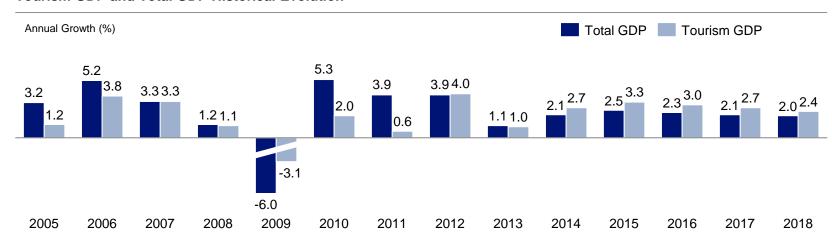




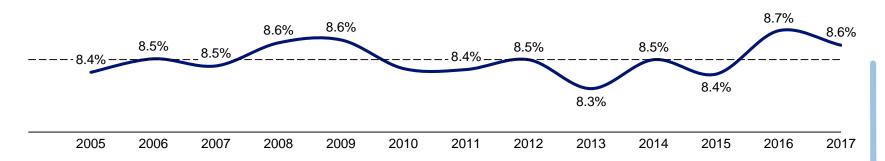
# **Tourism Contributes with 9% of Mexico's GDP**

#### **Tourism GDP and Total GDP Historical Evolution**



### **Tourism Expenditure as Percentage of Total GDP**

% of Total GDP



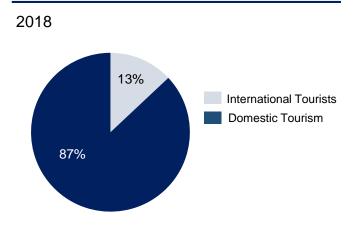
cityexpress. hoteles

# **Tourism Strength Derived From Both Domestic Momentum and International Visitors**

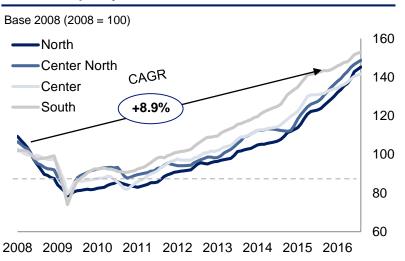
### **International Tourist Arrivals and Currency Surplus**



#### **Tourism Expenditure by Origin**



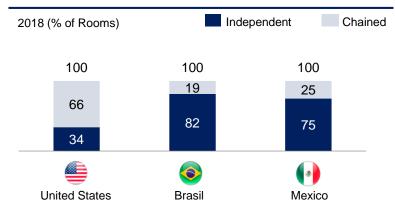
#### **Hotel Occupancy Index**





# Hospitality Industry with Consolidation Opportunities Due to Fragmentation

#### **Breakdown of Independent and Chained Hotels**



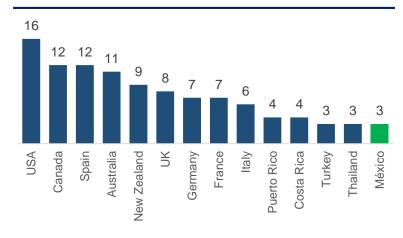
### **Hotel Rooms in Mexico by Number of Stars**



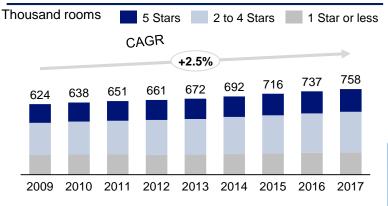
#### 48% of Total Rooms in Mexico

Source: INEGI, Ministry of Tourism, Ministry of Communications and Transportation, JLL, PwC, Euromonitor.

#### **Hotel Rooms per Thousand Inhabitants**

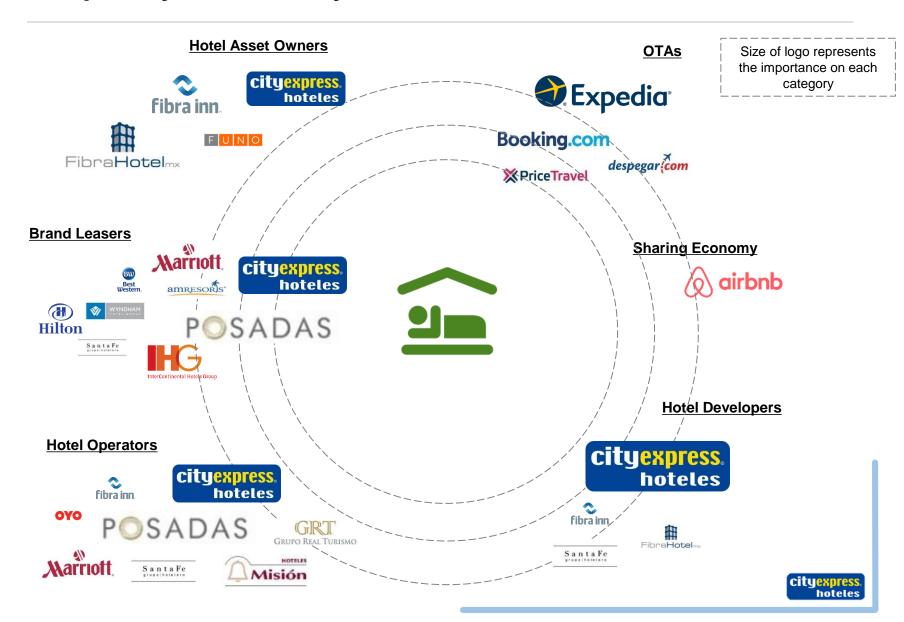


### **Hotel Supply Growth**



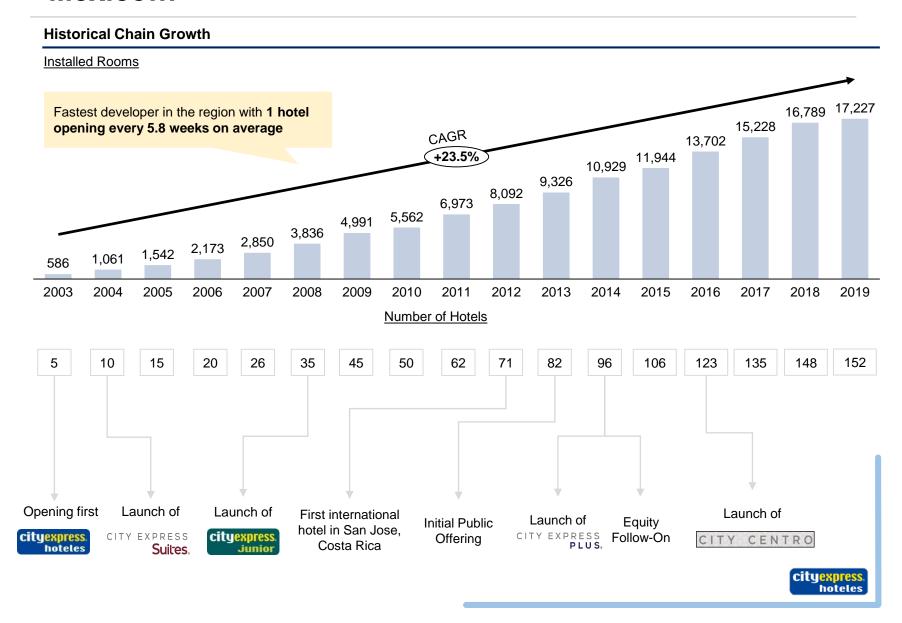


# **Hospitality Market Players in Mexico**



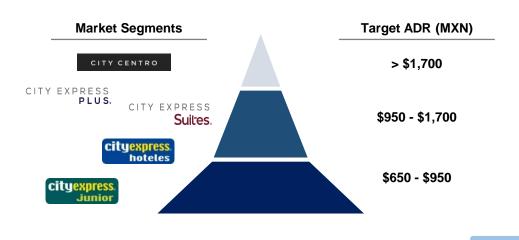


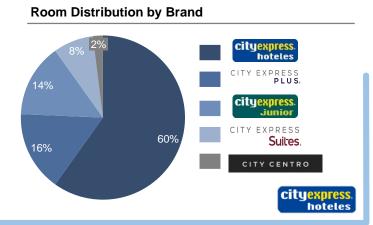
# We Are the Fastest Growing Hotel Chain in Mexico...



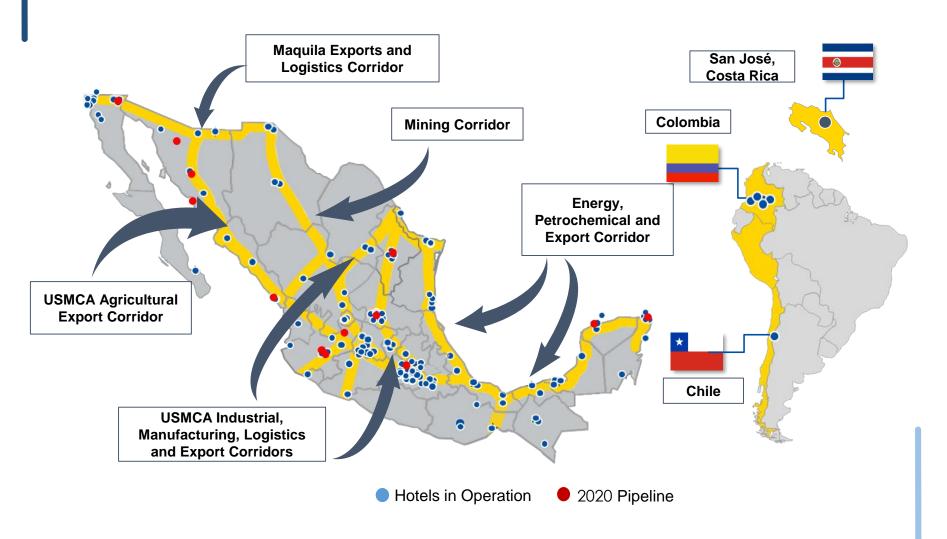
# With One Brand and Five Successful Products to Serve our Market Segment

	cityexpress. hoteles	CITY EXPRESS PLUS,	cityexpress. Junior	city express <b>Suites</b> ,	CITY CENTRO
Description	<ul><li>Flagship Brand</li><li>Essential amenities</li><li>Economy segment</li></ul>	City Express product located in Premium locations	<ul> <li>Budget segment brand</li> <li>Same quality within smaller rooms</li> </ul>	<ul><li>Extended stay brand</li><li>Apartment-style layout</li></ul>	City Express product within city downtowns with Premium decor
Average Room Size	23 m <sup>2</sup> (248 ft <sup>2</sup> )	23 m2 (248 ft2)	17 m <sup>2</sup> (183 ft <sup>2</sup> )	30 m <sup>2</sup> (323 ft <sup>2</sup> )	23 m <sup>2</sup> (248 ft <sup>2</sup> )
Average Daily Rate (ADR)	MXN \$650 - \$1,750	MXN \$950 – \$2,900	MXN \$550 – \$1,100	MXN \$950 - \$2,400	MXN \$ 1,600 – \$3,000
Rooms per Hotel	100 – 150	70 – 150	105 – 134	26 – 120	35 – 80
# of Hotels	91	24	22	12	3
# of Rooms	10,617	3,205	2,467	721	217





# ...And Significant Diversification Across Geographies and Countries





# Reflected in the Build Up of the Largest Branded **Inventory in Mexico**

(4)

Hilton

### **Number of Hotels by Chain in Mexico**

As of September 2019 177 152 112 62 50 46 44 40 35

Misión

Marriott.

GRUPO REAL TURI

starwood

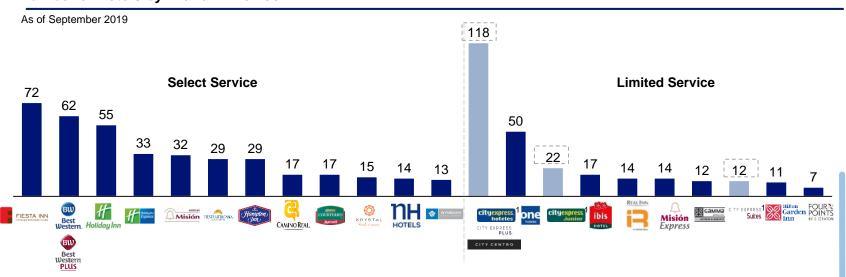
### Number of Hotels by Brand in Mexico

HG

Best Western

cityexpress. hoteles

POSADAS



Source: Information prepared by the Company based on publicly available information including prospectuses, quarterly reports, websites and press releases. 1) As of December 2019.



34

30

amresor s'

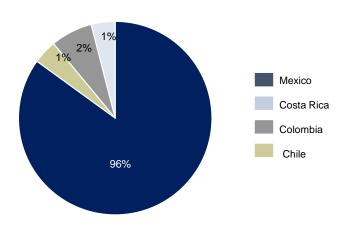
21

SantaFe

# ...And Favoured by Exposure to Different Economic Activities, Brands and Ownership Structures

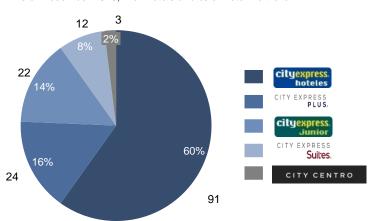
### **Geographic Coverage by Country**

As of December 2019



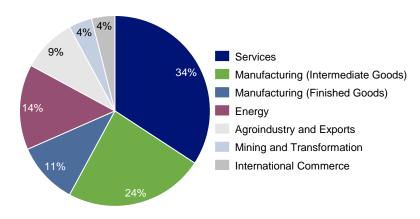
#### **Hotel Portfolio by Brand**

As of December 2019, # of Hotels and % of Total Portfolio



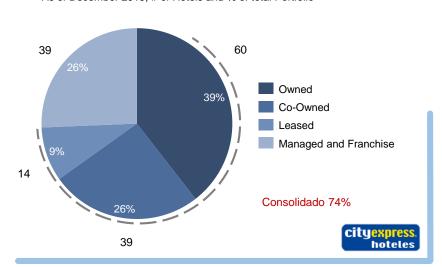
#### **Presence in Mexico by Economic Activity**

As of December 2019, % of Total Portfolio based on Number of Hotels



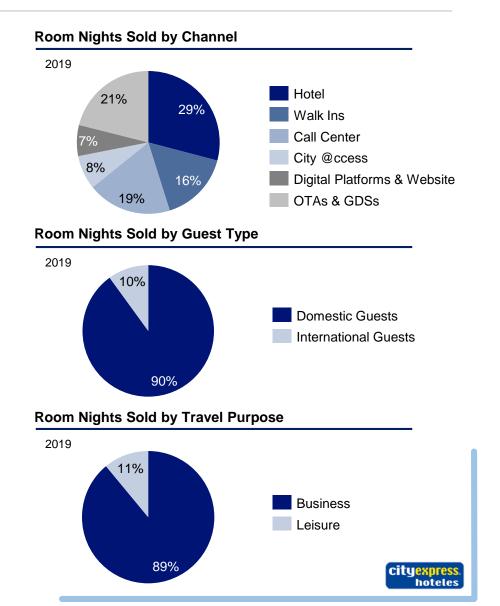
#### **Hotel Portfolio by Ownership**

As of December 2019, # of Hotels and % of total Portfolio



# **Coupled With an Innovative and Disruptive Room Operation and Distribution Platform**

- Innovative technological platform receiving more than 80% of reservations through own channels
- Optimized Yield Management System executed in real time focused on maximizing RevPAR
- City Premios Loyalty
   program with over 1,000,000
   active members accountable
   for 29% of total occupied room
   nights
- More than 8,000 corporate agreements that account for approximately 40% of total occupied room nights
- Solid commercial agreements and partnerships that turn into sales



# ...And Supported by Best in Class Environmental Social and Corporate Governance Practices

#### **Strong Institutional Sponsors that Fueled Growth**

# Morgan Stanley



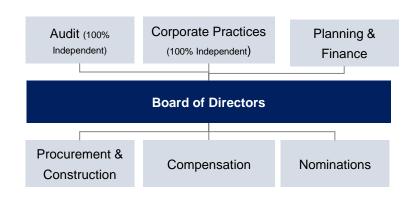
- Practices aligned to protect monirity interests
- Cero corruption tolerance
- Corporate Governance Manuals and Policies effectively implemented: https://goo.gl/vFvNOV
- Mainly independent Board of Directors 10 out of 11 members are independent

## **Sustainability Strategy that Generates Results**

- Sustainability policy and committee effectively implemented.
- Top environmental practices and international certifications for hotels.
- Catalyst of positive social, economic and environmental impacts in all our locations.
- Deeply committed with UN's 2030 Goalds for Sustainable Development.

# Commited and Capable Board of Directors

**Board Committees** 

















#### Strategic Pillars and Initiatives

Economic

Entrepreneurship program, committed to growing employment opportunities

Environmental

Resource optimization and minimization of Carbon Footprint iniciatives

Social

Labor Inclusion and' welfare programs for employees



Download our 2018 Sustainability Report

http://cityexpress.com/ sustainability





# **Hotel Development and Inventory Expansion**

# Hotel Openings In the Last 24 Months



CeP Medellín Sept. 2017



Cj Tuxtepec Sept. 2017



Ce Tijuana Otay Dec. 2017



Cj León CC Dec 2017



Ce Mty. Lindavista Dec. 2017



CC Oaxaca Dec. 2017



CeP León CC Dec. 2017



Ce Tepic Jan. 2018



Ce Atlixco March 2018



Ce Comitán March 2018



Ce Gustavo Baz June 2018



CeP Cancún Aeropuerto Oct. 2018



CS Cancún Aeropuerto Oct. 2018



CeP Interlomas Nov. 2018



CeP Tampico Nov. 2018



Cj CDMX Sullivan Dec. 2018



CeP Mérida Dec. 2018

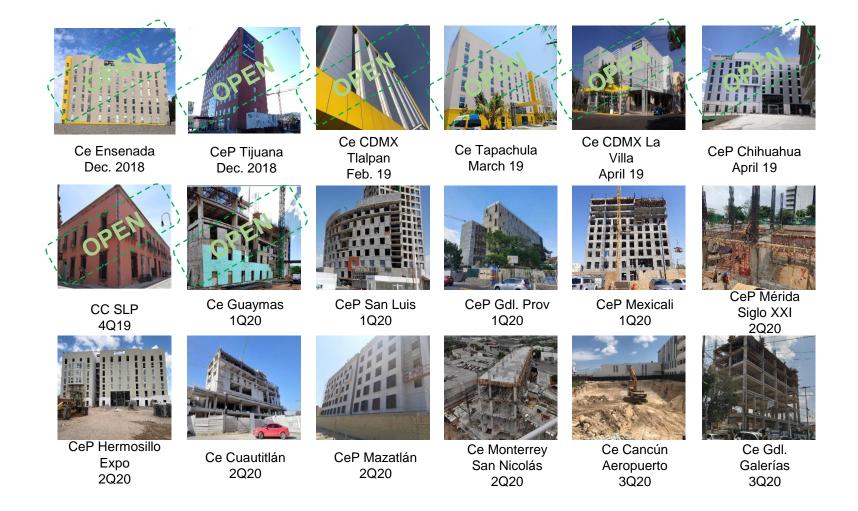


CeP Ensenada Dec. 2018



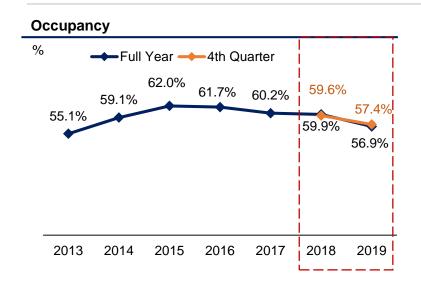
# **Hotel Development and Inventory Expansion**

2019 – 2020 Development Pipeline

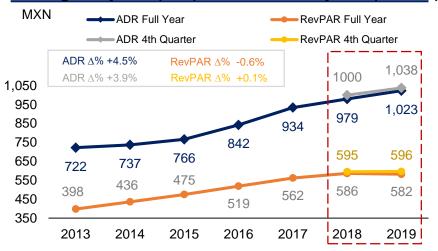




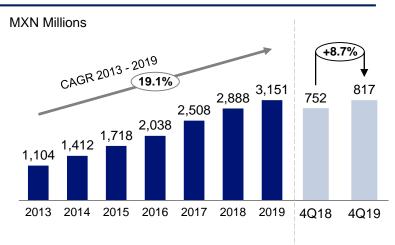
# **Operating And Financial Summary**



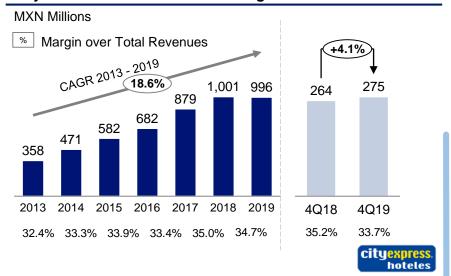
#### Average Daily Rate (ADR) and Effective Daily Rate (RevPAR)



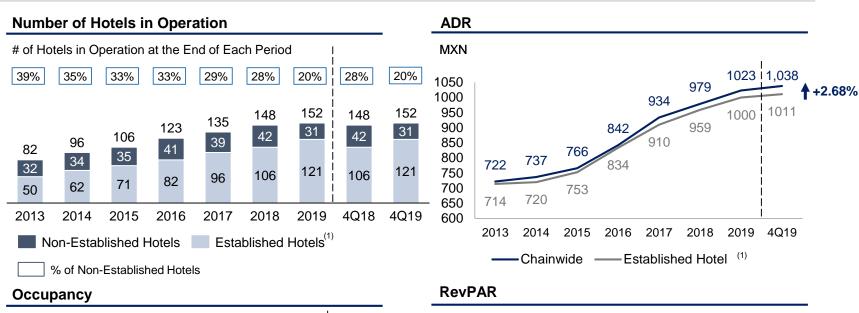
#### **Total Revenues**

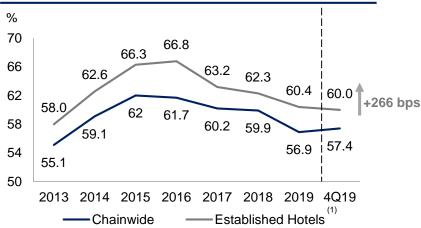


### **Adjusted EBITDA and EBITDA Margin**



# **Established Hotels Metrics**



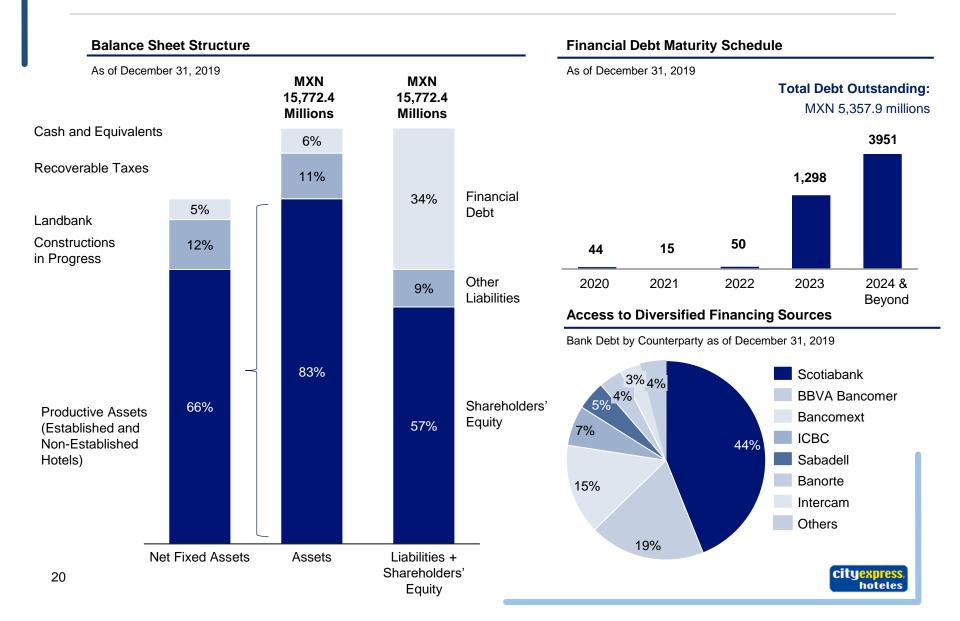


#### (1) Defined as the hotels with at least 36 months of operation

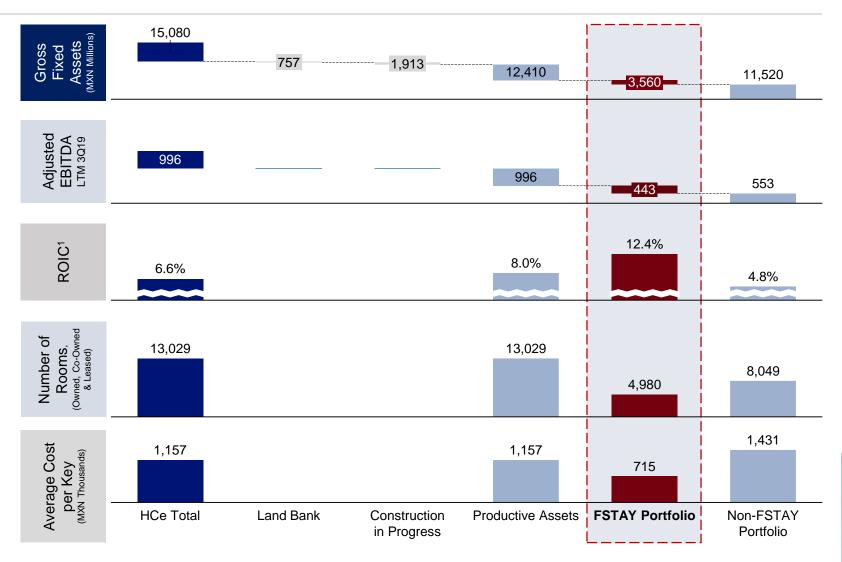




# **Capital Structure and Financial Position**



# **Return On Invested Capital**





# **Pristine Execution Characterized by Robust Performance on All Fronts**

		Initial Public Offering (November 2013)	4th Quarter 2019	
Hotel	Hotels / Rooms in Operation	72 / 8,201	152 / 17,227	110.1%
Platform	Development Pipeline (Projects in Process)	13	30	130.8%
Operating Metrics <sup>1</sup> Financial Performance <sup>1</sup>	Occupancy	55.1%	57.4%	230 bps
	Average Daily Rate (ADR)	\$722	\$1,038	43.8%
	Revenue per Available Room (RevPAR)	\$398	<b>\$596</b>	49.7%
	Total Revenues	\$968 MM	\$3,151 MM	225.5%
	Adjusted EBITDA / Margin	\$311 MM / 30.5%	\$996 MM / 33.7%	220.3%

<sup>(1)</sup> Operating metrics calculated as of 3Q19 and financial performance calculated considering last 12 months





# **Fibra STAY Objectives**

1

Enhance transparency, capture and take advantage of the market value of HCF's real estate assets





2

Generate liquidity to support the growth in hotel units for the 2019 – 2022 period



3

Establish a sustainable asset recycling mechanism allowing continuous growth without diluting shareholders



4

Generate transparency on performance and profitability HCE key business segments





# **A Quick Comparison vs Industry Peers**

Established Portfolio - 4Q18 vs 4Q19

## Average ADR

		ADR Established				
	cityexpress.	FIHO	FINN	POSADAS	GHSF	PROMEDIO INDUSTRIA
4Q19	1,011	1,198	1,280	1,373	1,295	1,231
4Q18	978	1,189	1,280	1,399	1,437	1,257
4Q19 vs 4Q18	33	9	10.0%	-26	-142	-25
4Q19 vs 4Q18 (%)	3.4%	0.8%	0.0%	-1.9%	-9.9%	-1.5%

## **Occupancy Rate**

		Occupancy Established (%)				
	cityexpress.	FIHO	FINN	POSADAS	GHSF	PROMEDIO INDUSTRIA
4Q19	60.0%	64.6%	58.4%	67.0%	63.0%	62.6%
4Q18	62.3%	66.4%	61.3%	68.0%	62.2%	64.0%
4Q19 vs 4Q18	-2.3%	-1.8%	-2.9%	-1.0%	0.8%	-1.4%
4Q19 vs 4Q18 (%)	-3.6%	-2.7%	-4.7%	-1.5%	1.3%	-2.2%

#### **RevPAR**

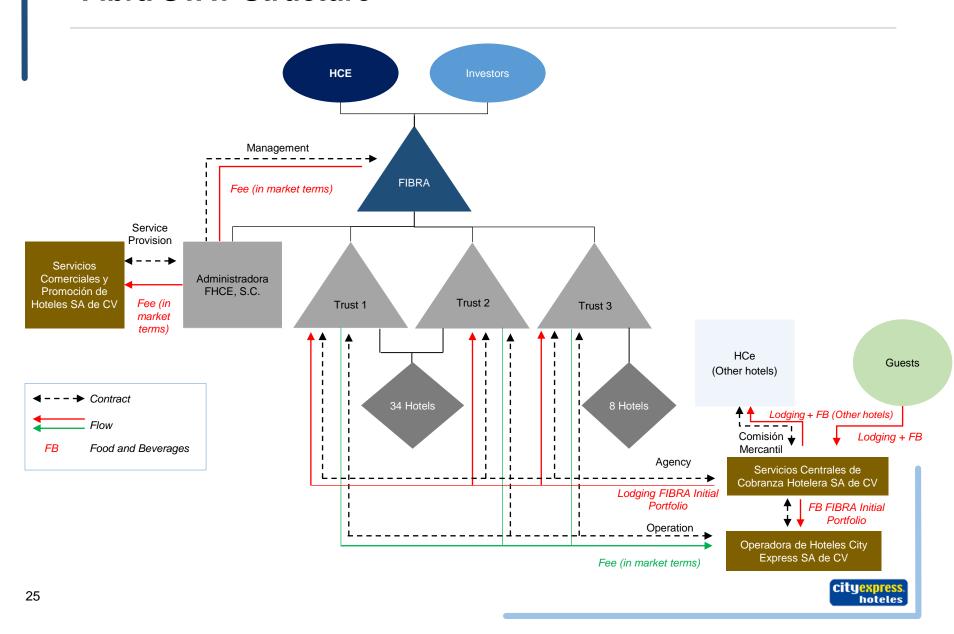
		RevPAR Established					
	cityexpress.	FIHO	FINN	POSADAS	GHSF	PROMEDIO INDUSTRIA	
4Q19	607	774	748	920	816	773	
4Q18	609	789	785	951	894	806	
4Q19 vs 4Q18	-2	-16	-37	-31	-78	-33	
4Q19 vs 4Q18 (%)	-0.3%	-2.0%	-4.7%	-3.3%	-8.7%	-3.8%	

### **EBITDA** %

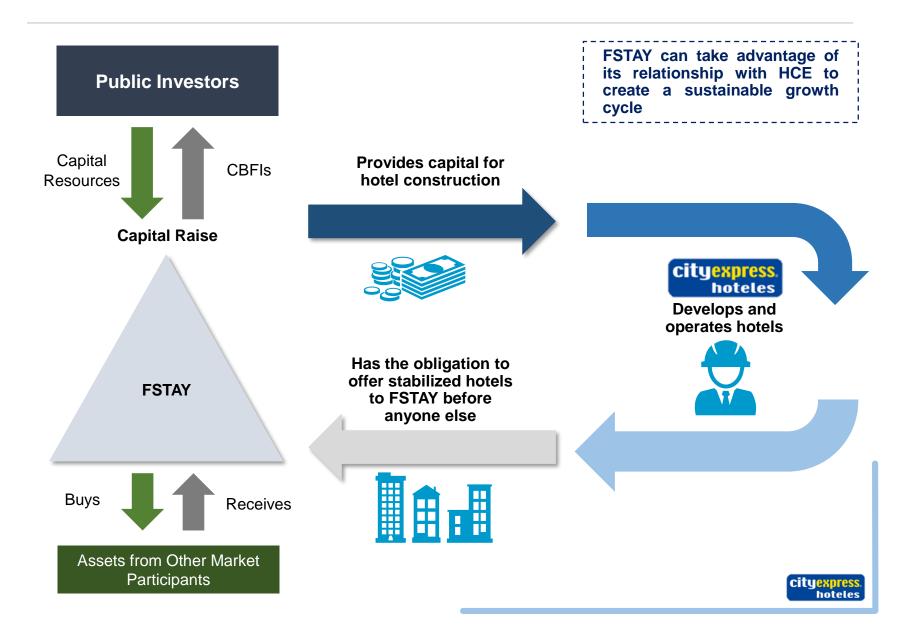
	cityexpress	FIHO	FINN	POSADAS	GHSF	PROMEDIO INDUSTRIA
4Q19	33.7%	26.2%	25.8%	9.8%	28.4%	24.8%
4Q18	35.2%	26.0%	27.5%	22.2%	31.9%	28.6%
4Q19 vs 4Q18	-1.5%	0.2%	-1.7%	-12.4%	-3.5%	-3.8%
4Q19 vs 4Q18 (%)	-4.2%	0.7%	-6.1%	-55.8%	-11.0%	-15.3%



# **Fibra STAY Structure**

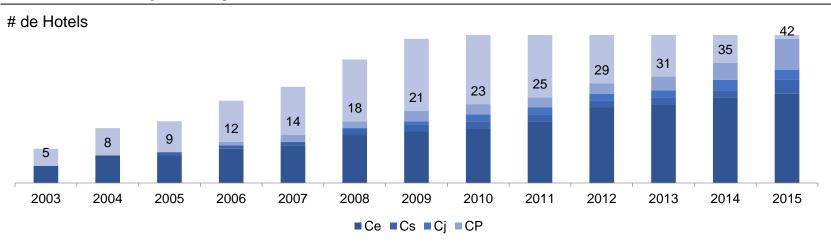


# **Sustainable Recycling Capital Vehicle**



# Best in Class Diversified and Established Portfolio

## **Portfolio Development by Brand**



## **Key Points**

- Hotels developed and operated by Hoteles City Express under the highest quality standards.
- Assets strategically located in regions with high demand for lodging by business travelers and with growth potential.
- Established Portfolio of hotels All the assets have at least 24 months in operation, and 83% has 36 months or more. No discrimination criteria in addition to compliance with the average stabilization period.

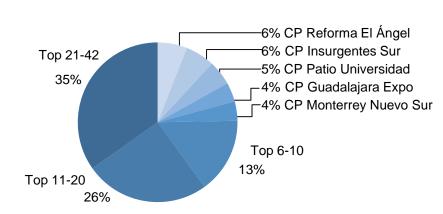




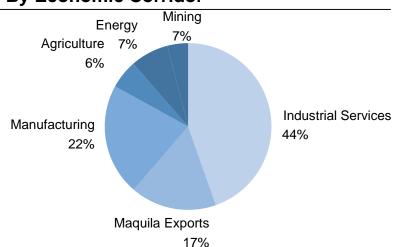
# Diversified Portfolio with Exposure to Different Industrial Regions

## Sales Distribution 4Q 2019 - % of Total

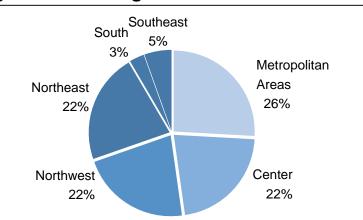
## By Hotel



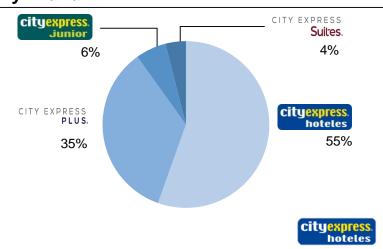
## **By Economic Corridor**



## By Economic Region

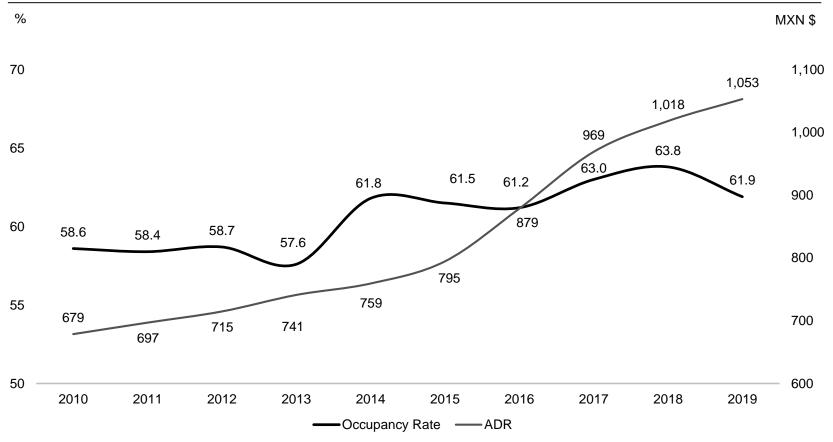


## By Brand



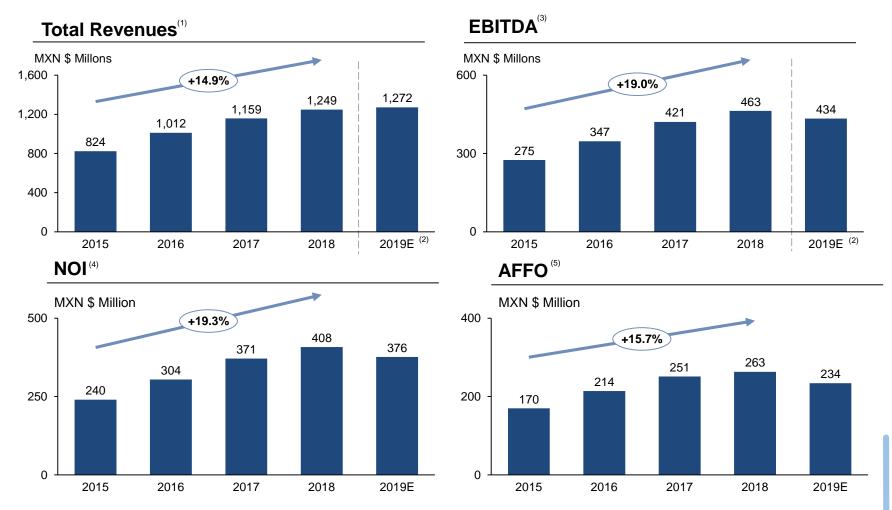
# **ADR and Occupancy Rates Growing Even with Hotel Development**

# Occupancy Rate





# **Robust Operating and Financial Performance**



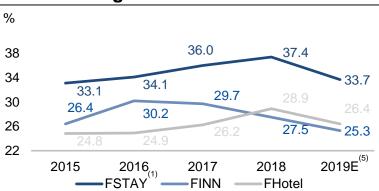
#### Notes

- 1. Total Revenues considers Room revenues and other incomes
- 2. Based on real figures @ September 2019
- 3. Does not consider Ps\$15.5MM, Ps\$15.9MM and Ps\$16.4MM of SG&A for 2015, 2016 y 2017, respectively
- 4. Calculated as EBITDA FF&E
- 5. Net Income + Income Taxes + D&A FF&E



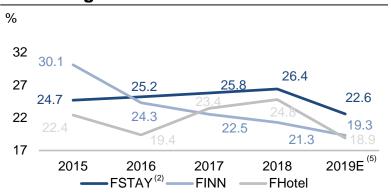
# **Robust Operating and Financial Performance**

## **EBITDA Margin**

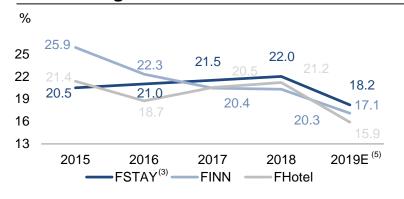


<sup>\*</sup> Peers's figures are calculated as LTM

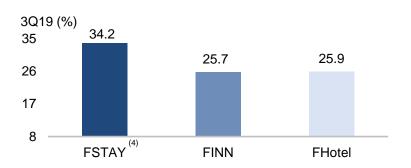
## **FFO Margin**



## **AFFO Margin**



### LTV



#### Notes

- 1. Does not consider Ps\$15.5MM, Ps\$15.9MM y Ps\$16.4MM of SG&A for 2015, 2016 y 2017, respectively
- 2. FFO calculated as Net Income + Income Taxes + D&A
- 3. AFFO calculated as Net Income + Income Taxes + D&A FF&E
- 4. Taking Ps\$1.9Bn of debt and Ps\$5.7Bn of fixed assets, according to last appraisal
- 5. Based on real figures @September 2019

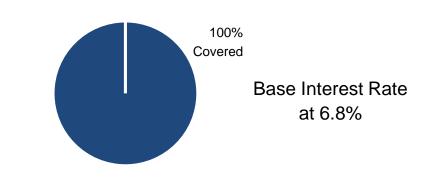


# **Conservative Capital Structure and Debt Profile**

## **Leverage Considerations**

- Maintain levels of debt / Fixed Assets lowers than 50% (34% initially)
- Actual cost of debt TIIE + 180 bps contemplating hedges of TIIE at 6.8% already signed
- Migrate to a unsecure debt structure with a balloon payment once the issuance of the vehicle has been made

## **Hedges over Cost of Debt**

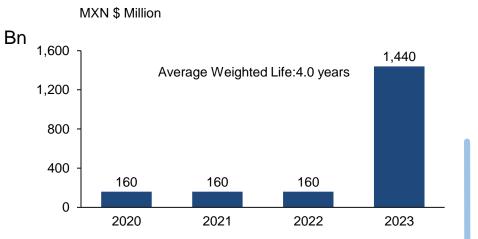


#### **Main Debt Indicators**

201	QΕ
<b>4</b> 0 I	⋾∟

201	9E	
•	Total Debt	MXN \$ 1.9 E
•	LTV (1)	34%
•	DSCR (2)	2.2x
•	Net Debt/ LTM EBITDA	4.3x
•	% Guaranteed	100%

### **Debt Amortization Schedule**



#### Notes

- 1. Total Debt / Value of the Properties according to last appraisal
- 2. NTM EBITDA / (Interests+ Amortization + FF&E)

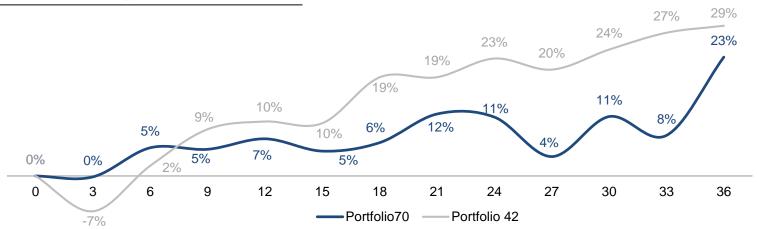
# **FSTAY Re-launching**

	Initial Portfolio	Co-investment and M&F Hotels	FSTAY Relaunching Portfolio
<ul> <li>FSTAY re-launching could be activated as soon as market window opens</li> </ul>	42 properties	28 properties	70 properties
	100% owned	JV and 100% owned hotels	JV and 100% owned hotels
<ul> <li>Investment trust structure created, shareholders' approval set and communication</li> </ul>	Asset Valuation: MXN \$5.7 billion	Asset Valuation: MXN \$3.1 billion	Asset Valuation: MXN \$8.8 billion
model implemented	Debt:	Debt:	Debt:
<ul> <li>Re-launching of vehicle bigger in size</li> </ul>	MXN \$1.9 billion	MXN \$1.1 billion	MXN \$3.0 billion
(\$8.8 billion vs \$5.7	Equity:	Equity:	Equity:
billion) including JVs	MXN \$3.8 billion	MXN \$2.0 billion	MXN \$5.8 billion
	Free float:	Free float:	Free float:
	1.9 billion	\$1.0 billion	\$2.9 billion
	(50%)	(50%)	(50%)

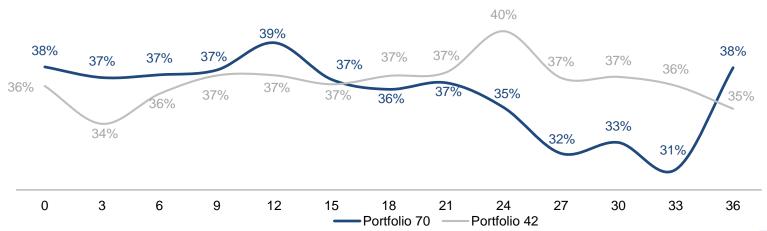


# **Portfolios Comparison**

## RevPar Change%



## **EBITDA Margin**





# **Transparent Operating Contract in Line with Industry**

## **Fees of Operating Contract**

- Fee of Administration
  - A percentage is charged on Total Revenues
- Fee of Operating Incentive
  - A percentage is charged over Gross Operating Profit
- Fee on Reservations
  - A percentage is charged on Room Revenues
- Fee on Royalties
  - A percentage is charged on Total Revenues
- Advances of commissions are contemplated for other income that is not lodging

### Other Considerations

- Contract length
  - Renewable every 25 years
- Operating Contracts in line with industry standards
- All our hotels have contracts with similar and consistent terms
- Mechanisms of alignment of operational interests
- No hidden fees



# **Growth Potential with a Disciplined Acquisition Strategy**

1

#### **Strengthen Operational Indicators of hotels Recently Opened**

## Non Established Hotels

- Option to acquire hotels from HCEs portfolio when they are established
  - 5 established hotels and 2 more to be established in 2020 with 792 rooms
- This acquisitions will represent an increase of 16.0% in available rooms for our portfolio

## Co-Owned Hotels

- Possibility to acquire the hotels of HCE under the investment scheme of Co-Owned
  - 23 established hotels and 6 more to be established in 2020 with 3,341 rooms
  - This acquisitions will represent an increase of 67.6% in available rooms for our portfolio

# 4 Hotels in Development Pipeline

- Option to acquire the hotels that are planned to be developed between 2020 and 2022
- 29 potential properties to be developed
- ~65% will be Owned and Co-Owned hotels

## Reinvest in our Hotels

- Reinvestment opportunities will be considered within the FIBRA portfolio
- Will seek to remodel and relocate the hotels
- Objective Profitability will be between 12% and 14%



**External Opportunities different to Hoteles City Express** 



## FSTAY Internally Managed Without Fees for Administration

#### **Management Characteristics**

- FSTAY Subsidiary
- Relationship between FSTAY and Management through a contract of reimbursement for expenses
  - Maximum budget established from which no surplus will be refunded
- An estimated of administrative expenses of FSTAY will be approximately, Ps\$17.5 Mn a year<sup>(1)</sup>. This will include:
  - Fixed and variable compensation of the management team
  - Office rent
  - Appraisals and auditing
  - Fees of Bolsa Mexicana de Valores (BMV)
  - Other minor expenses



### **Corporate Governance Aligned with Investors**

#### Structure that Mitigates Conflicts of Interest

#### **Committees**

#### Technical Committee

- Designate (initially) / approve members of the committees
- Discuss and approve any asset acquisition that represents between 5-20% of the equity value
- Approve and remove the third party appraiser
- Approve accounting policies and financial statements, with prior recommendation of the audit committee
- · Approve dividends and repurchases

#### Audit Committee

- Approve and remove external auditor
- Discuss Financial Statements
- Recommend accounting policies

#### Conflicts Committee

- Approve any operation with related parties
- Call the Shareholders Assembly to discuss any issue that may create a conflict of interests

#### Practices Committee

 Supports the Technical Committee in making decisions on corporate governance and best practices

#### Leverage Committee

 Ensure that the mechanisms and controls are established to verify that any leverage comfortably complies with the Fibra's indebtedness policies

#### **Shareholders Assembly**

- Shareholders have the right to name one member of the Technical Committee for every 10% of CBFIs they own
- Shareholders that represent 10% or more of the CBFIs can call an assembly
- Ordinary Assembly

(Quorum 50% / Approval 50% of the CBFIs represented)

- Will be able to solve any matter that requires the approval of the Shareholders Assembly that is not reserved for an Extraordinary Assembly
- Extraordinary Assembly (Quorum 75% / Approval with simple majority of CBFIs represented)
  - May replace the Common Representative,
     Management and Trustee
  - Dissolve or delist the FIBRA
  - Remove members of the Technical Committee
- Shareholders with conflict of interests will not have a right to vote



### **Transparent Acquisition Mechanism from HCE**

## Possible Portfolio to Contribute

- HCE has the obligation to offer a ROFR over the portfolios developed and stabilized to FSTAY of which HCE owns 100%
- Stabilized HCE hotels based on any of the following two metrics:
  - Hotels that have more than 36 months in operation
  - Hotels based on their financial metrics have a calculated ROIC (1) of 12% or higher

#### **Valuation Mechanism**

- The Technical Committee will have the right to choose an independent appraiser (with the majority vote of the independent members)
- The seller will have the right to choose a different independent appraiser
- In the event that the prices differ by less than 10% the price will be the average of the two
- If the price of the appraisers exceeds a 10% difference, a third appraiser must be chosen and the average of the 3 appraiser will be taken

#### **Approval Process**

- Any acquisition of Assets owned by HCE, will require the approval of:
  - Technical Committee
  - Vote in favor of the
     Shareholders Assembly
     (related parties in the sale of the assets will not have a right to vote)



### 100% Independent Technical Committee

Changes to the Technical Committee to be discussed with Investors

#### Jorge García Segovia - President

- Mr. García Segovia has served as Deputy Director of the Northern Zone in Operadora de Bolsa, S.A. de C.V., Director of following áreas International, Fiduciary, Mortage, Credit Cards in the Northern área of the country in Banca Serfin, S.A.
- He has been a member of the of the Board of Directors of Cemex México, Maxcom and Compañía Minera Autlan, among other organizations
- Graduate from I.T.E.S.M. of the Bioquimical Engineering career and has a Diploma in Finance

#### Carlos Bracho González

- Mr. Bracho has been a member of the of the Board of Directors of many companies such as: Banca Serfín, Compañía Hulera Euzkadi, Grupo Petroquímico Beta, Financiamiento Progresemos, and Fibra VIA, among others
- He is a Public Accountant at the Universidad Iberoamericana with a Master's Degree in Finance from the University of Rhode Island

#### Harald Feldhaus Herrmann

- Mr. Feldhaus serves as advisor to several companies in Mexico such as Quálitas Compañía de Seguros and Safe-Data Resources
- Member of the Patronato of Hospital ABC (English Hospital) and from Consejo Fondo para la Paz
- President of the Mexican-German Chamber of Commerce and Industry, and formed as a member of the Comision México – Alemania 2000
- He was chariman for Latam of Marsh McLennan Co.
- Actuary graduated from UNAM

#### Sergio del Valle Cantú

- Mr. Del Valle is partner of WAMEX Private Equity since 2001, mexican firm that manages private equity funds
- Currently a member of the Board of Directors and Committees of KUA Mex Foods and Productos Medix and has been member of the Board of several companies promoted by WAMEX funds
- Industrial Engineer graduated from UP with postgraduate studies at IPADE



### 100% Independent Technical Committee

Changes to the Technical Committee to be discussed with Investors

#### Orlando Loera

- Mr. Loera worked in different executive positions for Bank of America Merrill Lynch for more than 39 years
- During his career at BofAML he was Country Executive for the bank in México and chief of the investment banking, institutional sales and trading unit.
- His last position was Chief Risk Officer for Latin America of BofAML
- Likewise, Mr. Loera was the restructuring director for Casas GEO and Controladora Comercial Mexicana

#### **Eduardo Güemez**

- Mr. Güemez currently holds the position of CFO in Mexico Retail Properties (MRP), company focused in Real Estate development and Real Estate related to retail in Mexico
- Before MRP held the position of CEO at LaSalle Investment Management where he managed an industrial portfolio of US\$ 400 millon
- Prior to LaSalle, he served as Managing Director of GE Real Estate and Risk Manager at the company
- Bachelor's degree in Mechanical Engineering from I.T.E.S.M. and Master's degree in operational research at the University of Stanford

#### Flor Unda Carbot

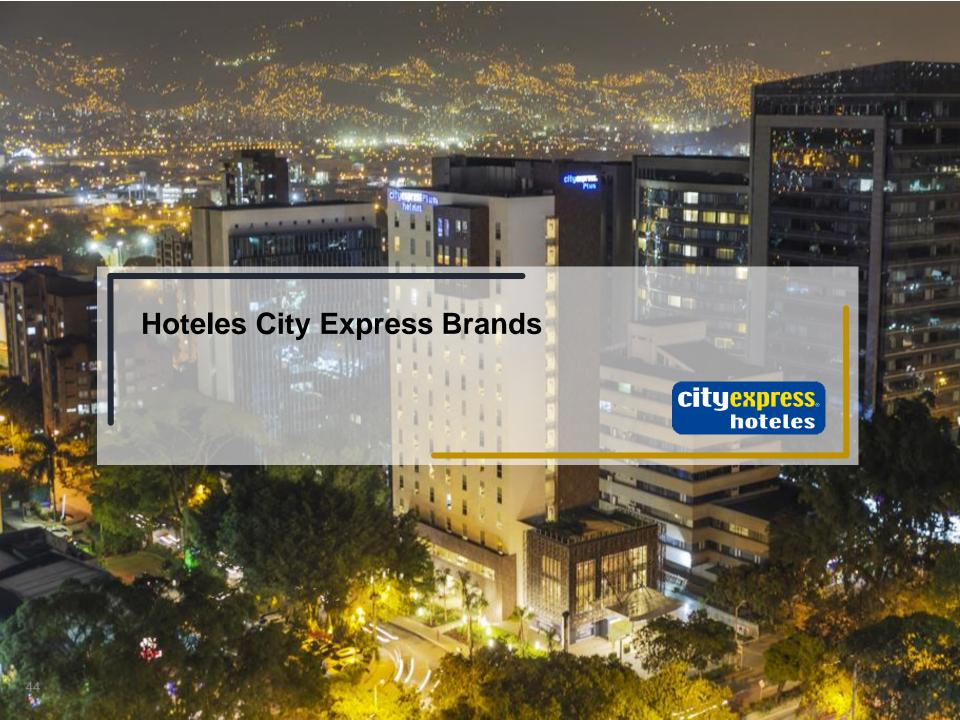
- Mrs. Unda held senior positions in the financial sector for more than 15 years
- She has been a commissioner of Banks, companies and auxiliary services with a market expertise in marketing
- Currently, she is an independent director in different industries and is a member of the Audit Committee of the Banco Nacional de Comercio Exterior
- Mrs. Unda was president of the Comité Técnico Nacional de Gobierno Corporativo of IMEF
- She has a Bachelor's degree in Mexico and a Masters degree in philosophy in the United States



## **Tax Implications for Foreign Investors**

		C-Corp	Fibra
Foreign Pension Fund	Corporate Income Tax	Exempt or 30%	0%
	WHT on dividend distributions	0% based no certain treaties	Exempt
	Capital gains (via private sale)	Either:  Exempt  25% on gross sale amount  35% on net gain (certain requirements must be comply)	Exempt
	Capital gains (via stock market)	N.A.	Exempt
Foreign Investor (Corporate or Individual)	Corporate income tax	30%	N.A.
	WHT on dividend distributions	10% (can be reduced to 0% depending on certain treaties)	30%
	Capital gains (via private sale)	Either:  25% on gross sale amount  35% on net gain (certain requirements must be comply)	35% on net gain and 10% on gross sale
	Capital gains (via stock market)	N.A.	Exempt





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#### **Héctor Vázquez**

Corporate Finance and Investor Relations

Tel: +5255 5249-8050 hvazquez@hotelescity.com www.cityexpress.com/en/investors

