

## Grupo Sports World announces a partnership with Save the Children in the fight against having children who are overweight or obese

**Mexico City, May 02, 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, announces a partnership with Save the Children to implement a nutrition and physical activity program for children.

Mexico is the number one country in terms of children who are overweight or obese. 34.4% of boys and girls here are affected by this illness. Based on the results of the National Health and Nutrition Survey, ENSANUT 2015, it is estimated that 58.6% of children and teenagers are physically inactive.

27.7% of school-age children spend more than four hours a day watching television. This, in addition to having bad eating habits, the increase in the consumption of sugary beverages, and the decrease in the consumption of local food products, are the main causes behind the constant increase in the number of children who are overweight or obese in Mexico.

Studies show that obese children have considerably higher levels of high blood pressure, cholesterol, and blood glucose, which considerably predisposes them to suffering from diabetes and cardiovascular diseases as adults, with these being two of the main causes of premature death in the country.

Fully aware of this situation, Grupo Sports World and Save the Children have established a partnership to implement a program to offer nutritional education and encourage an increase in physical activity as part of an active lifestyle for school-age children, and to work on preventing childhood obesity and a sedentary life, through workshops and play.

During the first stage of this program, which we began implementing at the beginning of the year, we will benefit 350 boys and girls between the ages of 6 and 12 in a public Elementary School in Mexico City.

Save the Children is an independent world-leading organism that cares for children in 124 countries. Their mission is to inspire progress in the way in which the world treats children and to produce an immediate and lasting change in their lives.

They have been in working in Mexico for over 40 years, impacting the lives of more than 280,000 children and teenagers through direct programs and actions which have an effect on public policy.

## Photos: Programme's launch



## 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 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 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).

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