

GRUPO SPORTS WORLD ANNOUNCES THE SIGNING OF A MEMORANDUM OF UNDERSTANDING FOR A POSSIBLE MERGER WITH SMART FIT MÉXICO

Mexico City, April 13, 2021 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT) (BIVA: SPORT), the leading operator of family fitness clubs in Mexico, announces the signing of a non-binding memorandum of understanding (“MOU”) with Smartfit Escola de Ginástica e Dança S.A. (“Smart Fit”), the largest gym operating company in Latin America based in Brazil, for a possible merger between Sports World and Latamgym S.A.P.I. de C.V. (“Smart Fit México”), the subsidiary of Smart Fit in Mexico.

As a result of this possible operation, two relevant chains in their segment in Mexico would join, resulting in more than 230 units in operation in several states of Mexico. The two companies expect to generate relevant synergies, with a potential increase in profitability, and also a broader range of services for their clients.

The possible merger that could take place between Grupo Sports World and Smart Fit México is subject to the signing of a binding agreement between the parties and other usual conditions and authorizations for this type of transaction.

Sports World and Smart Fit, adhering to the best information disclosure practices, will release more details in their respective markets according to the progress of this transaction.

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) with the ticker “SPORT S” (Bloomberg: sports:mm) and in the Institutional Stock Exchange (BIVA) under the same ticker.

ABOUT SMART FIT

Smartfit Escola de Ginástica e Dança S.A. is the largest gym operating company in Latin America, based in Brazil, with a presence in 13 countries in the region and 900 gyms at the end of 2020. Smart Fit was created under the concept of “high quality fitness available to everyone”, so that its users can carry out their physical activity in a comfortable environment without pressure. Smart Fit focuses its services on the needs of its users, offering a comprehensive ecosystem that includes distance training, nutrition accompaniment, as well as having the latest technology in its facilities, designed to improve the performance and safety of its users.

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.

INVESTOR RELATIONS

Roberto Navarro

inversionistas@sportsworld.com.mx

Phone. +52 (55) 5481-7777 ext. 105

