



## Grupo Hotelero Santa Fe announces its revenue and EBITDA guidance for 2015

**Mexico City, January 8th, 2015** – Grupo Hotelero Santa Fe (BMV: HOTEL) (“HOTEL” or “the Company”), one of the leading companies in the Mexican hotel industry, announces its revenue and EBITDA guidance for 2015.

Based on 2014 year-end preliminary estimate for total revenue of Ps. 748.8 million pesos and an EBITDA margin of 28.0%, for 2015 HOTEL expects an increase in total revenue between 32% and 35% compared to that of 2014.

In addition, for year-end 2015 HOTEL expects an EBITDA margin of 29.5%.

This growth is expected to be driven by the following:

- 1) Improved performance of hotels in maturity stage (hotels that have been in operations less than 36 months) that are currently in their stabilization period;
- 2) The opening of our pipeline hotels (Krystal Urban Guadalajara, Hilton Garden Inn Monterrey Aeropuerto, and Hampton Inn Hotel & Suites Paraíso, Tabasco) that will start operations during 2015;
- 3) Acquisitions the Company expects to make during the year;
- 4) Growth of our stabilized hotels portfolio.



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## About HOTEL:

We are one of the leading companies in the Mexican hotel industry, focused on acquiring, developing and operating hotels. We count with a unique business model due to its flexibility and adaptability as our experience allows us to operate under different national and international brands and in different segments.

We maintain focus on the strengthening and positioning of our Krystal brand, which has excellent brand recognition in the Mexican market. This strategy allows us to offer different experiences tailored to the specific demand in each market, in the aim of maximizing the profitability of our investments.

Our operating model is characterized by the multi-functionality of our personnel and a strict expense control which allow a rapid adaptation and anticipation of the ever-changing needs of the industry. We have the capacity to add hotels to our existing portfolio through the purchase, development or conversion of properties as well as the celebration of operating contracts of third party hotels. We consider that our diversified hotel portfolio, our operating capacity focused on generating profitability, in addition to the ownership of a brand with high recognition in the market all aid in the obtaining of operating contracts with third parties.

### 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" 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.

