



## Grupo Hotelero Santa Fe announces the signing of the Management Contract for the Krystal Monterrey hotel

**Mexico City, May 9th, 2016** – Grupo Hotelero Santa Fe, S.A.B. de C.V. (BMV: HOTEL) (“HOTEL” or “the Company”), one of the leading companies in the Mexican hotel industry, announces the signing of a Management Contract of a 5-star 207-room hotel in the city of Monterrey, Nuevo León.

The hotel, which is owned by a third party, is located in *Corregidora 519 Oriente*, within the city’s center area (Historic Monterrey), in front of *Plaza Hidalgo* and next to the former Municipality building.

The hotel is currently operated by a renowned national brand and starting on the first of July of this year it will be managed by the Company under the brand Krystal® Monterrey. In addition, the hotel’s owner will invest up to Ps. 50 million according to a complete renovation plan to comply with our Krystal® brand and product standards.

This operation contract is in line with the Company’s expansion plan which contemplates growth in the urban business hotel segment in the 4 and 5-star categories, with our Krystal brand, with strategically located hotels. The Krystal Monterrey is the eighth hotel under third-party management agreements that has been added to the Company’s portfolio, a clear signal of trust from real estate investors in the operating capacity of the Company.

The Krystal Monterrey is the Company’s third hotel in the city of Monterrey, reaching 491 rooms in operation. With this operating contract, the Company’s portfolio is comprised of 18 hotels and 4,722 hotel rooms, including a hotel in development stage.

The Company will continue seeking and analyzing investment opportunities in hotels and properties as well as third-party hotel’s management contracts, from time to time, as the ordinary course of business. Such opportunities will be analyzed timely and, as the case may be, will be approved by the Company’s corresponding corporate authorities.



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## About Grupo Hotelero Santa Fe:

Grupo Hotelero Santa Fe is one of the leading companies in the hotel industry in Mexico, with a Mexican DNA, and is focused in acquiring, converting, developing and operating owned and third-party hotels.

The Company is renowned for the strategic location and high quality of its assets, its operating efficiency, as its unique operating model is characterized by the multi-functionality and efficiency of its personnel and cost control, and for its proprietary Krystal® brand, which has considerable recognition in the Mexican market

HOTEL is committed to continue being a Company that is a great place to work and provides an excellent service to its guests, respects its environment and generates a high profitability to its shareholders.

The Company has over 2,600 employees in Mexico, it belongs to the ranking of “*Súper Empresas Expansión 2015*” and its stock is listed in the Mexican Stock Exchange under the ticker HOTEL. The Company has been awarded with the ESR recognition (Social Responsible Company).

For additional information, please visit: [www.gsf-hotels.comw](http://www.gsf-hotels.comw)

