

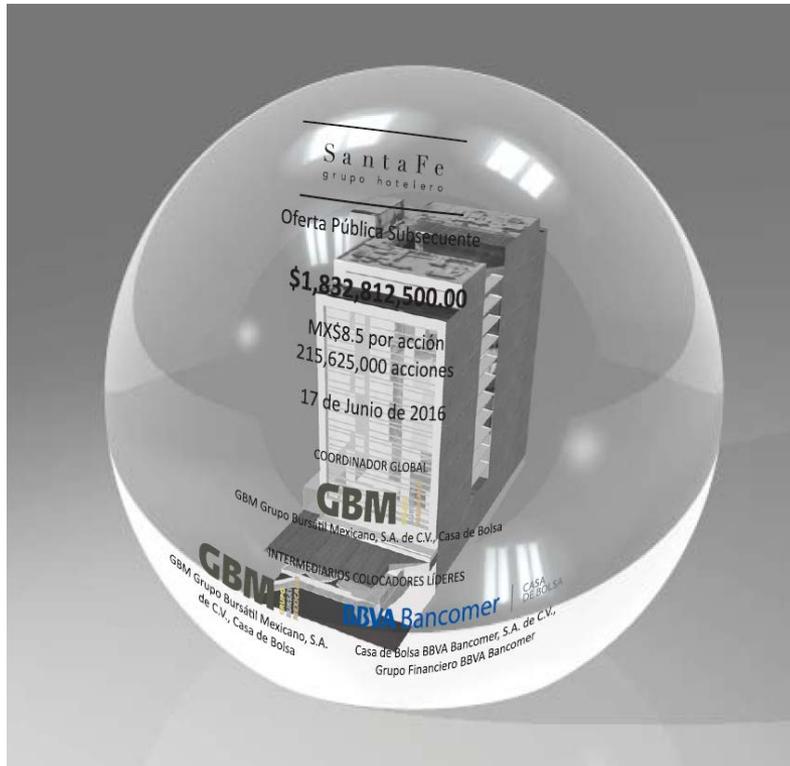


EMPRESA SOCIALMENTE RESPONSABLE

Santa Fe grupo hotelero

Grupo Hotelero Santa Fe reports its earnings results of 2Q16





- FOP offer of **215.58** million shares @ Ps. 8.5 per share or Ps. **1,832.5** million to continue execution of expansion plan.
- Equity increased **88.1%** vs 2Q15, strengthening financial position.
- Shares increased from **275.50** million to **491.08** million and float increased from **27.2%** to **46.12%** or **2.34x** in terms of number of shares.
- Stock trading volume has increased significantly. In the last 30 days, ADTV as % of total shares has increased by more than **8.0x** when compared to the LTM period prior to the FPO.
- In May 2016, HOTEL was recognized by the CEMEFI with the “**ESR Award**” for its work towards Life Quality, Corporate Ethics, Community Engagement and Environmental Preservation.



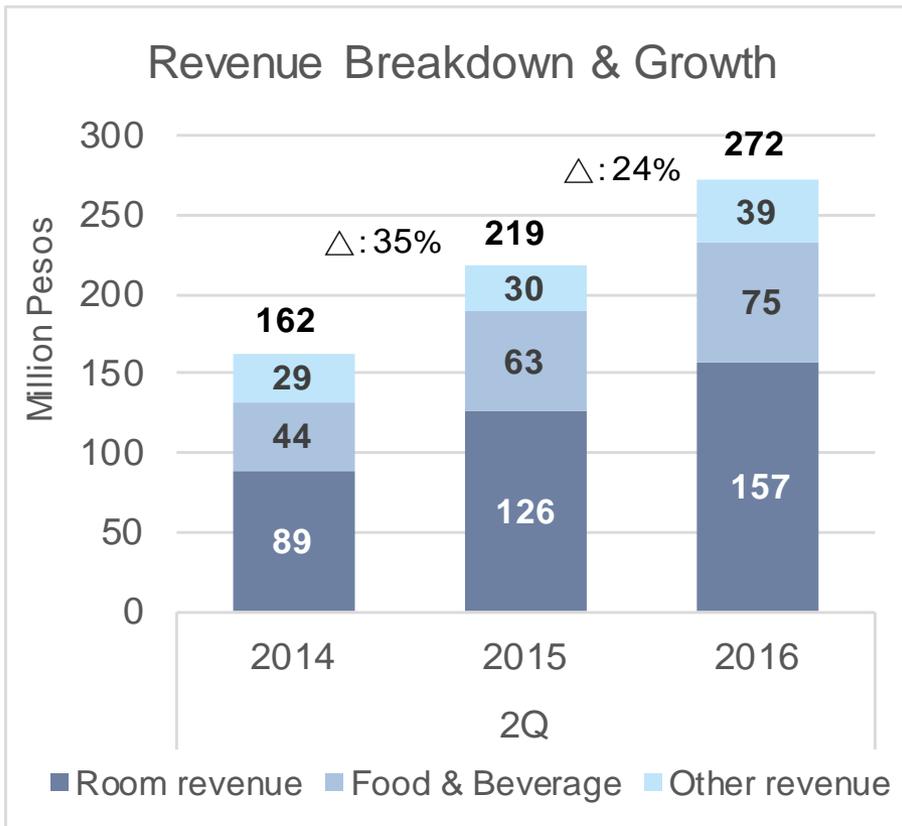
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Expansion of the Krystal Grand Punta Cancun hotel



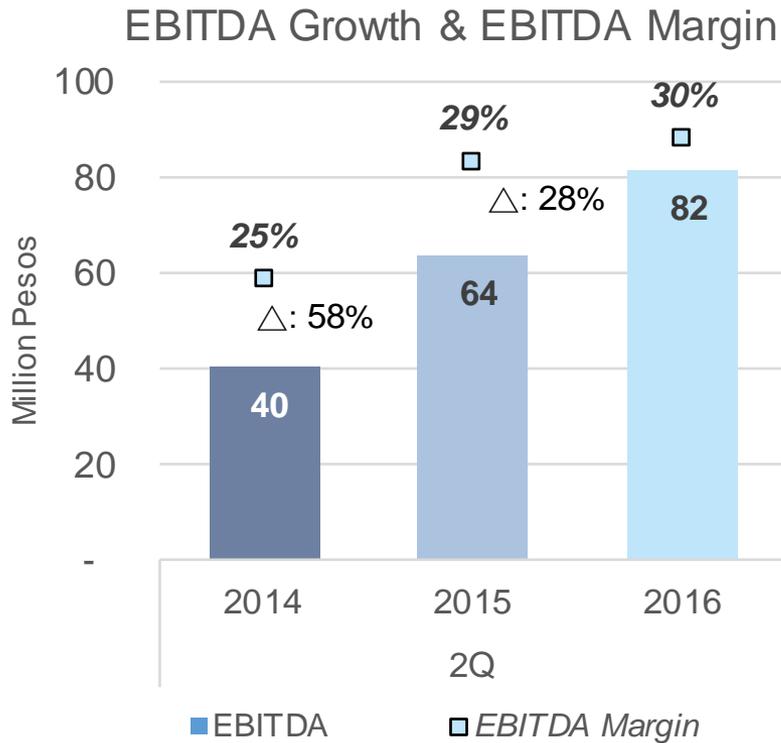
Artist renderings

- Expansion of 100 suites or **34%** more room inventory.
- Currently under construction (Licenses and Permits in place)
- Opening is estimated by 3Q 2017
- Why an expansion in the Krystal Grand Punta Cancun hotel?
 - RevPAR is **50% higher** than the average RevPAR of the Company
 - Occupancy rate in Cancun is 18% higher than Mexico's average (Datatur, 2016)
 - Synergies and operating leverage are expected to drive higher margins



Revenue growth drivers:

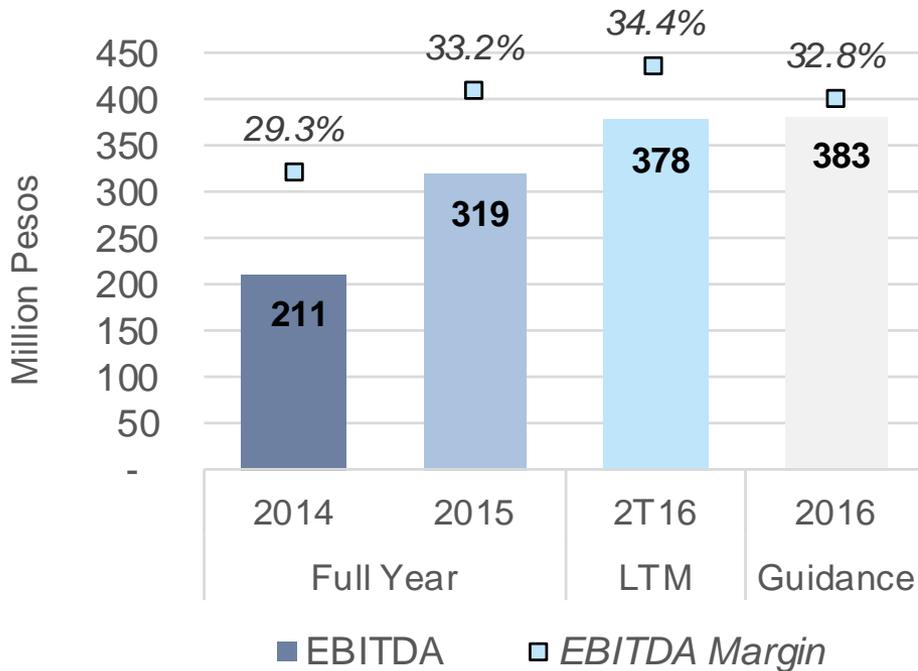
- Steady growth on all sources of revenues.
- Room revenue grew **25%**; F&B revenue grew **20%** and Other revenue grew **25%**.
- **63%** increase in third party hotels under management shows clear capability of our expertise in creating value for hotel owners.
- Owned hotels RevPAR increased **11.3%** with a balanced growth between ADR with 5.3% and Occupancy 3.5%.



EBITDA growth drivers:

- The 5.3% ADR growth has a high flow through to EBITDA.
- Margin expansion was driven by the increased revenues with an improved cost and expense structure.

EBITDA Annual Growth & EBITDA Margin



Guidance:

- LTM EBITDA of Ps 378 million and margin of 34.4% is **1.6 pts higher** than the 32.8% expected margin for 2016.

Key Financial Highlights – Financial Debt

Debt*	Denominated in (currency):		
	Pesos	Dollars	Total
Short Term	11,532	90,155	101,687
Long Term	204,160	927,963	1,132,124
Total	215,692	1,018,119	1,233,811
% Total	17.5%	82.5%	100.0%
Average rate of financial liabilities	7.30%	3.75%	4.37%
Cash and equivalents**	1,410,964	340,613	1,751,577
Net Debt	(1,195,271)	677,506	(517,766)
Net Debt / LTM EBITDA (as of 30 June 2016)			-1.4x

*Includes accrued interests and bank loan origination expenses.

**Includes restricted cash related to bank debt.

- As a result of the FOP offer, for 2Q16 Net Debt was negative Ps. **(517.0)** million, which represents Net Debt/ LTM EBITDA **-1.4x**.
- **82.5%** of total debt is U.S.-dollar denominated with an average cost of 3.75%, and **17.5%** is peso-denominated with an average weighted cost of 7.30%. In addition, **91.8%** of debt maturities are long-term.
- HOTEL has a dollar-denominated cash balance of Ps. **340.6** million, decreasing its exposure to currency risks.

Figures in thousand of Mexican Pesos

Second Quarter 2016

Year-to-date 2016

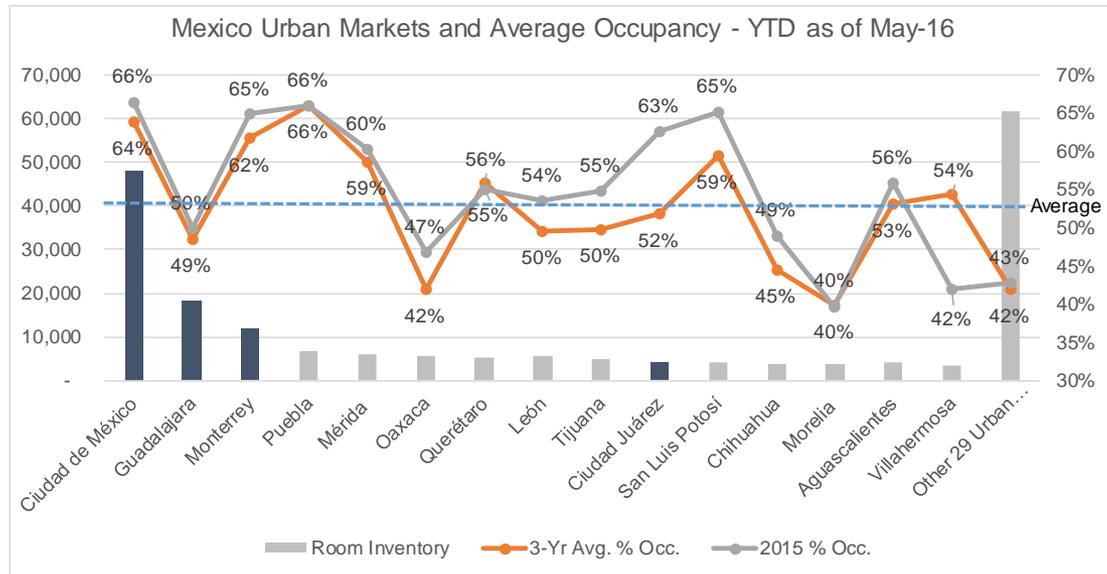
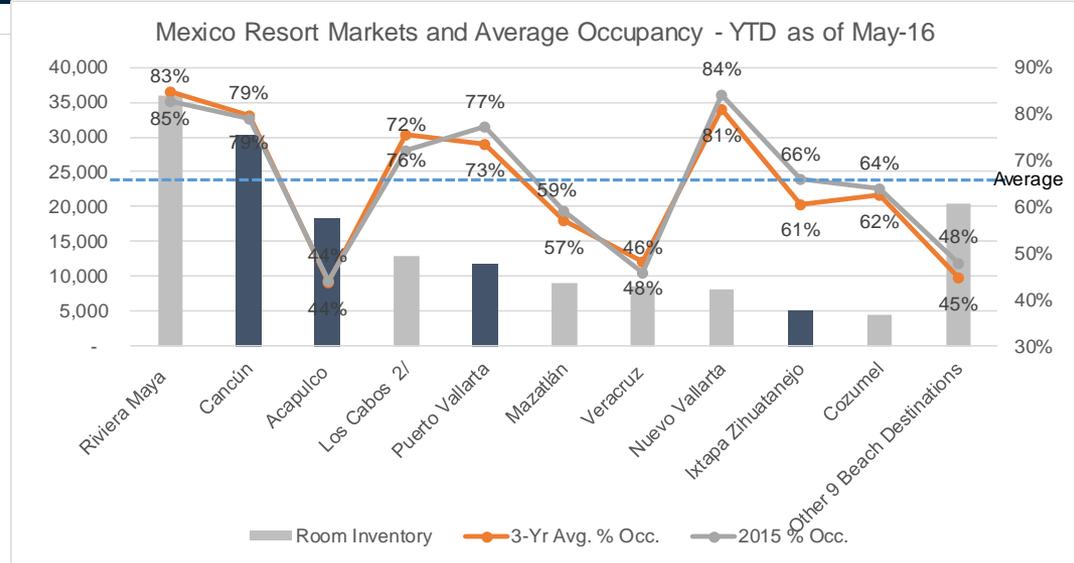
Currency Hedging Analysis	Denominated in Pesos	Denominated in USD	Total in Pesos	Denominated in Pesos	Denominated in USD	Total in Pesos
Total Revenue	186,590	85,326	271,915	390,438	203,629	594,067
% of Total Revenue	68.6%	31.4%	100.0%	65.7%	34.3%	100.0%
(-) Total Costs and Expenses	160,860	54,275	215,135	353,656	78,986	432,642
(-) Non-recurring Expenses	9,564	-	9,564	15,379	-	15,379
Operating Income	16,166	31,051	47,217	21,402	124,643	146,045
(+) Depreciation	24,784	-	24,784	49,416	-	49,416
Operating Cashflow	40,950	31,051	72,001	70,819	124,643	195,462
% of Operating Cashflow	56.9%	43.1%	100.0%	36.2%	63.8%	100.0%
Interest	2,229	9,039	11,269	4,213	19,589	23,803
Principal	5,561	19,589	25,151	7,715	42,157	49,872
Total Debt Service	7,790	28,629	36,419	11,928	61,747	73,675
Interest Coverage Ratio ¹	18.4x	3.4x	6.4x	16.8x	6.4x	8.2x
Debt Service Coverage Ratio ²	5.3x	1.1x	2.0x	5.9x	2.0x	2.7x

1) Operating Cashflow / Interest; 2) Operating Cashflow / Total Debt Service

- For 2Q16, **31%** of total revenue and **43%** of operating cash flow were denominated in US Dollars.
- The Company's YTD dollar-denominated operating cash flow provided an ICR of 6.4x and a DSCR of 2.0x.

Our growth strategy:

- Focus in main Urban and Resort markets in Mexico
- Clear investment focus
- Take advantage of growing markets



Source: DATATUR:
www.datatur.sectur.gob.mx

- Our FOP offer took place less than two years from the IPO, evidence of the Company's ability to effectively and efficiently utilize the funds raised.
- The Recognition of our Company as Socially Responsible further commits us to an ethical, responsible and sustainable business management in the economic, social and environmental areas, recognizing the goals of their stakeholders and considering them in the development of the Company.
- The expansion of the Krystal Grand Punta Cancun marks a milestone for the Company, as our portfolio will reach 5,022 rooms.
- 2Q16 has shown our ability to continue with a solid pace in both efficiencies and revenues as in growth.
- We will continue to strengthen the presence of our Krystal brand which is key in our model to generate better results due to its penetration in the market.
- We have a unique position to continue taking advantage of the growing hotel industry and its strong fundamentals in order to become the leading hotel Company in Mexico.

Q&A Session