

HOTEL 2Q25 Webcast

Santa Fe
grupo | hotelero

July 25th, 2024



Empresa Socialmente Responsable

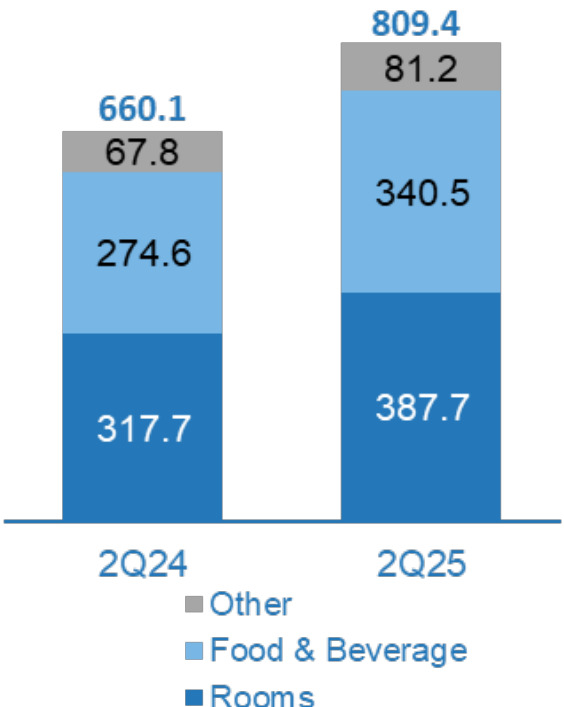


Revenue Growth

Revenues (\$)

Millions of Mexican pesos

Δ: 22.6%



- **Total Revenue** was Ps. 809 million in the quarter, a 23% increase compared to 2Q24
- **Room revenue** was Ps. 388 million in the quarter, a 22% increase compared to 2Q24
- **F&B revenue** was Ps. 340 million in the quarter, a 24% increase compared to 2Q24
- **Other revenue** was Ps. 81 million in the quarter, a 20% increase compared to 2Q24.



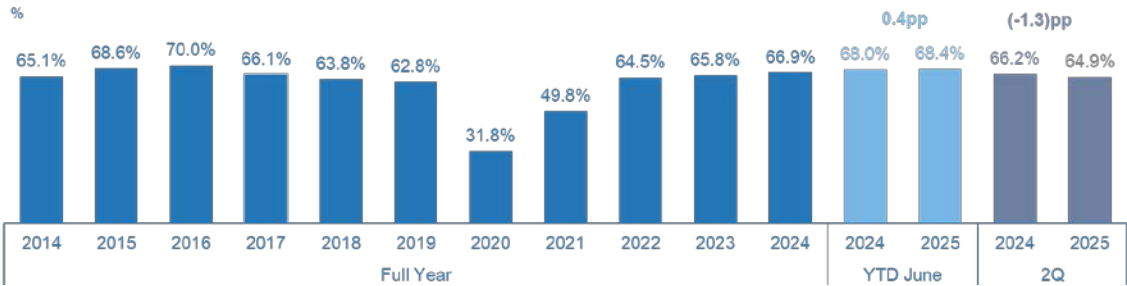
Hilton Garden Inn Monterrey Aeropuerto



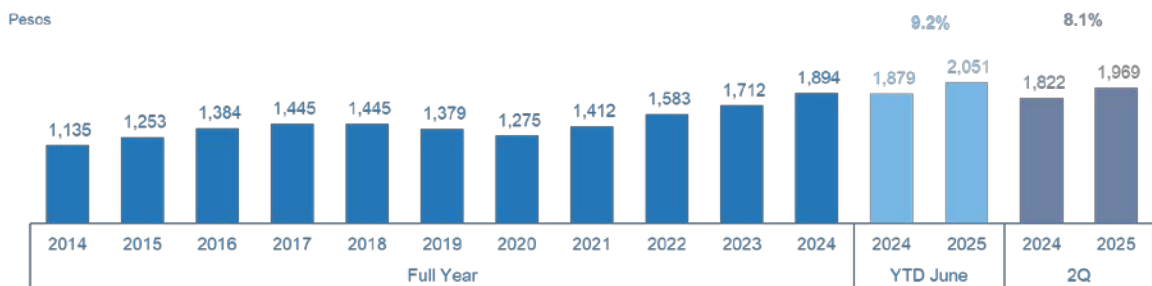
Krystal Urban Guadalajara

5.1 Operational KPIs (Total Hotels in Operation)

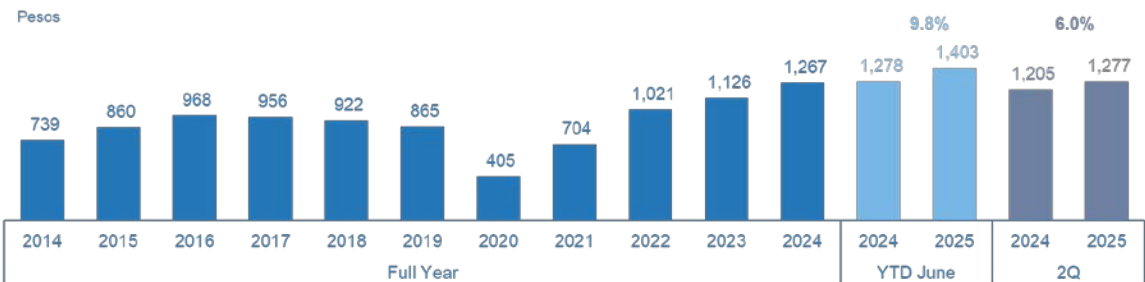
Occupancy (%)



ADR (\$)



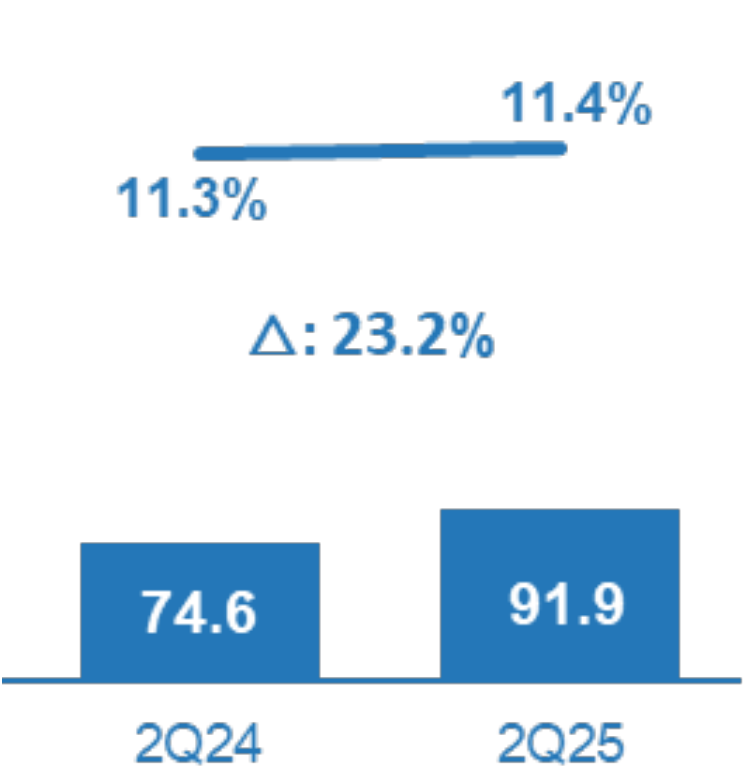
RevPAR (\$)



Bottom Line Performance

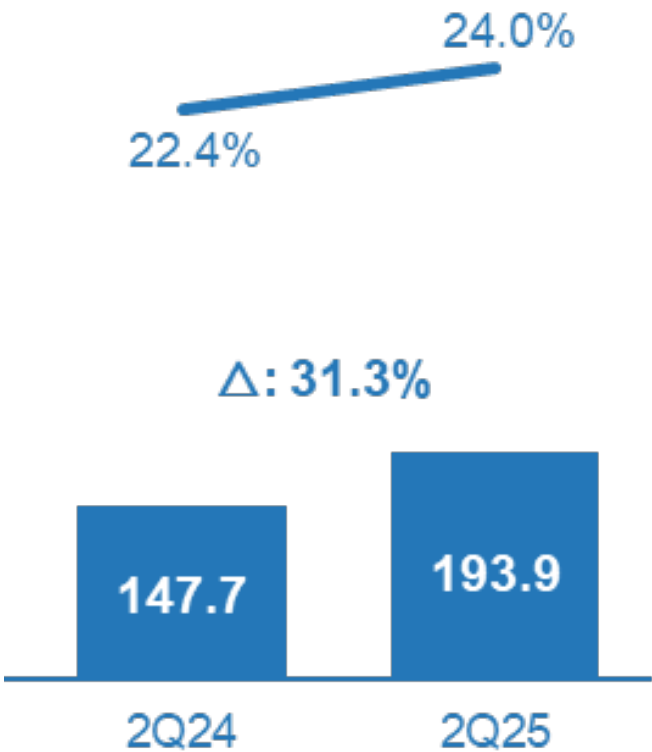
Operating Income(\$)

Millions of Mexican pesos



EBITDA (\$)

Millions of Mexican pesos



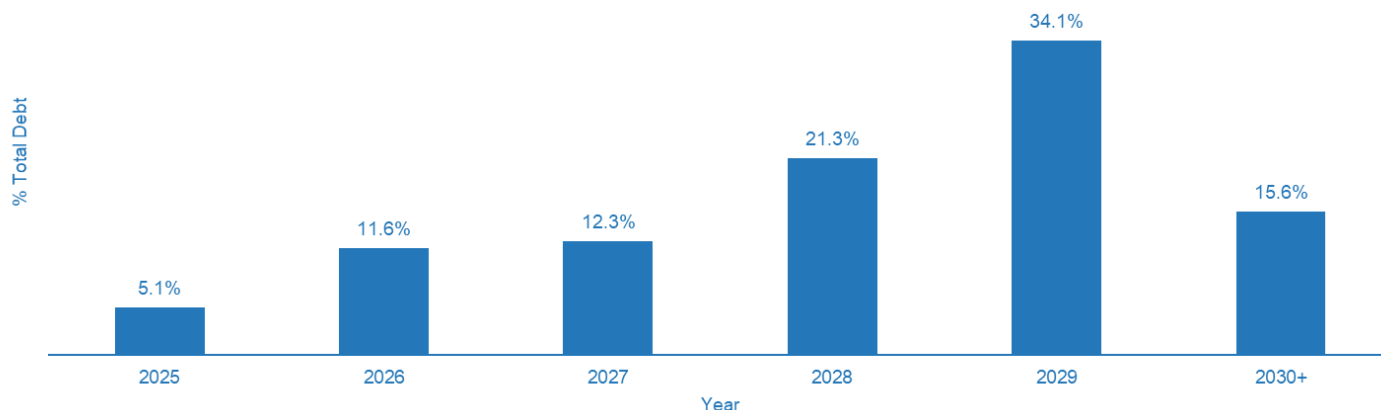
Financial Debt

Figures in thousands of Mexican pesos Debt*	Denominated in (currency):		
	Pesos	Dollars	Total
Short Term	-	290,432	290,432
Long Term	-	2,377,615	2,377,615
Total	-	2,668,048	2,668,048
% Total	0.0%	100.0%	100.0%
Average rate of financial liabilities		7.37%	7.37%
Cash and cash equivalents	208,118	252,078	460,196
Restricted cash	-	110,570	110,570
Cash and cash equivalents**	208,118	362,648	570,766
Net Debt	(208,118)	2,305,400	2,097,282
Net Debt / LTM EBITDA (as of June 30, 2025)			2.3x

*Includes accrued interest and effect of financial instruments related to financial debt.

**Includes restricted cash related to bank debt.

Debt Maturity Profile of Grupo Hotelero Santa Fe
as of June 30, 2023



- During 2Q25, the Mexican peso appreciated 7.6% against the US dollar, from Ps. 20.4003 on March 31, 2025, to Ps. 18.8483 on June 30, 2025, positively impacting the Company's financial costs. The Company's short US dollar position by the end of 2Q25 was US\$122.3 million, equal to Ps. 2,305.4 million
- Net Debt was Ps. 2,097 million at the end of 2Q24, which represented a Net Debt/LTM EBITDA ratio of 2.3x.

Q&A Session

Enrique Martínez Guerrero
CFO
emartinez@gsf-hotels.com

Maximilian Zimmermann
Investor Relations & Sustainability Director
mzimmermann@gsf-hotels.com
+52 (55) 5261-0800

Visit our website:
www.gsf-hotels.com



Secrets Tulum Resort



Secrets Tulum Beach Club