



HOTEL releases 2017 guidance

Mexico City, February 23, 2017 - Grupo Hotelero Santa Fe, S.A.B. Of C.V. (BMV: HOTEL) ("HOTEL" or "the Company"), one of the leading companies in the hotel industry in Mexico, announced its 2017 guidance. The information follows:

HOTEL 2017 Guidance

<i>Figures in millions of Mexican Pesos</i>	2017e	2016	\$ Var.	% Var.
Total Revenue	1,710	1,221	489	40.0
EBITDA	619	426	193	45.3
EBITDA Margin (%)	36.2%	34.9%	1.3 pt	1.3 pt

HOTEL's 2017 guidance has been prepared using avg exchange rate US Dollar/Mexican Peso of US\$: \$20.50

About HOTEL

Hotel is a leading company in the Mexican hotel industry, centered on acquiring, converting, developing and operating its own hotels as well as third party-owned hotels. The Company focuses on strategic hotel location and quality, a unique hotel management model, strict expense control and the proprietary Krystal® brand as well as other international brands. As of year-end 2016, the Company employed over 2,600 people at 23 hotels in Mexico and generated revenues of Ps. 1,221 million. For more information, please visit www.gsf-hotels.com

Legal Note on Forward Looking Statements:

The information provided in this report contains certain forward-looking statements and information related HOTEL and its subsidiaries which are based in the understanding of its managers, as well as in assumptions and information currently available for the Company. Such statements reflect the current view of Grupo Hotelero Santa Fe in regard to future events subject to a number of risks, uncertainties and assumptions. Several features may cause that the results, performance or current achievements of the Company may differ materially with respect to future results, performance or attainments of Grupo Hotelero Santa Fe that may be included, expressly or implied within such statements in regard to the future, including among others, alterations in the economic general conditions and/or politics, governmental and commercial changes globally or within the countries in which the Company has any business interests, changes in the interests rates and inflation, exchange rates volatility, changes in the demand and regulations of the products marketed by the Company, changes in the price of raw materials and other goods, changes in the business strategies and several other features. If one or more these of risks or uncertainties are materialized, or if the assumptions used result to be incorrect, the real results may materially differ from those described herein as anticipated, believed, expected or envisioned. Grupo Hotelero Santa Fe undertakes no obligation to update or revise any forward-looking statements.



Enrique Martínez
Financial Director
emartinez@gsf-hotels.com
Tel: +52 (55) 5261-0807

Maximilian Zimmermann
Investor Relations Director
inversionistas@gsf-hotels.com
Tel: +52 (55) 5261-4508