

Sports World names Emilio Flores Madero as CFO

Mexico City; October 1, 2013 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW” or the “Company”) (BMV: SPORT), names Mr. Emilio Flores Madero as Chief Financial Officer, replacing Mr. Roberto Álvarez Falcón.

Mr. Flores Madero has a master’s degree in International Business & Processes as well as over 20 years of experience in high management positions with different multinational companies. His long and diverse professional career includes experience in different areas such as technology & telecommunications, payment solutions, business development, corporate finance, strategic and financial planning with international companies such as Telefonica, Procter & Gamble, Whirlpool Corp, Visa International, amongst others.

Mr. Roberto Álvarez Falcón has decided to leave the Company to pursue other professional interests and Sports World thanks him for his service and undeniable commitment to the company’s projects during his tenure.

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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