

GRUPO SPORTS WORLD ANNOUNCES THE REOPENING OF 8 OF ITS CLUBS IN THE STATE OF MEXICO

Mexico City, March 1, 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 8 clubs located in the State of Mexico in accordance with the regulations issued by the competent authorities: SW Tlalnepantla, SW Tecamachalco, SW Metepec, SW Zona Esmeralda, SW Satélite, SW Interlomas, SW Paseo Interlomas y SW Triangulo Tecamachalco. With these reopenings, the Company resumed activities in all its SW clubs in different States.

All reopens occur with high sanitary standards and protocols for both collaborators and clients to promote a clean and safe environment, taking care of even the smallest detail, 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.

Always seeking the health care of our clients and collaborators, 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 130 recorded classes for virtual training, training routines, follow-up by trainers, online store and 200 live classes by week on 4 simultaneous channels.

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.

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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