

## **HOTEL (BUY, T.P. MXN\$6.00)**

Announces expiration of the Hilton franchise contract in the Guadalajara hotel

HOTEL announced that the franchise contract with the Hilton brand of the Hilton Guadalajara hotel will expire on January 31<sup>st</sup>, 2023, after 25 years. We believe that this news is neutral for HOTEL since it will most likely use another prestigious brand in this property in the future. In fact, the company will announce the strategic plans for this real estate asset in the short-term. Our recommendation is BUY with a MXN\$6.00/share.

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