-owned hotels. Hotels under management, while commercially important and relevant for the hotel platform, only generate management fees for the Company, which are shown in the P&L under Other Income.

The Company classifies its own hotels according to their stage in the stabilization cycle. As a result of this classification, hotels that have been in operation for at least 36 months are considered mature or stabilized, while hotels that have been in operation for less than 36 months are considered in their stabilization stage or in their maturing period.

At the close of 1Q15 HOTEL had 7 Company-owned hotels: 3 stabilized hotels and 4 hotels still in their maturing stage. There are also 4 third-party owned hotels under management.

The operating metrics include 3,044 rooms under operation out of a total of 3,507 rooms, excluding 281 rooms which are part of Vacation Club[3] and 182 rooms under renovation (162 rooms in *Krystal Grand Reforma Uno* and 20 in *Krystal Urban Cancun Centro*). The following table includes a summary of the main operating metrics of 1Q15, compared with the same periods of the prior year.

The table illustrates the detail of operating metrics in accordance to this classification:

Figures in Pesos	First Quarter		
Hotel Classification	**2015**	**2014**	**%Var.**
Stabilized Owned Hotels	**3**	**3**	***0.0***
Number of rooms	720	720	*0.0*
Occupancy	58.1%	57.5%	*0.6 pt*
ADR	1,173	1,073	*9.3*
RevPAR	681	617	*10.4*
Owned Hotels in Stabilization Stage	**4**	**3**	***33.3***
Number of rooms	1,093	901	*21.3*
Occupancy	69.7%	70.9%	*(1.1 pt)*
ADR	1,361	1,279	*6.4*
RevPAR	949	907	*4.7*
Total Owned Hotels	**7**	**6**	***16.7***
Number of rooms	1,813	1,621	*11.8*
Occupancy	65%	64.9%	*0.2 pt*
ADR	1,294	1,198	*8.0*
RevPAR	843	778	*8.3*
Third-party Hotels Under Management	**4**	**4**	***0.0***
Number of rooms	1,231	1,389	*(11.4)*
Occupancy	83.2%	72.0%	*11.2 pt*
ADR	1,273	1,161	*9.6*
RevPAR	1,059	835	*26.7*
Total Hotels in Operation	**11**	**10**	***10.0***
Number of rooms	3,044	3,010	*1.1*
Occupancy	72.4%	68.2%	*4.2 pt*
ADR	1,284	1,180	*8.8*
RevPAR	930	804	*15.6*

Note: excludes 281 rooms from Vacation Club as well as 162 rooms from Krystal Grand Reforma Uno and 20 from Krystal Urban Cancún Centro that are being remodeled.

[3] *281 rooms are part of Vacation Club, of which 53 rooms are company-owned, and 228 rooms are third-party owned under the Company's management. Vacation Club revenue is included in the P&L under Other Income, and is, therefore, excluded from this analysis.*

Consolidated Financial Results

Figures in thousand Mexican Pesos	First Quarter		
Income Statement	**2015**	**2014**	**%Var.**
Room Revenue	137,500	113,501	*21.1*
Food and Beverage Revenue	64,275	54,344	*18.3*
Other Revenue	34,897	30,548	*14.2*
Total Revenue	**236,672**	**198,393**	***19.3***
Cost and Operating Expenses	88,771	82,525	*7.6*
Sales and Administrative	56,351	51,382	*9.7*
Other Expenses	3,263	3,195	*2.1*
Depreciation and Amortization	21,029	19,014	*10.6*
Total Costs and Expenses	**169,414**	**156,115**	***8.5***
Total Non Recurring Expenses	**3,214**	**6,370**	***(49.5)***
EBITDA	**88,287**	**61,292**	***44.0***
EBITDA Margin(%)	*37.3%*	*30.9%*	*6.4 pt*
Operating Income	**64,044**	**35,908**	***78.4***
Operating Income Margin (%)	*27.1%*	*18.1%*	*9.0 pt*
Net Financing Result	**(43,635)**	**(8,805)**	***395.6***
Total income taxes	4,247	2,659	*59.7*
Minority Interest	0	(3,741)	*(100.0)*
Net Income	**16,218**	**20,704**	***(21.7)***
Net Income Margin (%)	*6.9%*	*10.4%*	*(3.6 pt)*

Total Revenue

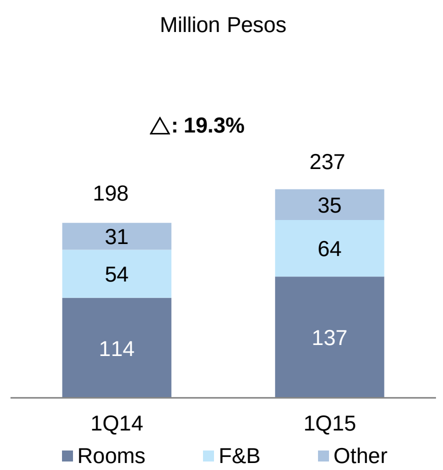
During 1Q15, Total Revenue increased 19.3%, from Ps. 198.4 million in 1Q14 to Ps. 236.7 million.

This increase was mainly driven by solid performance of maturing Company-owned hotels, which experienced 27.0% Room Revenue growth driven by the 4.7% increase in RevPAR and a 21.3% increase in the number of rooms following the acquisition of *Krystal Urban Cancun Centro* ("KUCC"), which has been in operation 3.5 months.

Due to its recent acquisition, KUCC is in its initial maturity stages; therefore its occupancy levels and rate negatively impacted average RevPAR. For comparative purposes, excluding KUCC from the portfolio of Company-owned hotels in maturity stages, RevPAR increased 15.5% compared to 1Q14 derived from:

- A 12.9% ADR increase, which was driven by the maximization of revenues as the result of high demand and the appreciation the U.S. dollar vs the peso during the period, considering that approximately 33% of total revenues of these hotels in 1Q15 are dollarized, and
- A 2.3 percentage point occupancy increase.

Total Revenue



Additionally, the Company-owned hotels in the stabilization stage reported a solid performance in 1Q15, with a 0.6 percentage point increase in occupancy, 9.3% growth in ADR, which resulted in a 10.4% RevPAR growth, compared to 1Q14.

Revenues from Food and Beverage rose 18.3%, from Ps. 54.3 million in 1Q14 to Ps. 64.3 million in 1Q15. Growth was mainly driven by the evolution of the maturing stage in the *Krystal Grand Punta Cancun* and *Hilton Puerto Vallarta* hotels, which were also positively impacted from the appreciation of the U.S. dollar during the period given the dollar based inflows these hotels maintain as beach destinations.

Lastly, Other Income, which includes among others, income from third-party hotels' management, as well as other hotel income such as parking, laundry, telephone, and lease of commercial spaces, increased 14.2% from Ps. 30.5 million in 1Q14 to Ps. 34.9 million. The increase was driven by the performance of hotels under management, whose RevPAR increased 26% compared to 1Q14.

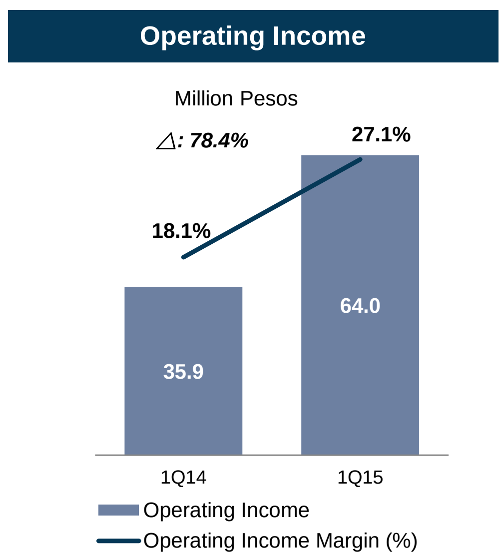
Costs and Expenses

Operating Costs and Expenses for 1Q15 increased 7.6%, from Ps. 82.5 million in 1Q14 to Ps. 88.8 million in 1Q15. The increase was mainly in terms of direct costs, which are in proportion to the revenue increase. However, the Company achieved operating efficiencies of 4.1 percentage points, since in 1Q15 operating costs and expenses represented 37.5% of total revenues compared to 41.6% in 1Q14.

Sales and Administrative Costs and Expenses increased 9.7%, from Ps. 51.4 million in 1Q14 to Ps. 56.4 million in 1Q15. Administrative costs and expenses as a percentage of total revenue declined 25.9% during 1Q14 to 23.8% in 1Q15. The aforementioned was due to revenue increases and higher profitability in order to reach economies of scale in corporate activities and hotel operations. Additionally, the cancellation of the operating contract with Hyatt at the *Krystal Grand Punta Cancun* hotel resulted in the elimination of fees paid for use of the Hyatt brand that were paid during 1Q14 and were not applicable for 1Q15.

Operating Income

For 1Q15, operating income increased 78.4% from Ps. 35.9 million in 1Q14 to Ps. 64.0 million. The operating margin rose by 9.0 percentage points, from 18.1% in 1Q14 to 27.1% in 1Q15. From this increase, 7.1 percentage points correspond to improved profitability and the remainder was due to a decline in non-recurring expenses.



EBITDA

For 1Q15, EBITDA reached Ps. 88.3 million, compared to Ps. 61.3 million in 1Q14, an increase of 44.0%. EBITDA margin increased 6.4 percentage points, from 30.9% in 1Q14 to 37.3% in 1Q15.

(Figures in thousands of Pesos)	1Q15	1Q14	% Var.
Operating Income	64,044	35,908	*78.4*
(+) Depreciation	21,029	19,014	*10.6*
(+) Development and hotel opening expenses[4]	1,567	849	*84.6*
(+) Other non-recurring expenses[5]	1,647	5,521	*(70.2)*
EBITDA	88,287	61,292	*44.0*

Net Financing Result

For 1Q15, net financing result resulted in a loss of Ps. 43.6 million from a loss of Ps. 8.8 million in 1Q14, mainly derived from:

- An increase in foreign exchange losses that went from Ps. 1.7 million in 1Q14 to Ps. 37.6 million in 1Q15, due to the depreciation of the peso vs. the U.S. dollar, given that the Company's debt is denominated in U.S. dollars.

- A decline in net interest expense, which were Ps. 5.7 million in 1Q15, lower than Ps. 6.9 million in 1Q14, despite the fact that debt levels rose from Ps. 907.3 million in 1Q14 to Ps. 1,122.7 at the close of 1Q15. Interest expenses were offset by the yield obtained from the remaining Company's cash resources that were raised during the IPO.

The Company's financial debt is denominated in U.S. dollars since the hotels supporting it generate a significant portion of its revenues in U.S. dollars. During 1Q15, approximately 24.2% of the Company's revenues were in U.S. dollars, which was enough to cover the financial debt, both in terms of the interest as well as the principal, given the Company's long term debt profile. Additionally, the Company will balance its debt between pesos and dollars in accordance with the currency generation of each hotel.

Net Income

Net Income decreased from Ps. 20.7 million during 1Q14 to Ps. 16.2 million in 1Q15. The net income margin declined 3.6 percentage points, from 10.4% in 1Q14 to 6.9% in 1Q15. This decline was mainly due to the exchange rate loss that took place during the first quarter of 2015.

Operating Cash Flow

At the close of 1Q15, operating cash flow reached Ps. 98.3 million, compared to the Ps. 52.0 million reported in 1Q14, which represented an increase of 88.9% mainly as a result of EBITDA growth and the recovery of accredited taxes for Ps. 45.1 million.

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[4] *Development and hotel opening expenses include expenses made by the development area in connection with acquisitions and the pursuit of acquisition opportunities.*

[5] *Other non-recurring expenses include expenses from layoffs of personnel in the acquired hotels as well as non-recurring legal expenses*

Balance Sheet Summary

Figures in thousand Mexican Pesos

Balance Sheet Summary	Mar-15	Mar-14	Var $	Var %
Cash and cash equivalents	378,403	282,838	95,565	33.8%
Accounts receivables and other current assets	112,286	97,063	15,222	15.7%
Creditable taxes	102,854	105,258	(2,404)	(2.3%)
Escrow deposit for hotel acquisition	194,660	-	194,660	NA
Total current assets	**788,202**	**485,159**	**303,043**	**62.5%**
Property, furniture and equipment	2,378,721	2,038,519	340,202	16.7%
Other fixed assets	235,500	154,890	80,611	52.0%
Total non-current assets	**2,614,221**	**2,193,409**	**420,812**	**19.2%**
Total Assets	**3,402,423**	**2,678,568**	**723,855**	**27.0%**
Current installments of long-term debt	263,312	104,497	158,815	152.0%
Ohter current liabilities	111,646	246,850	(135,204)	(54.8%)
Total current liabilities	**374,958**	**351,347**	**23,611**	**6.7%**
Long-term debt	859,424	802,837	56,587	7.0%
Other non-current liabilities	33,579	21,955	11,624	52.9%
Total non-current liabilities	**893,003**	**824,792**	**68,211**	**8.3%**
Total Equity	**2,134,462**	**1,502,430**	**632,033**	**42.1%**
Total Liabilities and Equity	**3,402,423**	**2,678,568**	**723,855**	**27.0%**

Cash and Equivalents

Cash and equivalents for 1Q15 reached Ps. 378.4 million, an increase of Ps. 95.6 million compared to 1Q14. This increase was mainly from the remaining resources from the Initial Public Offering that took place in September, 2014.

Trust Deposit for the Hotel Acquisition

As part of the pursuit and analysis of investment opportunities for hotels and real estate properties in order to carry out its expansion plan, during 1Q15, the Company announced that is has signed an acquisition contract for the *Krystal Satellite Maria Barbara*, a hotel with 215 rooms located in the Mexico City metropolitan area. As part of this contract, the Company realized a guaranty deposit for Ps. 194.7 million as part of the acquisition of this hotel in the event that the transaction were to take place.

Property, Furniture & Equipment

This line item represented Ps. 2,614.2 million for 1Q15, a 16.7% increase compared to 1Q14. The Company has carried out remodeling and renovation projects in a number of its fixed assets as a matter of course. Despite the fact that during December 2014 the Company acquired *Krystal Urban Cancun Centro* for Ps. 254.1 million, this amount was offset by the depreciation for the period.

Net Debt

The Company's Net Debt figure for 1Q15 was Ps. 744.3 million compared to Ps. 624.5 million in 1Q14. This was mainly attributed to the resources obtained from the Initial Public Offering that took place in September 2014, which highlights the Company's solid financial structure enabling it to fulfill its expansion plans. This effect was offset by an increase in financial debt derived from the recent acquisition of the *Krystal Urban Cancun Centro* hotel and the revaluation of the Company's total debt by the impact of the variation of the U.S. dollar-peso exchange rates, since the Company's total debt, which has a long-term profile, is denominated in U.S. dollars.

Recent Events

For 1Q15, the Company's more relevant events of the period included:

- Guidance for 2015.
- Appointment of Oscar Chavez as Director of Acquisitions and Development.
- The announcement of UBS Casa de Bolsa, S.A. de C.V., UBS Grupo Financiero as the Company's market maker.
- Launch of the Loyalty Program, *Krystal Rewards®.*
- Acquisition agreement for a 215-room hotel located in the northern Mexico City Metropolitan Area to be converted to the *Krystal Satellite Maria Barbara*.
- Reinforcement of Corporate Governance principles and internal controls of the Company.

1Q15 Conference Call Details:

HOTEL will host its earnings webcast (audio + presentation) to discuss results:

Date: Tuesday, April 28, 2015

Time: 12:00 p.m. Mexico City Time
1:00 p.m. New York Time

To participate in the conference call and Q&A session (audio) please dial:

Telephone: U.S.: 1 800-863-3908 and 1 334-323-7224
México: 01 800-522-0034

Conference password: HOTEL 000

Webcast: The webcast will take place in English. To follow the presentation please visit our website: http://www.gsf-hotels.com/investors/

About Grupo Hotelero Santa Fe

HOTEL is one of the leading companies in the Mexican hotel industry and is focused on acquiring, developing and operating hotels. The Company has a unique business model characterized by its flexibility and adaptability as HOTEL´s experience allows it to operate under different brands, local and foreign, in different segments.

The Company maintains a focus on the strengthening and positioning of its Krystal brand, which has considerable recognition in the Mexican market. This strategy allows HOTEL to offer different experiences adapted to the specific demand in each market and to maximize the profitability of its investments.

The Company's operating model is characterized by the multi-functionality and efficiency of its personnel, as well as a strict cost control that allows a rapid adaptation and anticipation to the changing necessities of the industry. HOTEL has the capacity to add new hotels to its existing portfolio through acquisition, development and conversion of properties or through the celebration of operating contracts with third parties. The Company considers that its diversified portfolio and its management capacities focused on profitability, in addition to the property of a brand with high recognition in the market, all together help HOTEL to obtain new operating contracts for hotels owned by third parties.

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.

Income Statement

GRUPO HOTELERO SANTA FE, S.A.B. de C.V.

Consolidated Income Statement

For the three-month period ended 31 March 2015 and 2014

(Figures in thousand Mexican Pesos)

Figures in thousand Mexican Pesos	First Quarter		
Income Statement	**2015**	**2014**	**%Var.**
Room Revenue	137,500	113,501	*21.1*
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Total Revenue	**236,672**	**198,393**	***19.3***
Cost and Operating Expenses	88,771	82,525	*7.6*
Sales and Administrative	56,351	51,382	*9.7*
Other Expenses	3,263	3,195	*2.1*
Depreciation and Amortization	21,029	19,014	*10.6*
Total Costs and Expenses	**169,414**	**156,115**	***8.5***
Bargain purchase gain*	0	0	NA
Development and hotel opening expenses	1,567	849	*84.6*
Other non-recurring expenses	1,647	5,521	*(70.2)*
Total Non Recurring Expenses	**3,214**	**6,370**	***(49.5)***
EBITDA	**88,287**	**61,292**	***44.0***
EBITDA Margin(%)	*37.3%*	*30.9%*	*6.4 pt*
Operating Income	**64,044**	**35,908**	***78.4***
Operating Income Margin (%)	*27.1%*	*18.1%*	*9.0 pt*
Net interest expenses	(5,689)	(6,886)	*(17.4)*
Net foreign currency exchange loss	(37,607)	(1,719)	*2087.4*
Other financial costs	(339)	(200)	*69.7*
Net Financing Result	**(43,635)**	**(8,805)**	***395.6***
Undistributed income from subsidiaries, net	56	0	NA
Income before taxes	20,465	27,103	*(24.5)*
Total income taxes	4,247	2,659	*59.7*
Minority Interest	0	(3,741)	*(100.0)*
Net Income	**16,218**	**20,704**	***(21.7)***
Net Income Margin (%)	*6.9%*	*10.4%*	*(3.6 pt)*

Balance Sheet

Grupo Hotelero Santa Fe, S.A.B. de C.V.
Consolidated Balance Sheet
As of 31 March 2015 and 2014
(Figures in thousand Mexican Pesos)

	2015	2014	Var $	Var %
ASSETS				
Current Assets				
Cash and cash equivalents	190,903	282,838	(91,935)	-33%
Restricted cash	187,500	-	187,500	100%
Accounts receivables from clients	79,253	58,191	21,062	36%
Accounts receivables from related parties	6,274	8,780	(2,506)	-29%
Creditable taxes	102,854	105,258	(2,404)	(2%)
Other current assets	26,759	30,092	(3,334)	-11%
Escrow deposit for hotel acquisition	194,660	-	194,660	100%
Total current assets	**788,202**	**485,159**	**303,043**	**62%**
Non-current Assets				
Restricted cash	42,102	27,005	15,097	56%
Property, furniture and equipment	2,378,721	2,038,519	340,202	17%
Other assets	41,808	30,263	11,544	38%
Investment in subsidiaries	21,586	4,679	16,907	361%
Deferred income taxes	84,140	47,078	37,062	79%
Goodwiil	45,864	45,864	-	0%
Total non-current assets	**2,614,221**	**2,193,409**	**420,812**	**19%**
Total assets	**3,402,423**	**2,678,568**	**723,855**	**27%**
LIABILITIES AND SHAREHOLDERS EQUITY				
Current liabilities				
Current installments of long-term debt	263,312	104,497	158,815	152%
Suppliers	25,221	30,300	(5,080)	(17%)
Accrued liabilities	41,490	58,785	(17,294)	(29%)
Provision for early termination of operation agreement	-	45,864	(45,864)	(100%)
Accounts payable to related parties	900	-	900	100%
Payable taxes	23,905	27,964	(4,060)	(15%)
Shareholder loans	-	57,308	(57,308)	(100%)
Client advanced payments	20,131	26,629	(6,498)	(24%)
Total current liabilities	**374,958**	**351,347**	**23,611**	**6.7%**
Non-current liabilities				
Long-term debt	859,424	802,837	56,587	7%
Other non-current liabilities	33,579	21,955	11,624	53%
Total non-current liabilities	**893,003**	**824,792**	**68,211**	**8%**
Total liabilities	**1,267,961**	**1,176,139**	**91,823**	**8%**
Equity				
Capital stock	1,634,802	952,467	682,335	72%
Legal reserve	190,493	190,493	-	0%
Premium on subscription of shares	80,000	80,000	-	0%
Net income	16,219	20,704	(4,486)	-22%
Retained earnings	212,948	229,103	(16,156)	-7%
Shareholder's Equity	**2,134,462**	**1,472,768**	**661,694**	**45%**
Non-controlling interest	-	29,662	(29,662)	(100%)
Total Equiy	**2,134,462**	**1,502,430**	**632,033**	**42%**
Total liabilities and equity	**3,402,423**	**2,678,568**	**723,855**	**27%**

Cash Flow Statement

Grupo Hotelero Santa Fe, S.A.B. de C. V.
Consolidated Cash Flow
For the three-month period ended 31 March 2015 and 2014

Figures in thousand Pesos	First Quarter	
Cash Flow Statement	**2015**	**2014**
Cashflow from operating activities		
Net income	16,218	20,704
Depreciation and amortization	21,029	19,014
Income taxes	4,247	2,659
Unrealized gain (loss) in foreign currency exchange	37,513	965
Net interest expense	5,689	6,886
Otros costos financieros	339	200
Minority interest	-	3,741
Cashflow before working capital variations	**85,036**	**54,169**
Accounts receivable from clients	(19,797)	(10,180)
Accounts receivable from related parties	(1,394)	(5,059)
Other current assets	(8,848)	(12,642)
Creditable taxes	45,084	2,380
Suppliers	546	(2,249)
Accrued liabilities	1,327	27,552
Accounts payable to related parties	631	(1,808)
Downpayments from clients	5,443	10,928
Payable taxes	(9,755)	(11,081)
Net operating cashflow	**98,271**	**52,010**
Investment activities		
Acquisition of property, furniture and equipment	(24,739)	(5,936)
Deposito en fideicomiso adquiscicon de hotel	(194,660)	-
Investment in subsidiary	(56)	(3,029)
Other net assets and labilities	(752)	(71,817)
Cashflow from investment activities	**(220,208)**	**(80,783)**
Financing activities		
Repurchase of shares	(9,460)	-
Obtained loans	0	239,432
Payment of interet and loan amortization	(24,393)	(12,493)
Obtained loans from shareholders	-	55,977
Cashflow form financing activities	**(33,853)**	**282,916**
Net (decrease) increase in cash and cash equivalents	**(155,790)**	**254,143**
Cash and cash equivalents at the beginning of the period	348,133	34,995
Restricted cash at the beginning of the period	228,161	20,704
Cash and cash equivalents at the end of the period	**420,504**	**309,842**
Restricted cash at the end of the period	**229,602**	**27,005**
Total Cash at the end of the period	**190,903**	**282,837**

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