



Grupo Martí: Optimizing Costs to Strengthen Financial Resilience





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The client

Grupo Martí is a leading Mexican holding company in the sports and wellness sector, encompassing three major brands:

Deportes Martí, the country's top retailer of sporting goods; Emoción Deportiva, the most recognized brand for organizing marathons and athletic events; and Sport City, a nationwide chain of fitness clubs offering premium services to their members.

Challenges before engaging ERA

By 2018, Grupo Martí had undergone a series of restructures, and was ready to consolidate its market position. A fresher view on savings was needed.

Management recognized the need to ensure long-term financial health and operational efficiency, even during prosperous times. Rising insurance premiums and increasing operational expenses prompted them to seek an external perspective to identify savings without compromising quality or service.





Decision to Partner with ERA

The decision to engage ERA Group was driven by the group's strategic mindset and openness to innovation.

ERA's success-based model—where fees are tied to verified savings and there is no financial risk for the client—aligned perfectly with Marti's philosophy of continuous improvement and transparency.

ERA's Approach & Implementation

ERA began by reviewing the Insurance and Gas Supply categories, both significant cost centers for the group. Through its deep market expertise, supplier negotiations, and benchmarking analysis, ERA identified substantial opportunities for optimization.

- In Insurance, ERA delivered more than USD 700K in savings in the first year (48% reduction). This project continued for over five years, with ERA consistently identifying new opportunities and ensuring sustainable, measurable savings.
- In Gas, the project included a transition from LPG to natural gas, along with renegotiation of LPG pricing. This generated more than USD 500K in savings — a weighted average of 15% — improving cash flow without compromising supply reliability or safety.
- In Cleaning Services, the project began with solid savings, but was paused during the pandemic. Upon reopening, cleaning became a strategic priority to ensure member safety and hygiene, so the initiative could not continue.



Results and Long-Term Impact

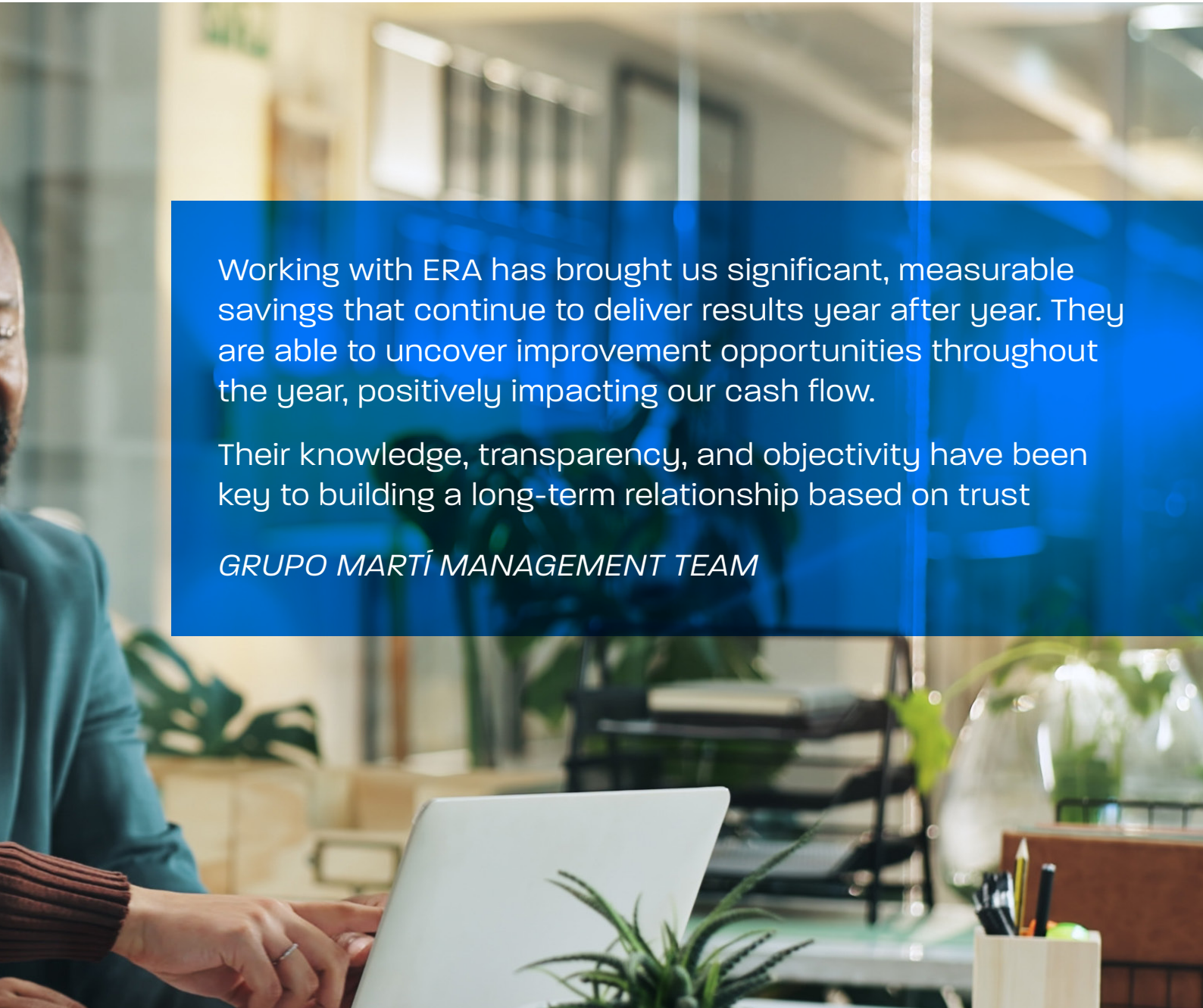


The partnership between Grupo Martí and ERA has provided tangible, sustained savings and greater financial resilience—a key factor that allowed the company to better absorb the impact of the pandemic across its operations.

Main Benefit



For Grupo Martí, the relationship with ERA goes beyond cost reduction—it represents a strategic partnership focused on financial health, operational efficiency, and long-term sustainability.



Working with ERA has brought us significant, measurable savings that continue to deliver results year after year. They are able to uncover improvement opportunities throughout the year, positively impacting our cash flow.

Their knowledge, transparency, and objectivity have been key to building a long-term relationship based on trust

GRUPO MARTÍ MANAGEMENT TEAM



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