

SPORTS WORLD (BMV: SPORT) WE ARE THE LEADING OPERATOR OF FAMILY FITNESS CLUBS IN MEXICO AND THE ONLY PUBLICLY-TRADED WELLNESS COMPANY IN LATIN AMERICA. WE OFFER A WIDE RANGE OF FITNESS PROGRAMS FOCUSED IN THE SPECIFIC NECESITIES AND DEMANDS OF OUR CLIENTS, AS WELL AS TRAINING, HEALTH AND NUTRITION SERVICES IN ACCORDANCE WITH THE LATEST INTERNATIONAL INDUSTRY TRENDS. SINCE 2010 SPORTS WORLD IS LISTED IN THE MEXICAN STOCK EXCHANGE (BMV) UNDER THE TICKER SPORT.S

MISSION

To make our customers feel special in a fun, dynamic, and cordial environment, and to activate and transform their lives.

VISION

To be the leading wellness company, known for generating experiences that surpass our customers' expectations through quality in service and innovation, while ensuring the growth of our employees and the company's profitability and sustainability.

COMPANY'S STRATEGY

- Focus on wellness
- Focus on client satisfaction and service
- Family-friendly environment
- Sports programs innovation
- Committed and experienced management team.

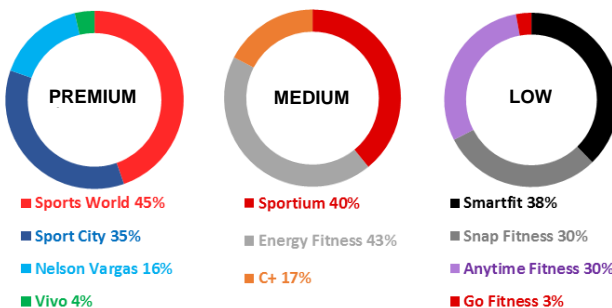
PRESENCE IN 13 STATES OF MEXICO

- | | |
|-----------------------------|----------------------------|
| • 26 CDMX | • 1 Baja California |
| • 9 Estado de México | • 1 Campeche |
| • 3 Jalisco | • 1 Guanajuato |
| • 2 Nuevo León | • 1 Morelos |
| • 2 Puebla | • 1 Sonora |
| • 2 Querétaro | • 1 Veracruz |
| | • 1 Yucatán |

FITNESS MARKET PENETRATION (% OF POPULATION ENROLLED IN A CLUB)¹



MARKET SHARE (BY NUMBER OF CLUBS)²

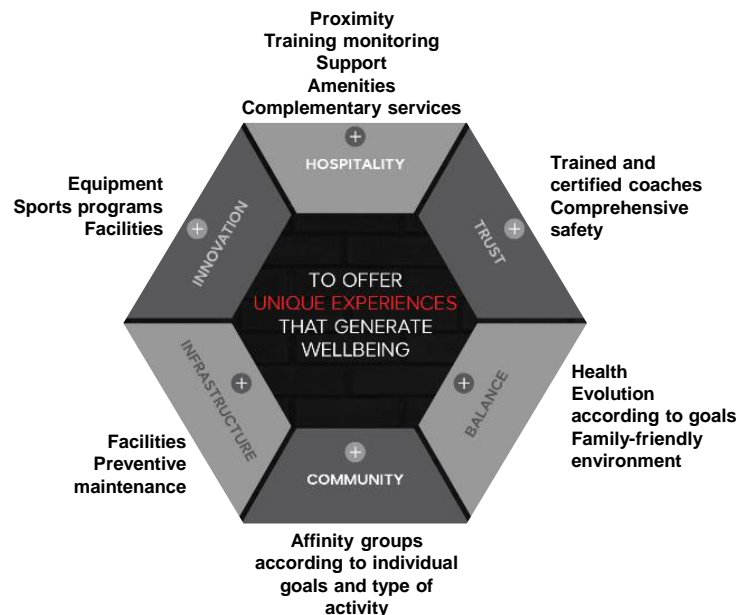


¹ IHRSA, report on the state of the health and fitness industry in Mexico 2015.
² Website of each company.

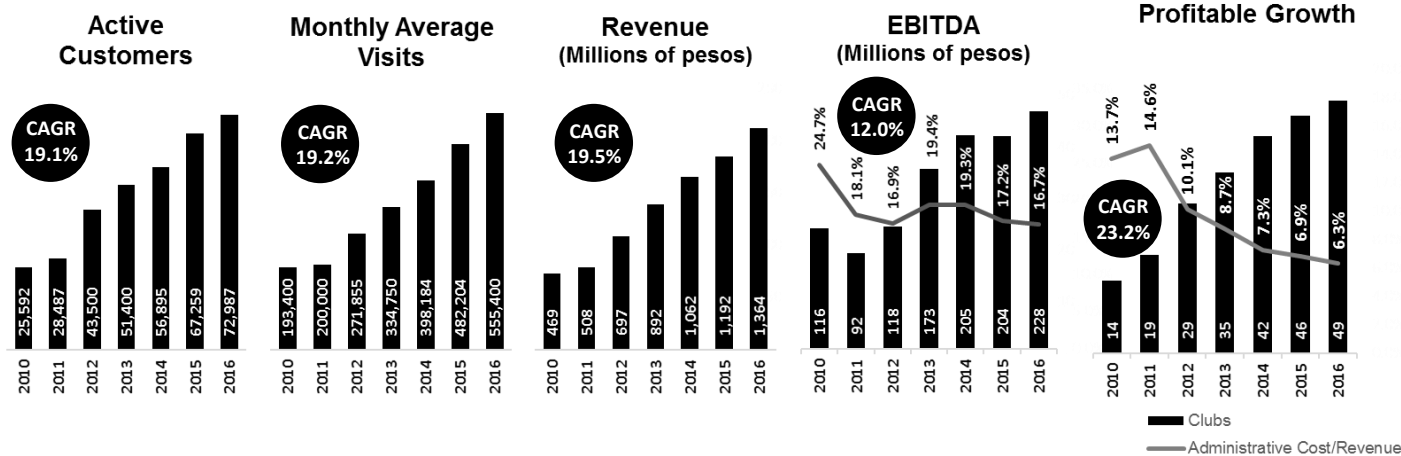
HIGHLIGHTS

- 1** Only publicly-traded wellness company in Latin America.
- 2** Leading family Sports club chain in Mexico with **55 clubs in operation**.
- 3** Region with **high growth potential in wellness industry**.
- 4** Our clubs are located in the most attractive locations, in terms of per capita income and population density.
- 5** **Solid financial trajectory** with Compounded Annual Growth Rate of 18% from 2012 to 2016.
- 6** Innovative and modern facilities with sports programs that satisfy the specific needs of all our customers.

UNIQUE VALUE PROPOSITION



FINANCIAL HIGHLIGHTS



INCOME STATEMENT

(Thousands of pesos)	Second Quarter				Year to Date			
	2017	2016	\$ Var	% Var	2017	2016	\$ Var	% Var
Net revenue	401,942	338,994	62,948	18.6%	760,194	653,932	106,262	16.2%
Clubs' operating expenses	314,846	267,343	47,503	17.8%	597,928	515,915	82,013	15.9%
Gross contribution	87,096	71,651	15,445	21.6%	162,266	138,017	24,249	17.6%
Administrative cost	23,671	19,652	4,019	20.5%	47,028	40,839	6,189	15.2%
Depreciation & Amortization	43,136	40,832	2,304	5.6%	85,530	77,549	7,981	10.3%
Operating income	20,289	11,167	9,122	81.7%	29,708	19,629	10,079	51.3%
EBITDA	63,425	51,999	11,426	22.0%	115,238	97,178	18,060	18.6%
Net financing cost	11,922	6,749	5,173	76.6%	20,115	12,655	7,460	58.9%
Income tax	2,176	1,248	928	74.4%	2,494	1,970	524	26.6%
Net profit	6,191	3,170	3,021	95.3%	7,099	5,004	2,095	41.9%
<i>Clubs' gross contribution margin</i>	<i>21.7%</i>	<i>21.1%</i>		<i>0.6 pp</i>	<i>21.3%</i>	<i>21.1%</i>		<i>0.2 pp</i>
<i>Operating margin</i>	<i>5.0%</i>	<i>3.3%</i>		<i>1.7 pp</i>	<i>3.9%</i>	<i>3.0%</i>		<i>0.9 pp</i>
<i>EBITDA margin</i>	<i>15.8%</i>	<i>15.3%</i>		<i>0.5 pp</i>	<i>15.2%</i>	<i>14.9%</i>		<i>0.3 pp</i>
<i>Net Profit Margin</i>	<i>1.5%</i>	<i>0.9%</i>		<i>0.6 pp</i>	<i>0.9%</i>	<i>0.8%</i>		<i>0.1 pp</i>

OUR GOALS

- Continue increasing our customers satisfaction and loyalty through an excellent service
- Increase business's profitability
- Increase occupancy levels of our clubs
- Continue with successful openings
- Increase our market share in other states of Mexico

BALANCE SHEET

(Thousands of pesos)	June			
	2017	2016	\$ Var	% Var
Total current assets	213,453	119,190	94,263	79.1%
Total non-current assets	1,615,703	1,431,790	183,913	12.8%
Total assets	1,829,156	1,550,980	278,176	17.9%
Total current liabilities	473,607	398,230	75,377	18.9%
Total non-current liabilities	467,927	289,466	178,461	61.7%
Total liabilities	941,534	687,696	253,838	36.9%
Total stockholders' equity	887,622	863,284	24,338	2.8%
Net financial debt	471,234	379,479	91,755	24.2%
Net financial debt / EBITDA	1.9 x	1.7 x		

STOCK INFORMATION

AS OF JUNE 30, 2017

LISTED: **BMV**

IPO DATE: **OCTOBER 7, 2010**

TICKER SYMBOL: **SPORT**

TOTAL SHARES OUTSTANDING: **82,118,949**

MARKET CAP: **\$1,394 MILLION PESOS**

ANALYST COVERAGE

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