



HOTEL announces the signing of the Management Contract for the Ibis Hotel in Irapuato

Mexico City, June 5, 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 signing of a Management Contract of a three-star business hotel with 140 rooms in Irapuato, Guanajuato

The hotel which is owned by a third party, is located in the 4to Cinturón Vial, close to the convention center and industrial zone, only 5 minutes away from the historical city center. The hotel is in a mixed-use development with stores and services. The hotel will be operated by HOTEL under the Accor franchise, a French multinational hotel group and is expected to be inaugurated this month.

This Management Contract is in line with the Company's expansion plan which contemplates growth in the urban hotel segment, with third party brands at strategically located hotels. This marks the tenth hotel under a third-party Management Contract that has been added to the Company's portfolio, a clear sign of trust from real estate investors regarding the operating capacity of the Company.

With the inclusion of this hotel, the Company's portfolio will reach 24 hotels with 6,654 rooms and presence in 13 cities in Mexico, including the hotels currently in construction or expansion. Considering the exit of 500 rooms of the Krystal Grand Reforma, with the signing of this contract we are 360 rooms short of making up for them.

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



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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

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

