

## Grupo Sports World announces the beginning of construction and pre-sale of two new clubs in Guadalajara: SW Minerva and SW Puerta de Hierro

Mexico City, March 14, 2016 – 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 two new clubs in Guadalajara, Jalisco.

SW Minerva will be built inside of a modern mixed complex known as City Tower, located on Mexico Avenue, in Ladrón de Guevara neighborhood. SW Puerta de Hierro will be located in a multipurpose building in Conjunto Real Acueducto development. Both of them in the Metropolitan zone of Guadalajara, one of the biggest and higher income brackets city in the Country.

Since both of them will be family format clubs, 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 this clubs will begin operations during the third quarter of 2016.

Sports World consolidates its leadership in the premium segment in Mexico with a total of 47<sup>1</sup> 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 Minerva and SW Puerta de Hierro, of the total 50 clubs, 14 are located in several different states in Mexico, and 36 are found in Mexico City and its Metropolitan Area.

<sup>1</sup> 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 Minerva and Sports World Puerta de Hierro



## 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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