

Grupo Sports World announces the beginning of construction and pre-sale of its first club in Guadalajara, Jalisco: SW La Rioja

Mexico City, September 21, 2015 – 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, informs investors that it will begin construction and pre-sale of memberships of its first Sports World club in the state of Jalisco.

This new club will be built inside the mall known as Urban Center La Rioja, located on Av. Adolfo López Mateos 7000, in the county of Tlajomulco de Zúñiga, in the metropolitan area of the city of Guadalajara, a region where several luxury residential projects have been built over the past few years and that is well known for its strong commercial activity.

It is important to point out that the metropolitan area of Guadalajara is considered to be the second largest urban area in Mexico and, because it is so economically active, the area continues to expand significantly. Further, entering into this region represents a great opportunity for growth, because there is a strong presence of the socio-economic segment that Sports World targets to and due to the existing growing demand for fitness services.

Since Sports World La Rioja is a family format club, the facilities will include free and controlled-weight areas, cardio equipment, group classrooms, swimming pool, dressing rooms, steam room, and sauna. It will also offer the FitKidz area designed exclusively for children, where they have their own classrooms and independent dressing rooms and where we promote different sports disciplines from a very young age. A wide range of sports alternatives will be offered at these facilities, led by certified coaches and offering state-of-the-art equipment and programs.

The Company is estimating that the club will begin operations late in the first quarter of 2016.

Sports World consolidates its leadership in the premium segment in Mexico with a total of 45¹ clubs in operation and an additional 3 under construction and pre-sale of memberships. Sports World continues to expand its presence to more cities in the country and, with SW La Rioja, of the total 48 clubs it currently has, 12 are located in several different states in Mexico, and 36 are found in Mexico City and its Metropolitan Area.

¹ Includes the club in Tijuana that has a shared operation agreement with a third-party and does not operate under the Sports World brand.

Renders: Sports World La Rioja



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 and 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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