

HOTEL 4Q24 Webcast

Santa Fe
grupo | hotelero

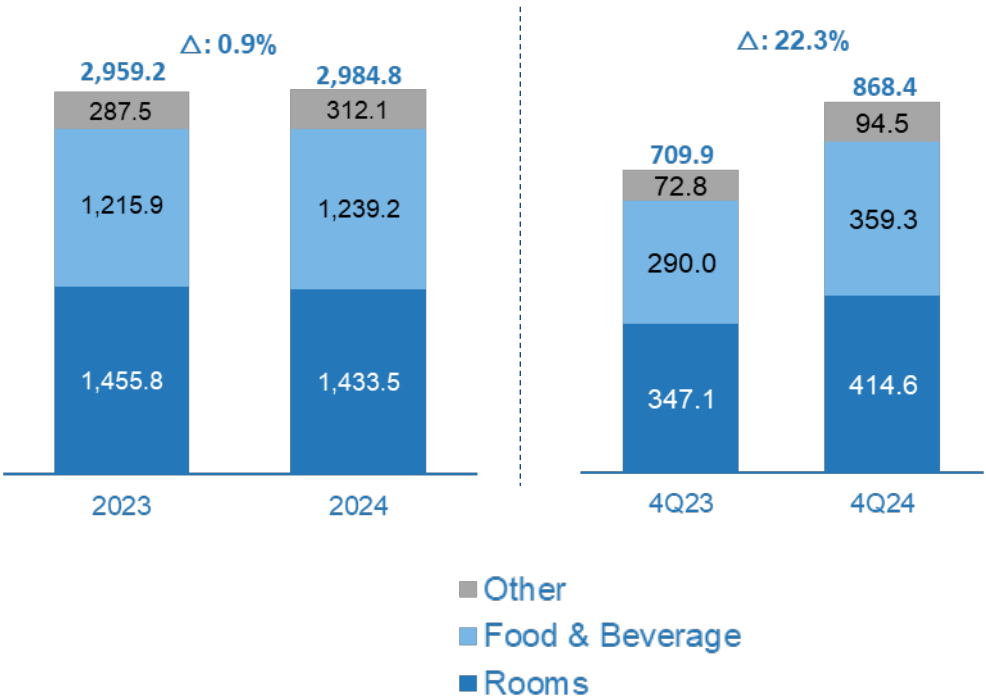
February 21st, 2025



Revenue Growth

Revenues (\$)

Millions of Mexican pesos



- **Total Revenue** was Ps. 868 million in the quarter, an increase of 22.3% compared to 4Q23.
- **Room revenue** was Ps. 415 million in the quarter, an increase of 20% compared to 4Q23.
- **F&B revenue** was Ps. 359 million in the quarter, an increase of 24% compared to 4Q23.
- **Other revenue** was Ps. 94 million in the quarter, a 30% increase compared to 4Q23.



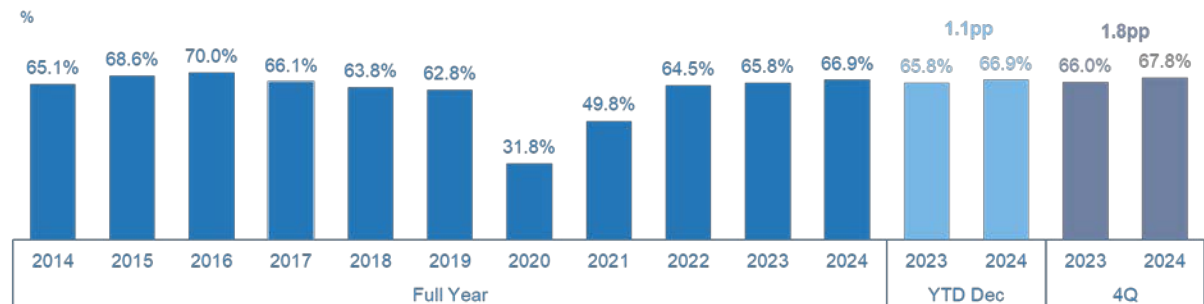
Hilton Garden Inn Monterrey Aeropuerto



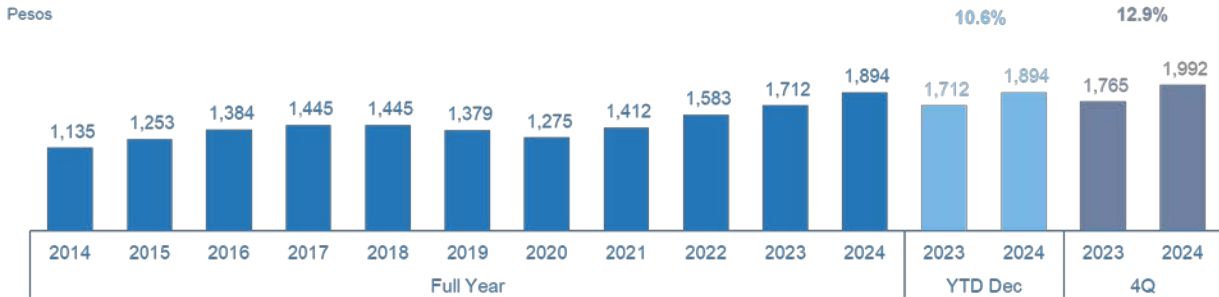
Krystal Urban Guadalajara

5.1 Operational KPIs (Total Hotels in Operation)

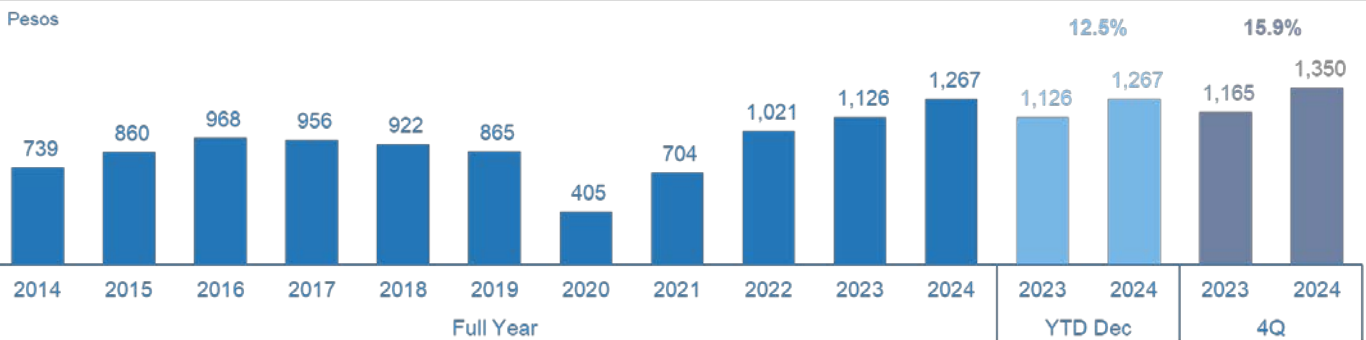
Occupancy (%)



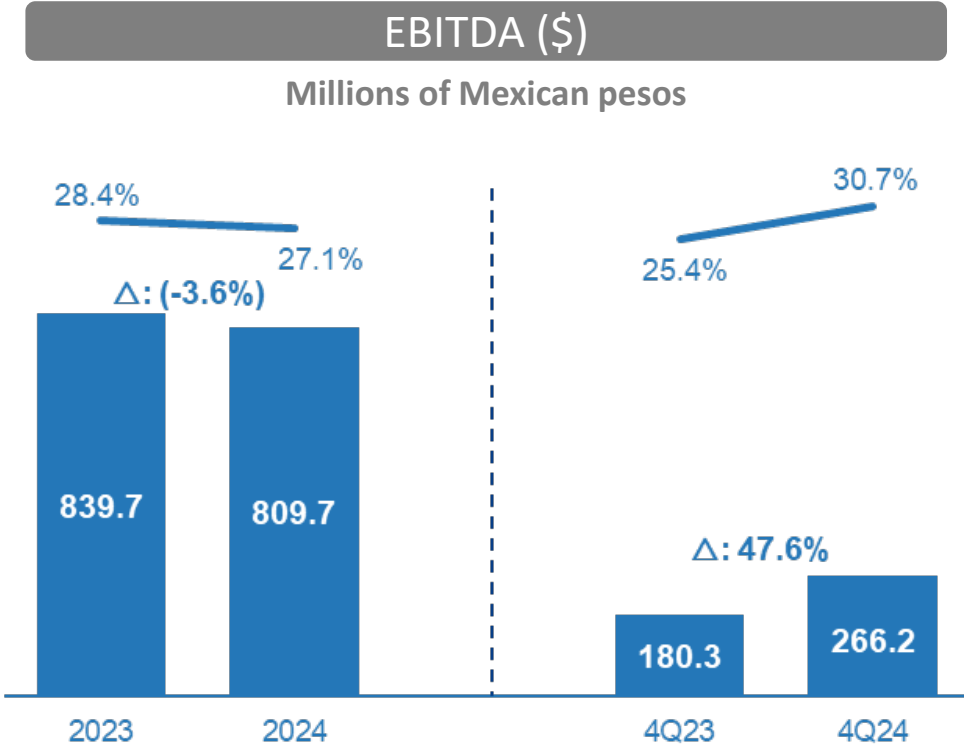
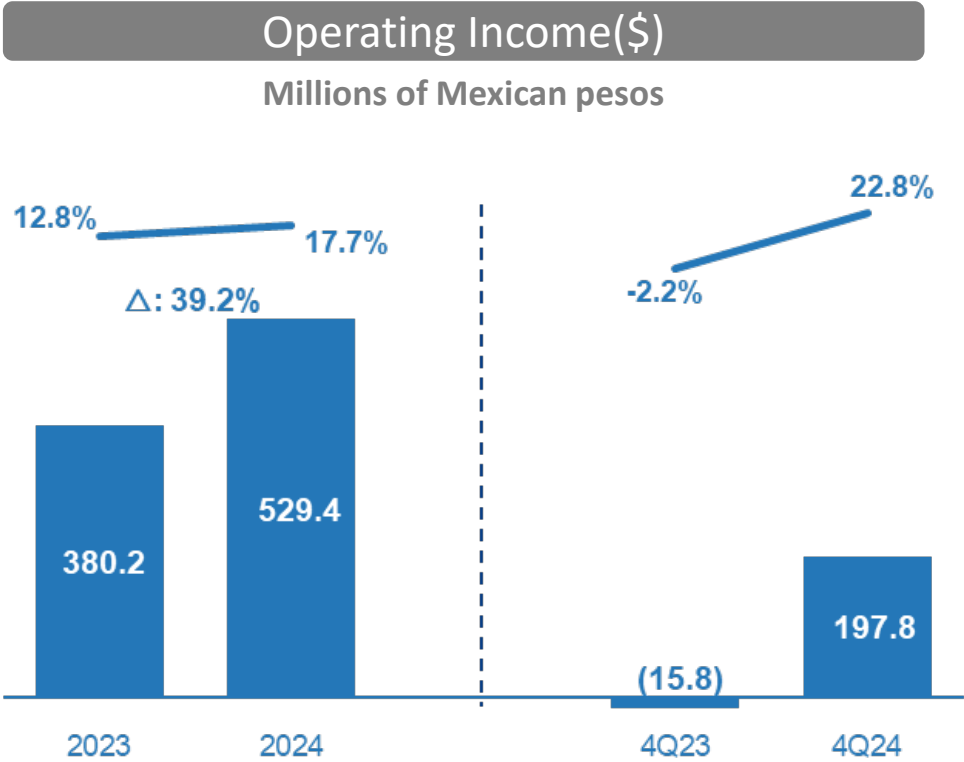
ADR (\$)



RevPAR (\$)



Bottom Line Performance



Financial Debt

Figures in thousands of Mexican pesos

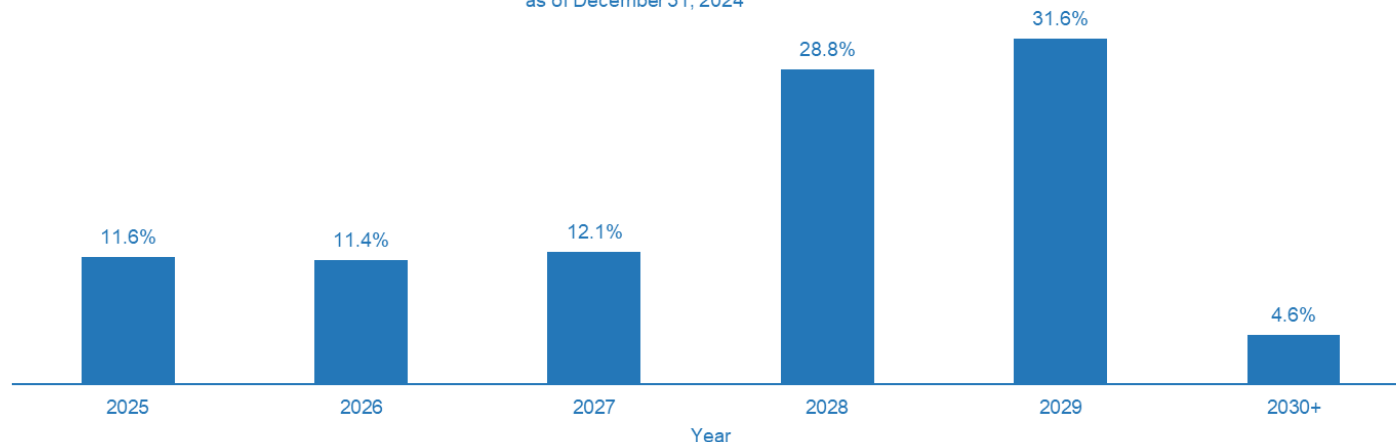
Debt*	Denominated in (currency):		
	Pesos	Dollars	Total
Short Term	-	338,730	338,730
Long Term	-	2,635,969	2,635,969
Total	-	2,974,698	2,974,698
% Total	-	100.0%	100.0%
Average rate of financial liabilities	-	7.79%	7.79%
Cash and cash equivalents	166,529	112,887	279,416
Restricted cash	26,703	118,603	145,307
Cash and cash equivalents**	193,232	231,490	424,722
Net Debt	(193,232)	2,743,208	2,549,976
Net Debt / LTM EBITDA (as of December 31, 2024)			3.1x

*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 December 31, 2024

% Total Debt



- During 4Q24, the Mexican peso depreciated 4.3% against the U.S. dollar, from Ps. 19.6697 on September 30, 2024, to Ps. 20.5103 on December 31, 2024, negatively impacting the Company's financial costs. The Company's short U.S. dollar position by the end of 4Q24 was US\$133.7 million, equal to Ps. 2,743.2 million
- Net Debt for 4Q23 was Ps. **2,550** million, which represents Net Debt/ LTM EBITDA of **3.1x**.

Q&A Session

Santa Fe
grupo hotelero

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Secrets Tulum Resort



Secrets Tulum Beach Club