

GRUPO SPORTS WORLD ANNOUNCES THAT IT RESTARTED ACTIVITIES IN ALL ITS SW CLUBS LOCATED IN MEXICO CITY AND THE OPENING OF ITS CLUB SW GRAN TERRAZA COAPA

Mexico City, February 16, 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 reopening of 32 clubs, including SW Gran Terraza Coapa, located in México City (CDMX) in accordance with the regulations issued by CDMX authorities on February 12, 2021. In addition, Sports World announces the opening of its club SW Gran Terraza Coapa. The Company has resumed activities in 86% of its SW clubs, keeping closed only the 8 clubs located in the State of Mexico.

SW Gran Terraza Coapa is located inside "Gran Terraza Coapa" shopping center on Calzada de Acoxta 610, in the south of Mexico City, standing out for being among important avenues as Canal de Miramontes y Avenida División del Norte, that they represent an intense traffic and a constant passage of inhabitants of Tlalpan and Xochimilco boroughs. Also, it is close to residential areas.

Sports World Gran Terraza Coapa is a family format club, which includes: basic areas such as free and controlled-weight, boxing area, cardio equipment, group classrooms, swimming pool, dressing rooms, steam room, and sauna, as well as an area designed exclusively for children, FitKidz, and Zona Intenz, a specialized area that has all the necessary equipment to practice high intensity functional training. As in all our clubs, a wide range of sports alternatives for the whole family are offered, with cutting-edge equipment and programs, led by certified coaches.

These reopens occur with high sanitary standards and protocols for both collaborators and clients to promote a clean and safe environment, which were prepared based on the recommendations of the World Health Organization (WHO), the guidelines issued by the Mexican authorities, Federal and State, and the experience observed in other countries.

Furthermore, seeking always our clients and collaborators health care, the restart of activities in these clubs occurs with a controlled capacity according to the guidelines established by authorities. Customers can reserve their access to the club through the new version of the SW APP, in the schedule menu, where you can also find more than 100 recorded classes for virtual training, training routines, follow-up by trainers, online store and more than 30 live classes by day on 4 simultaneous channels. Access to classes and the use of the pool will have specially controlled capacity to guarantee the safety of all customers.

For the benefit of our clients and due to the restrictions imposed by Mexico City government, we have several outdoor activities for cardiovascular training and/or group classes, as well as Outdoor classes in parks.

At Grupo Sports World we will continue to be attentive to the evolution of the current situation and to the provisions and recommendations of the authorities to provide safe spaces within our facilities to employees and our customer community.

SW Gran Terraza Coapa



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.

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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