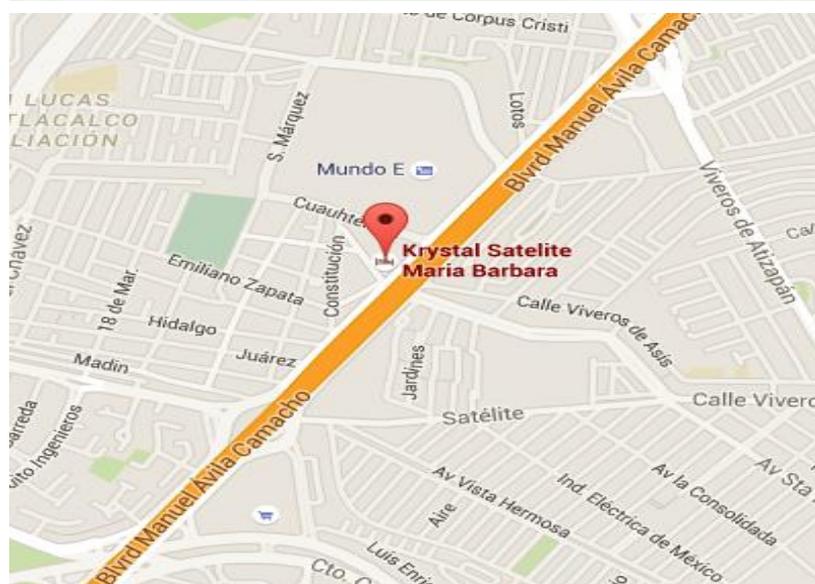


Grupo Hotelero Santa Fe reports 2Q15 Results



Acquisition of Krystal Satellite Maria Barbara – Mexico City

Santa Fe
grupo hotelero





Product Improvement Plan (in process)

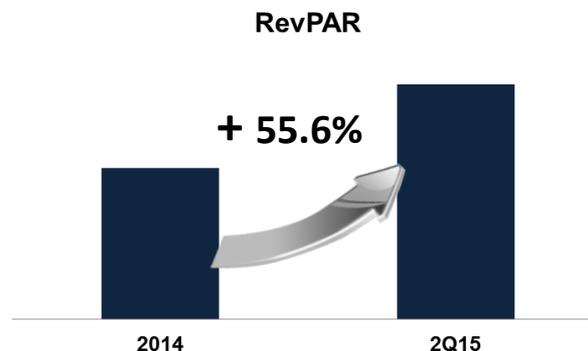
- Complete makeover in order to comply with Krystal Urban concept.
- Renovation of hotel premises (lobby, restaurant, meeting rooms and ballroom).

Sales & Marketing (in process)

- Strategic plan with direct distribution channels, Krystal Rewards loyalty program, corporate and commercial accounts, OTA's, and other distribution channels.
- Strong marketing campaign has been implemented along with the renovation process.

Operations (in process)

- Implementing our quality program – guest satisfaction improvement.
- Operating efficiencies – continuous analysis .
- Strengthen Food and Beverage division.





Product Improvement Plan (in process)

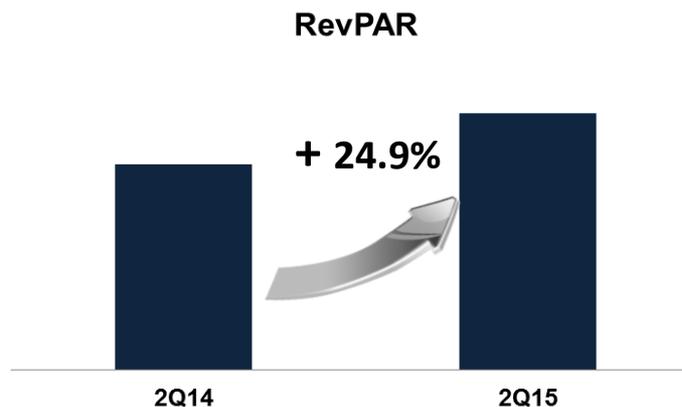
- Renovation of hotel premises (rooms, lobby, restaurants and ball rooms).

Sales & Marketing Plan (in process)

- Strategic plan with direct distribution channels, Krystal Rewards loyalty program, corporate and commercial accounts, OTA's, and other distribution channels.

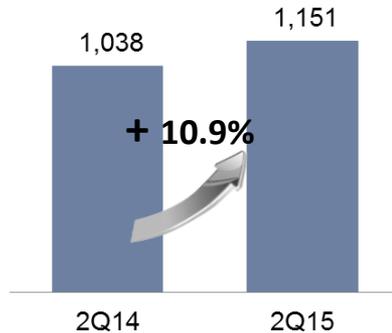
Operations (in process)

- Cost and expense analysis.
- Processes reengineering and employee training programs.
- Operating efficiencies.
- Improve quality standards.



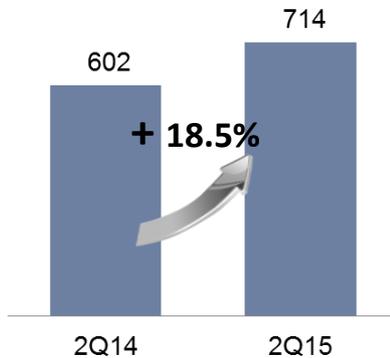
ADR

Pesos



RevPAR

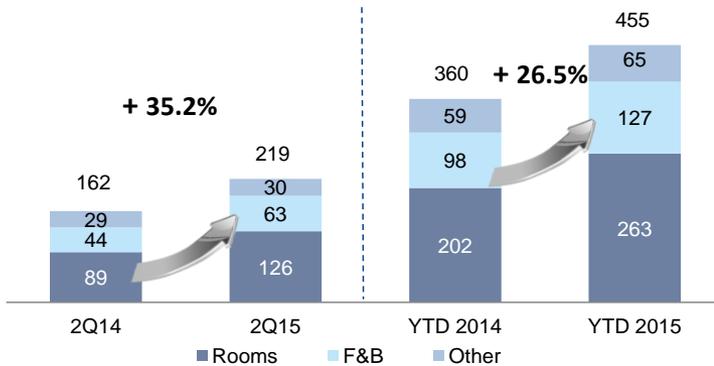
Pesos



- Strong performance of both stabilized hotels and hotels in stabilization process.
- Continuous implementation of strategic business and marketing plans.
- Product improvement.
- Krystal brand positioning.

Total Revenue

Million Pesos

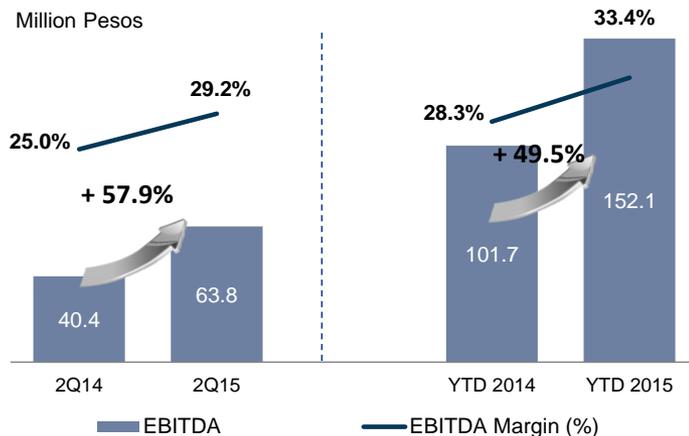


Revenue growth drivers:

- Solid stabilized hotels performance.
- Stabilization process of new hotels.
- Increase in revenue coming from Food & Beverage.

EBITDA

Million Pesos



EBITDA growth drivers:

- Top line growth.
- Operating model efficiencies.

Thousands of Pesos

Currency Hedging Analysis	2T15	Jan - Jun 15
Revenue denominated in USD	64,046	121,321
Costs and expenses denominated in USD	20,765	37,883
Cashflow denominated in USD	43,281	83,438
Debt Service Total	26,632	53,459
Interests	7,586	15,713
Principal	19,046	37,746
Coverage Ratios		
Cashflow in USD / Interests	5.71x	5.31x
Cashflow in USD / Debt Service	1.63x	1.56x

- 29.3% of the Company's revenue was in dollars for 2Q15.
- Cashflow generation in dollars provided a DSCR of 1.63x in 2Q15.

- Average growth of 4.8% in domestic and international tourists in Mexico (Jan-May 2015)¹ versus 7.0% growth of HOTEL in this period.
- Travelers increasingly seeking standards and consistency . Consumer spending at hotels in Mexico projected to grow at an average annual rate of more than 6% through the remainder of the decade².
- About 79% percent of hotel rooms are not affiliated to a brand.
- In the past 24 months we have added over 1,200 rooms under the Krystal brand and invested 2.2 billion pesos (in owned and third-party resources).
- Opportunity to turn unaffiliated hotels to our brand and continue to grow significantly.
- Solid pipeline.

1. Datur 2015
2. Oxford Economics 2015

Q&A Session