



## HOTEL announces the opening of the Altitude Tower of the Krystal Grand Punta Cancun

**Mexico City, September 18, 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, announces the opening of the Altitude tower of the Krystal Grand Cancun. The building has 100 suites which will be added to the 295 existing suites of the Krystal Grand Punta Cancun. These suites are an inventory expansion of the hotel which has a 50% higher ADR than The Company average. The investment of the project was in line with our budget of 222 million pesos.

Up to date, The Company's portfolio includes 25 hotels with 6,686 rooms and presence in 14 cities in Mexico, including the hotels currently in construction or expansion.

The Company will continue seeking and analyzing investment opportunities in hotels and properties as well as third-party hotel Management Contracts, from time to time, as the ordinary course of business. Such opportunities will be analyzed and if the case applies, approved by the Company's corresponding corporate authorities.

### 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 2,800 people at 23 hotels in Mexico and generated revenues of Ps. 1,221 million. For more information, please visit [www.gsf-hotels.com](http://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



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