

Relevant Event
DATE: 02/05/2016

QUOTING SYMBOL: GSANBOR
COMPANY NAME: GRUPO SANBORNS S.A.B. DE C.V.
PLACE: MEXICO CITY

TOPIC:
Investment in ClaroShop.com S.A. de C.V.

RELEVANT EVENT:

Today, February 5, 2016, Grupo Sanborns, S.A.B. DE C.V. (Grupo Sanborns) (BMV: GSANBOR), announced the celebration of a strategic alliance with America Movil, S.A.B de C.V. (AMX) and Promotora Inbursa, S.A. de C.V. (Inbursa) consisting of an equity investment in Claroshop.com, S.A. de C.V. (ClaroShop), owner of the e-commerce platform www.claroshop.com.

As a result of this alliance, and in order to strengthen and promote its sales via internet, Grupo Sanborns will have a 56% stake in ClaroShop, AMX 25.5%, Inbursa 15.5% and 3% other investors.

This strategic alliance will allow ClaroShop optimize its technologic platform and its business strategy, with the aim of offering its customers a unique experience in the supply, purchase, payment and delivery of the different categories of products offered in ClaroShop.

Grupo Sanborns is a leading company in the retail business in Mexico. The Company has a unique portfolio of formats including department, specialty, electronics and entertainment, convenience and luxury stores, as well as restaurants; with highly recognized brands such as Sears, Sanborns, iShop-MixUp, Edumac, Dax, Sanborns Café and Saks Fifth Avenue.

Grupo Sanborns has presence in 54 cities in Mexico, 431 stores and a sales area of more than 1.1 million square meters, offering a high value proposal for our customers, which include more than 3.4 million cardholders.

EXTERIOR MARKETS:
NA