

GRUPO SPORTS WORLD ANNOUNCES THE START OF OPERATIONS OF ITS CLUB SW CABO NORTE IN THE CITY OF MERIDA

Mexico City. April 11, 2017 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), the leading operator of family fitness clubs in Mexico, announced today the start of operations of SW Cabo Norte.

This new club is in the North of the City of Merida, inside the complex Cabo Norte, which is focused on a socioeconomic segment with a high purchasing power. This complex has residential and commercial areas with prestigious department stores, as well as entertainment and educational areas.

SW Cabo Norte is the fourth club that the Company opens under the third-party model, where Sports World controls the operation, contributes with personnel and systems and guarantees the quality of a standardized service throughout the chain, in addition to the investment for sports equipment, which in this case amounted to \$10 million pesos. On the other hand, the investor partner provides the resources for the construction of the club, complying with the standards established by Sports World.

As a family club, the facilities include free and controlled-weight areas, box area, cardio equipment, group classrooms, swimming pool, dressing rooms, steam room, sauna and FitKidz, an area designed exclusively for children. Additionally, this club in particular has football, squash, tennis, paddle and basketball courts. A wide variety of sports with avant-garde equipment and programs led by certified coaches will be offered in these facilities.

Sports World is the leading operator of family fitness clubs in Mexico with a total of 55clubs, 50¹ in operation and five more under the process of construction and membership pre-sale.

SW CABO NORTE



¹ Includes Tijuana, Arboledas, Luna Parc and Coacalco clubs, which have a shared operating agreement with a third-party and do not operate under the brand Sports World.

ABOUT GRUPO SPORTS WORLD

Grupo Sports World, S.A.B. de C.V. is the leading operator of family fitness clubs in Mexico. The Company offers several concepts that are specifically designed so that all family members can practice sports and other wellbeing activities under the same roof. Sports World has a wide range of fitness programs and activities that focus on the specific needs of its customers. The Company also offers training, health and nutrition services, which reflect the latest global trends in the fitness industry. Sports World is listed on the Mexican Stock Exchange (BMV) under the ticker "SPORT" (Bloomberg: sports:mm).

INFORMATION ON ESTIMATES AN ASSOCIATED RISKS

This report may contain certain forward-looking statements and information relating to Grupo Sports World S.A.B. de C.V. and its subsidiaries (on the whole "Sports World" or "The Company") that reflect the current views and/or expectations of Sports World and its management with respect to its performance, business and future events. Please be advised that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this presentation and in oral statements made by authorized officers of Grupo Sports World. Readers are cautioned not to place undue reliance on these or any forward-looking statements, which relate to the company's current situation only as of their dates of publication. Sports World undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

CONTACT

Investor Relations

inversionistas@sportsworld.com.mx

Tel. +52 (55) 5481-7777 ext. 105

