

Grupo Sports World announces the start of operations of club number 47: SW Mérida, in the state of Yucatán

Mexico City. February 2nd, 2016 – 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 club number 47, Sports World Mérida, in the state of Yucatán, with more than 600 sold memberships during the pre-sale process.

This new club is located 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.

Sports World Mérida is a family club so the facilities include free and controlled-weight areas, cardio equipment, group classrooms, a semi-Olympic swimming pool, dressing rooms, steam room and sauna. It also offers the FitKidz area designed exclusively for children, where they have their own classrooms and independent dressing rooms. The facility provides a wide variety of sports with state-of-the-art equipment and programs, led by certified coaches.

Sports World has opened 33 clubs since it held its IPO in October 2010, and has consolidated itself as the leading family sports club chain in Mexico with 47¹ clubs in operation and 1 more under the process of construction and membership pre-sale. The Company continues expanding and strengthening its footprint in Mexico City and its Metropolitan Area as well as in other cities. Currently, of the total 48 Sports World clubs, 36 clubs are located in Mexico City and its Metropolitan Area and the remaining 12 are in other cities in the country.

¹ Includes the Tijuana club, which has a shared operating agreement with a third-party and does not operate under the Sports World brand.

Photos: 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 physical and sports-related 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 that reflect the current views and/or expectations of Sports World and its management with respect to its performance, business and future events. Forward-looking statements include, without limitation, any statement that may intend to predict, forecast, indicate or imply future results, performance or achievements, and may contain words like "believe," "anticipate," "expect," "envisage," "will likely result," or any other words or phrases of similar meaning. Such statements are subject to a number of risks, uncertainties and assumptions. 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

Federico Casillas Contreras Medellín
Chief Financial Officer

inversionistas@sportsworld.com.mx

Tel. +52 (55) 5481-7777

Ana Claudia Joachín Revilla
Investor Relations

inversionistas@sportsworld.com.mx

Tel. +52 (55) 5481-7777 ext. 202

