

# GRUPO SPORTS WORLD ANNOUNCES THE LAUNCH OF ITS NEW BUSINESS LINE: LOAD STARTING WITH THE CONSTRUCTION AND PRE-SALE PROCESS

**Mexico City, February 19, 2019 – 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, announces the launch of its new business line called: “LOAD”, starting with the construction and pre-sale process.

LOAD is a new concept that integrates Fitness, Wellness and Lounging Area experiences, all in the same place, supported by the highest technology standards for its operation including facial recognition systems for identification and customers access. In this new business line, a wide and innovative range of sports alternatives will be offered, including Workout Bar, a successful training concept tested in California that combines plyometric exercises, strength and cardio generating a high caloric burn in one session. Cycling Lab (Indoor Cycling) with the latest generation of bicycles, modern atmosphere and classes prepared by the best Coaches. It also offers the Beast Mode Lab, a space that integrates Free and Integrated Weight equipment and accessories of the highest quality. LOAD will have a Recovery Fitness area, in which stretching, and floor exercises can be made.

All customer experience within LOAD can be controlled through the APP, allowing to book classes, choose coaches, buy healthy food (LOAD Grab & Go) using QR code and promote motivation among members of their community since it works as a social network.

Finally, it will have a “Lounging Area”, a space with high speed internet where professional life can be activated, find projects in common with other users, socialize, read and train, and strengthen ties within LOAD community.

LOAD is a space that brings together all the tools to offer a 100% fitness experience and creates a community that provides support to reach the best version of our clients bolstered by top-level facilities that incorporate a wide and innovative sports offer. This new concept will have a lifetime membership and different modalities of subscription, Day Pass or monthly dues.

The opening is estimated for in the first half of 2019, consolidating our position as the leading operator of family fitness clubs in Mexico.

L O A D  
T R A I N I N G L A B

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## 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.