



## HOTEL Announces the Expansion of the Krystal® Puerto Vallarta Hotel

**Mexico City, November 03, 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, announced today the expansion of the Krystal Puerto Vallarta Hotel, a third party owned hotel managed by the Company, consisting in 216 hotel rooms, in addition with complementary services, under the Krystal Hotels and Resorts brand standards, with which the Krystal Puerto Vallarta Hotel would grow from 258 to 474 hotel rooms.

The investment will be made by the owner and the expected opening date of the expansion is during the fourth quarter of 2017.

With this expansion, HOTEL would reach 925 rooms in Puerto Vallarta, one of the main tourist destination areas in Mexico, and a total portfolio of 5,268 rooms.

The Company will continue seeking to increase its operating agreements with third-party owned hotels as part of its ordinary course of business.



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## About Grupo Hotelero Santa Fe

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

The Company is well-known for the strategic location and quality of its assets, for its operating efficiency resulting from its unique hotel management model, characterized by the multifunctional efficiency of its employees and a strict expense control. The Company owns the Krystal® brand, which has considerable recognition in the Mexican market.

HOTEL is committed to continue offering an excellent place to work and providing excellent services to its guests, respecting the environment and striving to generate high profitability for its investors.

The Company has over 2600 employees in Mexico, is part of the ranking *Super Empresas Expansión 2015* and its shares are listed on the Mexican Stock Exchange (BMV: HOTEL). Furthermore, it has been awarded as a Socially Responsible Company (“ESR” or “*Empresa Socialmente Responsable*”).

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

### Legal Note:

The information provided in this report contains certain forward-looking statements and information related to Grupo Hotelero Santa Fe, S.A.B. de C.V. and its subsidiaries (jointly “Grupo Hotelero Santa Fe”, “HOTEL”, or the “Company”) 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 of this 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.

