

Promotora de Hoteles Norte 19 Announces its Hotel Indicators for January 2025 (BMV:HCITY)

Mexico City, March 6th, 2025 – Promotora de Hoteles Norte 19, S.A.B. de C.V. (“Norte 19” or “the Company”) (BMV: HCITY), announces its Hotel Indicators for January 2025.

The portfolio's occupancy as of January 2025 was calculated based on 151 hotels and 17,394 rooms in operation. During the month, five Hotsson-branded hotels began operations, now part of our portfolio in the Full-Service segment. The addition of these hotels contributed 775 rooms to Norte 19's portfolio, further strengthening the Company's strategy and capacity to operate across different brands, regions, and hotel segments. We are continuing the incorporation process of these hotels in our databases, therefore the information of the Full-Service hotels will be reported starting the first quarter of 2025.

For City Express brand hotels, occupancy stood at 45.9%, a decrease of 1.7 percentage points compared to the same month in 2024. The ADR reached \$1,381 pesos, 10.2% higher than the previous year. RevPAR was \$633 pesos, reflecting a 6.1% increase compared to 2024.

City Express Hotels	jan-25	jan-24	Var
Occupancy	45.9%	47.6%	(1.7pp)
ADR	\$ 1,381	\$ 1,253	10.2%
RevPAR	\$ 633	\$ 597	6.1%

January is characterized by a decline in business travelers, resulting in lower occupancy rates, particularly in Mexico's industrial corridors. To mitigate this trend, the Company capitalized on the growth in leisure travelers, which increased by 4.0 percentage points compared to the same month in 2024. This segment positively impacted ADR, especially in our hotels located in major cities.

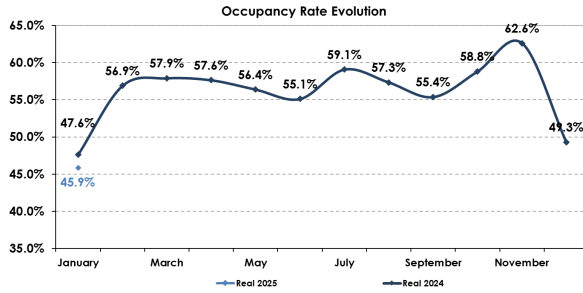


INVESTOR RELATIONS CONTACT DETAILS:

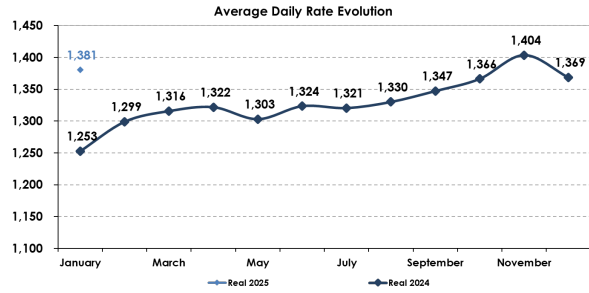
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Portfolio Occupancy Evolution



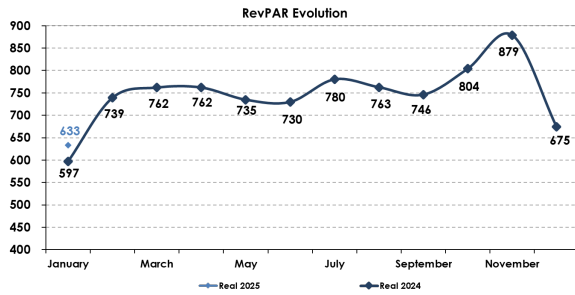
Portfolio Average Rate Evolution



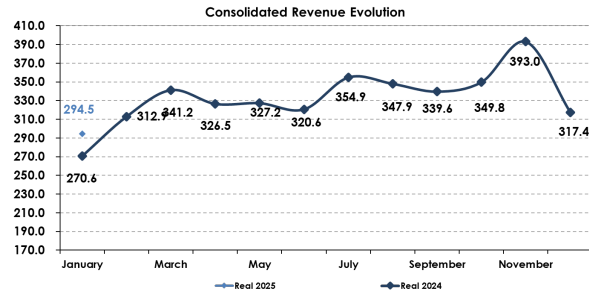
In a month driven by leisure travelers, the City Centro, City Express Plus, and City Express by Marriott brands benefited the most, with RevPAR increases of 22.2%, 10.8%, and 5.4%, respectively. Notably, City Centro by Marriott recorded an 11.1 percentage point increase in occupancy compared to 2024.

By region, January marked the ninth consecutive month in which the Metropolitan, Northeast, and Central West regions recorded the highest RevPAR increases within the portfolio, with growth of 17.0%, 10.6%, and 9.4%, respectively. The Company's rate optimization strategy contributed to these results.

Portfolio RevPAR Evolution



Consolidated Revenue Evolution



Finally, consolidated revenue for January reached \$294.5 million pesos, increasing by 8.8% vs. the same month of 2024.

About Norte 19:

Norte 19 is a Mexican company that offers integrated solutions for the hospitality industry, dedicated to providing services ranging from the design and development of hotels to the operation and management of first-class hospitality businesses. With a track record spanning more than two decades, Norte 19 has stood out for its commitment to excellence in service, innovation in technology, and efficiency in operation. Norte 19 operates more than 150 hotels in Mexico, Colombia, Costa Rica, and Chile, establishing strong partnerships with recognized brands and continuously adapting to market demands. Norte 19 will maintain the same ticker symbol ("HCITY") on the Mexican Stock Exchange (BMV).

For more information, please visit our website: <https://www.norte19.com/en/investors>