

GRUPO SPORTS WORLD ANNOUNCES THE OPENING OF ITS FIRST CLUB IN QUERÉTARO: SW JURIUQUILLA

Mexico City, July 10, 2017 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), the leading operator of family fitness clubs in Mexico, announces the opening of its club number 54, SW Juriquilla.

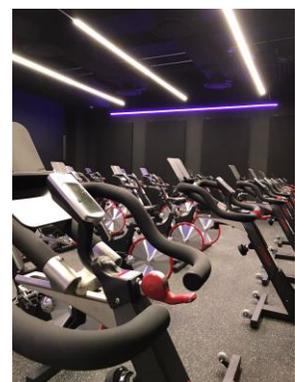
Continuing with its expansion to different states in Mexico, Sports World opens its first club in Querétaro, one of the cities with highest industrial and business development in the country. This new club is located in the mall “Uptown Juriquilla”, in one of the areas with the highest consumption rates in the city.

Sports World Juriquilla has a family format, which includes: basic areas such as free and controlled-weight, boxing area, cardio equipment, group classrooms, a semi-olympic swimming pool, dressing rooms, steam room, and sauna; also, the facilities include a squash court, a wall to practice sport climbing, FitKidz, an area designed exclusively for children, and Zona Intenz, a specialized area that has all the necessary equipment to practice a high intensity functional training.

As in every club of our chain, a wide range of sports alternatives will be offered at these facilities, with state-of-the-art equipment and programs, led by certified coaches.

Sports World is the leading operator of family fitness clubs in Mexico with a total of 57 clubs, 54¹ in operation and three more under construction and pre-sale of memberships.

SW JURIUQUILLA



¹ Includes Tijuana, Arboledas, Luna Parc and Coacalco clubs, which have a shared operating agreement with a third-party and do not operate under the brand Sports World.

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) under the ticker "SPORT" (Bloomberg: sports:mm).

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.

CONTACT

Investor Relations

inversionistas@sportsworld.com.mx

Tel. +52 (55) 5481-7777 ext. 105

