

Sports World announces its revenue and EBITDA guidance for 2014

Mexico City, January 13, 2014 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announced today its revenue and EBITDA guidance for 2014.

Sports World expects revenues to increase by 25% during 2014, compared to the result obtained during 2013. This growth will be generated by the operating efficiency achieved at the mature clubs, the growing number of users enrolled at the clubs that are still in their filling period and the new clubs that the company expects to open throughout the year.

Additionally the company expects an EBITDA margin of at least 19.7% for FY 2014. This result will reflect the consolidation of the clubs already in operation, the company’s increasing corporate leverage and the temporary effect caused by pre-operating expenses at the new clubs that will open during 2014.

NOTE ON FORWARD LOOKING STATEMENTS

Even though Grupo Sports World S.A.B. de C.V. has made its current projections based on the current situation of the company and industry, no guarantees can be made that the projections will reflect the actual results. This due to the fact that Grupo Sports World S.A.B.de C.V. has made its projections based on assumptions that will not necessarily materialize. The actual results and performance of Grupo Sports World S.A.B.de C.V., may differ considerably from the projections and expectations currently presented by the company.

ABOUT GRUPO SPORTS WORLD

Grupo Sports World, S.A.B. de C.V. is one of the leading operators of family fitness clubs in Mexico. The Company offers several concepts that are specifically designed so that all family members can practice physical and sports-related activities under the same roof. Sports World has a wide range of fitness programs and activities that focus on the specific needs of its members. 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).

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This report may contain certain forward-looking statements and information relating to Grupo Sports World S.A.B. de C.V. and its subsidiaries that reflect the current views and/or expectations of Sports World and its management with respect to its performance, business and future events. Forward looking statements include, without limitation, any statement that may intend to predict, forecast, indicate or imply future results, performance or achievements, and may contain words like “believe,” “anticipate,” “expect,” “envisage,” “will likely result,” or any other words or phrases of similar meaning. Such statements are subject to a number of risks, uncertainties and assumptions. We advise you 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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