

Grupo Sports World announces the beginning of construction and pre-sale of a new club, SW Mérida, in the state of Yucatán, and the signing of a contract to operate a third-party club in Cabo Norte, located in Northern Mérida

Mexico City, August 10, 2015 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), informs investors that it will begin construction and pre-sale of memberships of its first Sports World club in the city of Mérida, in the state of Yucatán.

This new club will be built inside the mall known as BH, located on the most important avenue in the city, Prolongación Paseo Montejo 369, in the Benito Juárez neighborhood. The mall, set on a residential area with the socio-economic profile that Sports World caters to, has high level of commercial activity, offering several supermarkets, department stores, and banks.

Since Sports World Mérida is a family format club, the facilities will include free and controlled-weight areas, cardio equipment, group classrooms, a semi-Olympic 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, 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 fourth quarter of 2015.

Mérida is an important city for Sports World’s expansion because it is known as one of the cities with the highest growth potential in the country, with a growing demand for fitness services and, currently, a limited availability of family fitness clubs.

Based on these considerations, Sports World also signed a contract with Desarrollos Inmobiliarios Cabo Norte, S.A. de C.V., the company that is building a new complex known as Cabo Norte, in the northern part of the city of Mérida, to operate a club under the third-party model that will be built inside the development. Cabo Norte is geared toward a segment of the population with high purchasing power and includes more than 125 hectares where residential and commercial areas will be mixed in with prestigious department stores and entertainment and educational facilities. The Cabo Norte club will have a surface area of more than 5,000 square meters and, besides the usual SW family fitness club offering, it will also include a jogging track, 7-player soccer fields, tennis and paddle courts, and more than 25,000 square meters of green areas. It is projected to start operating in 2016, which will allow Sports World consolidate its presence in Mérida and also to offer its customers the attractive option of having multi-club access. We will inform the public when the construction and pre-sale of this second club begins.

Sports World consolidates its leadership in the premium segment in Mexico with a total of 44¹ 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, including SW Mérida, of the total 47 clubs, 11 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 Mérida



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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