



## **CIE AND KONECTA TO ESTABLISH A STRATEGIC AGREEMENT**

**Mexico City, June 7, 2016 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V.** (“CIE”, the “Company” or the “Group”) (BMV: CIE) reports that it has entered into a strategic agreement with Grupo Konecta, a leading company in Business Process Outsourcing (BPO) with contact centers in Europe, Africa and Latin America, regarding the sale of certain shares representing the capital of B-Connect Services, S.A. de C.V. (B-Connect”), a subsidiary of CIE that has focused on contact center operation and other digital services in Mexico since 1992.

Under this agreement, in a first stage Konecta will acquire, subject to various conditions, 49% of the capital of B-Connect. In a second stage, prior to the end of the second quarter of 2017, CIE would be able to sell, and Konecta would be able to purchase, an additional 31% for a final stake of 80%. In the first stage, CIE will retain 51% of the business and its management. In the second stage, if applicable, CIE will retain 20% of the minority interest.

Once the acquisition of 49% of the capital of B-Connect occurs, CIE and Konecta will enter into a shareholders agreement that will govern their relationship as shareholders of B-Connect.

In the operation, Konecta would pay CIE Ps. 472 million before taxes, for 80% of the shares of B-Connect.

### **ABOUT CIE**

Established in 1990, CIE is one of the most important companies in the out-of-home entertainment market in Latin America and worldwide.

It offers a wide gamut of entertainment options to a variety of audiences and budgets in large- and medium-sized cities with high economic potential and population growth in the Mexican market, as well as in Central America and Colombia. That gamut of options includes concerts, theatrical productions, sporting events, family events and cultural events, among others. The Company also operates an amusement park and a water park, which together comprise the El Salitre development in Bogotá, Colombia.

The Company operates Centro Banamex in Mexico City, which is one of the largest and most important international exposition and convention centers. It is also the most noteworthy producer and organizer of special and corporate events in the Mexican market, and it operates one of the most professional and well-known call centers in Mexico. CIE also promotes and markets the Mexico F1 Grand Prix.

Corporación Interamericana de Entretenimiento is a publicly owned company whose shares have been listed on the Mexican Stock Exchange since 1995 under the ticker symbol “CIE,” and it holds long-term unsecured debt instruments that trade on the BMV under the ticker symbol “CIE 13.”

### **ABOUT KONECTA**

Konecta has been the leading Spanish company in integral services of BPO and contact centers since 1999. The company’s main activity is to outsource business

processes (BPO); its involvement begins in the planning and execution of internal front-office and back-office tasks, and continues through to the control of activities of outside agents.

With more than 15 years in the sector, Konecta is present in ten countries (Spain, Portugal, the United Kingdom, Morocco, Argentina, Chile, Colombia, Mexico, Peru and Brazil), where it offers outside services for servicing and retaining clients, BPO, collections, back office, and marketing and sales in the financial, insurance, utilities and telecommunications sectors. Worldwide the company has more than 28,000 employees providing added-value services to more than 200 clients.

### **LEGAL DISCLAIMER**

As a precautionary note to the investing public, except for the historical information provided herein, certain subjects discussed in this document constitute forward-looking statements. These statements assume that there are risks and uncertainties, including the economic conditions in Mexico and other countries where CIE operates, as well as fluctuations in the value of the Mexican peso against the United States dollar.

The use of registered trademarks or commercial trademarks in this document is exclusively for illustrative purposes and is not intended to violate copyrights and/or intellectual property laws applicable in the countries where CIE, its subsidiaries, and those companies with which CIE maintains commercial or business relationships, operate.

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