

GRUPO SPORTS WORLD ANNOUNCES THE LAUNCH OF ITS NEW IMAGE

Mexico City, January 09, 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, announces the launch of its new image today in all of its clubs, together with a strong advertising campaign.

With this new image, Sports World aims to maintain its positioning as a family club and to increase its presence and recognition among new generations, communicating a differentiating, avant-garde image that supports its value proposition focused on wellness.

Through a modern graphic proposal, the brand reflects exclusivity and innovation, strengthening its presence in the premium market. Also, with this new campaign Sports World communicates its wide sports offer for all ages.

Fabián Bifaretti, Chief Executive Officer, mentioned: “We are very excited about the launch of this new image that will strengthen the brand’s presence in the mind of our current and potential clients. With an industry in constant evolution, Sports World continues innovating in terms of image and value proposition. These changes will allow Sports World to keep its position as leader of its market and to support its future growth.”

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.

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