

Grupo Sports World announces an agreement with SafeSplash Swim School to incorporate a Premium learn to swim program for kids and teens.

Mexico City, March 10, 2016 – 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, informs investors that an agreement to work with SafeSplash Swim School was signed. SafeSplash is the leading franchise in learn to swim kids programs, with 86 locations across the United States.

The agreement consists in implementing their program and the focus will be to teach kids up to the ages of 12 years old how to swim. Initially it will be implemented in 32 clubs, and it shall increment up to 46.

SafeSplash is a premium learn to swim program, focused into giving each of their students and clients a unique and professional experience creating a trust atmosphere, which incorporates student personality and skill level, student maturity, instructor teaching style and personality to create a match that accelerates learning and enhances results.

It is important to say, that the philosophy of SafeSplash goes hand in hand with Sports World’s, since it is based in a family atmosphere and commitment to customer service, through permanent assistance, closeness and hospitality that the instructors provide to class sizes no larger than 4 to 1. It provides periodic reports that will let you know the evolution and development that the kids have.

SafeSplash is backed by more than 10 years of experience, and through that time has been perfecting it, with over 4 million classes given, and recently was named the fastest growing franchise by Entrepreneur magazine, which will be confirmed thanks the signing of this agreement.

This agreement will allow Sports World to increment the attendance to the clubs during non-peak times, and add new clients to the 6,000 kids and teens already involved in other programs, identifying us as the leaders in the family clubs segment, based on a friendly and safe environment.



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.

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