

GRUPO SPORTS WORLD ANNOUNCES THE OPENING OF ITS NEW BUSINESS LINE: LOAD

Mexico City, April 1, 2019 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT S) (BIVA: SPORT S), the leading operator of family fitness clubs in Mexico, announces the opening of its new business line “LOAD”.

This new concept is located on Avenida Revolución 756, in the south of Mexico City, in a mixed-use complex that has offices and a commercial area. The location of LOAD is characterized by being in a busy avenue with a large influx of people.

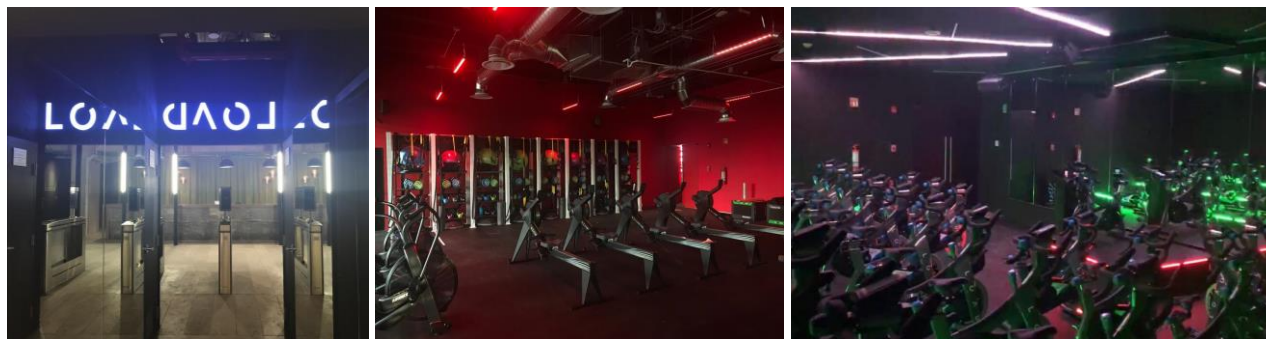
LOAD is a new concept that integrates Fitness, Wellness and Lounging Area experiences, all in the same place, supported by the highest technology standards for its operation including facial recognition systems for identification and customers access. This space brings together all the tools to offer 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.

Additionally, a wide and innovative range of sports alternatives are offered: “Workout Bar”, a successful training concept tested in California that combines plyometric exercises, strength and cardio; “Cycling Lab” (Indoor Cycling) with the latest generation of bicycles, modern atmosphere and classes prepared by the best Coaches and the “Beast Mode Lab”, a space that integrates Free and Integrated Weight equipment. It also has a “Lounging Area”, a space equipped with all the amenities to activate professional life, find projects in common with other users, socialize, read and strengthen ties with the LOAD community.

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.

This new concept will have a lifetime membership and different modalities of subscription, Day Pass or monthly dues.

LOAD



**For additional information about LOAD, go to www.load.mx*

INVESTOR RELATIONS

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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) 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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