

## GRUPO SPORTS WORLD ANNOUNCES THE LAUNCH OF ITS NEW BUSINESS LINE: ZUMA FIT STARTING WITH THE CONSTRUCTION AND PRE-SALE PROCESS

**Mexico City, February 24, 2020 – Grupo Sports World, S.A.B. de C.V.** (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT S) (BIVA: SPORT S), the leading operator of family fitness clubs in Mexico, announces the launch of its new business line: “ZUMA FIT”, starting with the construction and pre-sale process.

ZUMA FIT it's a new fitness concept for Low Price segment. In this new business line will be offered comfortable facilities, innovative sports offer such as free and controlled-weight, cardio equipment, functional area and group classes, with a sustainability approach complemented with exercise routine and nutrition plans with follow-up for each of our clients. All this with a technological support to improve the customer experience.

The first location will be inside "Gran Terraza Coapa" shopping center on Calzada de Acoxta 610, in the south of Mexico City, standing out for being among important avenues as Canal de Miramontes y Avenida División del Norte, that they represent an intense traffic and a constant passage of inhabitants of Tlalpan and Xochimilco boroughs. Also, it is close to residential areas. This opening is estimated for the second quarter of 2020.

Grupo Sports World will continue with the growth path, renewing and strengthening its sports offer as well as the nationwide expansion, positioning as the Holding of Wellness in Mexico with its portfolio of brands covering 61 Sports World, 2 LOAD (Studies) and under construction and presale process 1 Sports World and its first ZUMA FIT (Low Price).

For more information about ZUMA FIT follow the next [presentation](#). It is also available at the Company page in the Investor Relations section.



Grupo Sports World will hold a conference call on Tuesday, February 25, 2020 at 12:00 pm Mexico City Time / 1:00 pm Eastern Time to discuss its Fourth Quarter and Full Year 2019 results and any doubt about this new business line ZUMA FIT.

**To access the webcast:** [www.sportsworld.com.mx/inversionistas](http://www.sportsworld.com.mx/inversionistas)

**To participate by phone, please dial:**

- US: +1-646-558-8656
- Mexico: +52-55-4161-4288
- Conference ID: **850891860**

## 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) with the ticker "SPORT S" (Bloomberg: sports:mm) and in the Institutional Stock Exchange (BIVA) under the same ticker.

## 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.

## INVESTOR RELATIONS

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