

Grupo Hotelero Santa Fe reports its results of 1Q15



- Signing of the acquisition contract of Krystal Satélite María Bárbara
- Krystal Rewards
- Guidance 2015
- Signing of market maker agreement with UBS
- Oscar Chávez appointment as Acquisitions and Development Director

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During the 1Q15, the Company launched its Krystal Rewards® loyalty program which enables clients' to accumulate "Krystals" for every stay and consumption within the Krystal Hotels.

- Client loyalty and conversion to direct channels.
- Cross-selling among portfolio hotels.

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Three membership levels (Platinum, Gold and Classic).
Program benefits, among others:

- Express check-in & late check-out
- Free WiFi
- Access to executive floors
- Free room up-grade
- Special room rates
- Flexibility in changes and cancellations

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clásica



Product Improvement (in process)

- Complete makeover in order to change to the Krystal Urban concept
- Remodeling of important hotel áreas

Commercial Activities

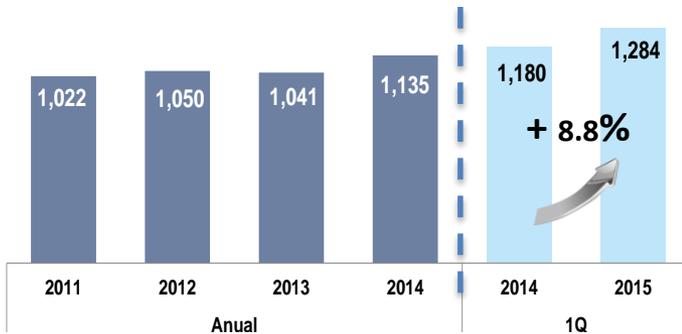
- Strategic plan with OTA's and comercial accounts
- Strong marketing campaign

Operations (in process)

- Cost and expense analysis
- Operating efficiencies
- Quality standards

ADR

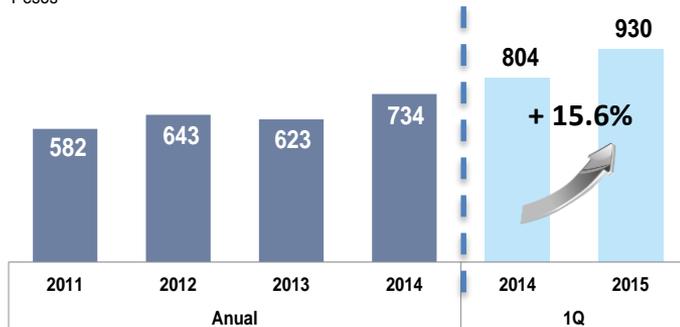
Pesos



Based on the excellent "booking pace" for the first quarter, we took advantage of high demand and implemented revenue management strategies that allowed us to substantially improve both occupancy and ADR and RevPAR.

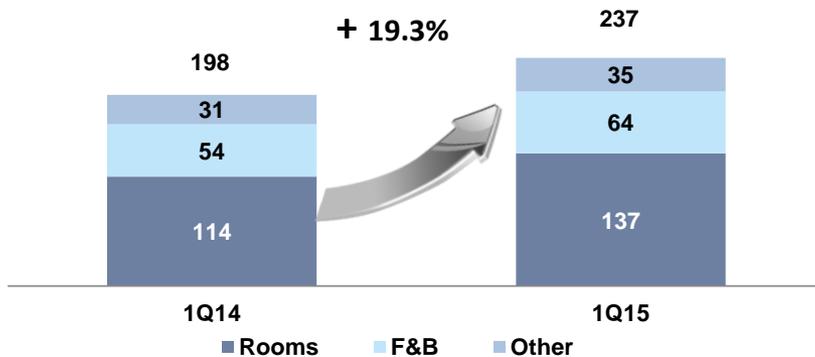
RevPAR

Pesos



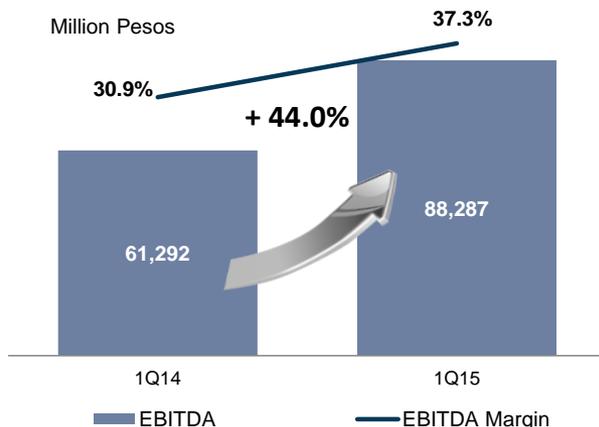
Total Revenue

Million Pesos



Adjusted EBITDA

Million Pesos



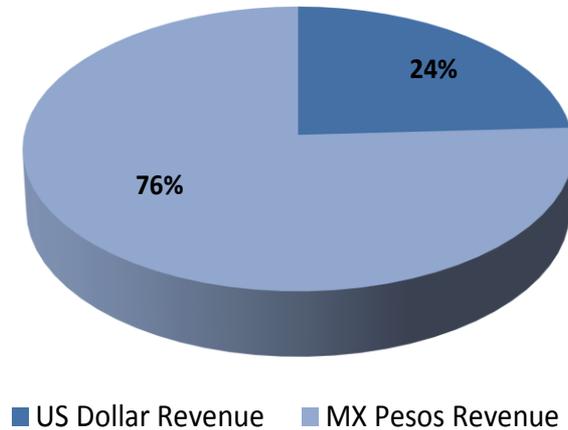
Revenue growth drivers:

- Revenue of owned hotels in stabilization process increased 27% vs 1Q14
- Stabilization process in progress
- Revenue of stabilized hotels increased 10.4% vs 1Q14
- Optimization of sales channels

EBITDA growth drivers:

- Top line growth
- Operating model efficiencies

Total Revenue for 1Q15



Total Revenue for 1Q15

- 24.2% inflows in US dollars, or approximately US \$3.6 million
- 75.8% in Pesos

Total Debt Service for 1Q15

- Approximately US \$1.63 million

Dollar denominated inflows is 2.2x our debt service (including interest and principal) for 1Q15.

- We had an outstanding first quarter in which basically all key ratios and components of the business showed improvement.
- During the last 24 months the Krystal Brand has had an investment of over 2 billion pesos in owned and third party hotels to continue with its positioning. This brand targets the largest component of the market (middle class, ages 30-60)
- In the past 12 months we have added 1,000 rooms which represent over 50.0% growth of the Krystal properties.
- Outstanding year for the touristic industry in Mexico. Historic record of over 29 million international visitors representing an increase of 20.5% versus 2013.
- Domestic activity has reached a five-year high, reaching 57.2% in occupancy for the 70 key destinations in the country.
- Domestic tourism activity represents 76.3% of the tourist activity in the country.

Q&A Session