



Fibra Inn Announces Strategic Alliance with Aimbridge Hospitality

Monterrey, Mexico, June 2, 2021 – CIBanco, S.A., Institución de Banca Múltiple, as final and universal beneficiary of Deutsche Bank México, Institución de Banca Múltiple, Fiduciary Division DB/1616 or Fibra Inn (BMV: FINN13) (“Fibra Inn” or the “Company”), an internally-managed Mexican real estate investment trust specialized in the hotel industry serving the traveler with international brands, announced that it has signed a strategic alliance with Aimbridge Hospitality beginning June 1, 2021.

On June 1, 2021, Aimbridge Hospitality acquired Grupo Hotelero Prisma, which will be the entity operating in Mexico. The latter was considered a related party of Fibra Inn until this transaction took place.

Aimbridge Hospitality is a leading multinational hospitality company and the largest hotel operator in the world serving 84 international lodging brands throughout 20 countries in approximately 1,500 properties of the various operational segments. Headquartered in Plano, Texas, Aimbridge has additional corporate offices in Atlanta, Calgary, Fargo, Puerto Rico, San Clemente and Washington, D.C. - in the U.S. - and internationally in Amsterdam, Birmingham, Glasgow, and Moscow.

This transaction is strategic to the Trust as both entities, Aimbridge Hospitality and Grupo Hotelero Prisma, share the same business model as independent hotel operators servicing a wide spectrum of international brands.

For Fibra Inn, this strategic partnership is supported by the experience of Aimbridge Hospitality, as well as the local market expertise of Grupo Hotelero Prisma in Mexico.

This strategic alliance benefits Fibra Inn, for the following reasons:

- (i) The preferential right that Fibra Inn has in order to participate in the acquisition of properties representing an opportunity in México, where Aimbridge Hospitality may join with potential clients.
- (ii) The agreement generates higher efficiencies in hotel operator fees.
- (iii) The negotiating power of Aimbridge Hospitality with the international hotel chains, hotel service providers, Online Travel Agencies (OTA’s), among others.
- (iv) The preferential right that Fibra Inn offers to continue the operation its hotels, except for one, through Grupo Hotelero Prisma; as well as the operation of related services, seeking higher efficiencies that will be reflected in stronger margins.

“This strategic alliance with Aimbridge Hospitality represents an agreement of great strategic value for Fibra Inn, buttressed by its international experience, potential for additional efficiencies and the opportunity to have participation preference in future investments. The potential conflict of interest, which prevailed in the past for being Fibra Inn’s related party company, is eliminated with the acquisition of Grupo Hotelero Prisma. Additionally, the combination of occupancy improvements – estimated to reach levels of over 40% or more in May – and the size of the new strategic partner with an international background, will result in an attractive option for potential domestic and international investors that are familiar with Aimbridge Hospitality,” stated Oscar Calvillo, CEO.

In Mexico:
Sergio Martínez, IR
Fibra Inn
Tel. 52-81-5000-0200
ir@fibrainn.mx





About the Company

Fibra Inn is a Mexican trust formed primarily to acquire, develop, and rent a broad range of hotel properties in Mexico for the business and leisure traveler. The Company has signed franchise, license, and brand usage agreements with international hotel brands for the operation of global brands as well as the operation of national brands. These hotels enjoy some of the industry's top loyalty programs. Fibra Inn trades its Real Estate Certificates (Certificados Bursátiles Fiduciarios Inmobiliarios or "CBFIs") on the Mexican Stock Exchange under the ticker symbol "FINN13.

www.fibrainn.mx

About Aimbridge Hospitality

Aimbridge Hospitality is a leading, multinational hospitality company offering best-in-class hotel management services across a broad spectrum of franchised branded full service, select service, luxury hotels, destination resorts, convention centers, and lifestyle hotels. Aimbridge's premium portfolio represents approximately 1,500 properties in 49 states and 20 countries, inclusive of pipeline. With the most robust brand diversity in the industry, Aimbridge and its affiliates represent 84 lodging brands in the portfolio, in addition to more than 70 independent boutique/lifestyle hotels. As the world's largest third-party operator, Aimbridge is dedicated to its mission to leverage its scale to add value for owners and opportunities for associates better than any hospitality operator. Aligned with a concentrated focus, agility, and expertise for each vertical or hotel product category, Aimbridge drives market success for hotels and optimizes investment returns for owners. Aimbridge Hospitality is based in Plano, Texas, with additional corporate offices in Atlanta, Calgary, Fargo, Puerto Rico, and Washington D.C. Evolution Hospitality, Aimbridge's Lifestyle Division, is based in San Clemente, Calif. Aimbridge's International Division, Interstate Hotels & Resorts, has supporting offices across Europe in Amsterdam, Birmingham, Glasgow, and Moscow.

For more information on Aimbridge Hospitality, please visit www.aimbridgehospitality.com and connect with Aimbridge on LinkedIn.

www.aimbridgehospitality.com

Note on Forward-Looking Statements

This press release may contain forward-looking statements. These statements are statements that are not historical facts and are based on management's current view and estimates of future economic circumstances, industry conditions, Company performance and financial results. Also, certain reclassifications have been made to make figures comparable for the periods. The words "anticipate", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the Company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends, or results will occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.