



**TV AZTECA ANNOUNCES 7% GROWTH IN EBITDA
TO Ps.410 MILLION FOR THE FIRST QUARTER OF 2016**

—Net sales increased 12%, to Ps. 2,861 million—

**—The company renovates its strategic focus and further strengthens
its competitive position in the Mexican media market—**

Mexico City, April 25, 2016—TV Azteca, S.A.B. de C.V. (BMV: AZTECA; Latibex: XTZA), one of the two largest producers of Spanish-language television programming in the world, announced today financial results for the first quarter of 2016.

First quarter results

"In the period we renewed the strategic focus of the company to show the best broadcast television content on our networks in Mexico, which will allow us to monetize large audiences and further strengthen our position in the domestic media market," said Benjamin Salinas, CEO of TV Azteca. "We will combine creativity with optimal profitability, so the productions, aside from being competitive, will follow strict financial criteria, and increasingly boost cash generation."

Net sales for the quarter were Ps.2,861 million, 12% higher than the Ps.2,545 million for the same quarter of last year. Total costs and expenses were Ps.2,451 million, compared to Ps.2,164 million for the same period last year.

As a result, TV Azteca reported EBITDA of Ps.410 million, 7% above the Ps.382 million from last year; EBITDA margin for the quarter was 14%. Operating profit grew 3% to Ps.114 million.

The company registered a net loss of Ps.554 million, compared to a net loss of Ps.676 million for the same quarter of 2015.

	1Q 2015	1Q 2016	Change	
			Ps.	%
Net sales	\$2,545	\$2,861	\$316	12%
EBITDA	\$382	\$410	\$28	7%
Operating profit	\$110	\$114	\$4	3%
Net result	\$(676)	\$(554)	\$122	18%
Net result per CPO	\$(0.23)	\$(0.19)	\$0.04	18%

Figures in millions of pesos.

EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortization.

The number of CPOs outstanding as of March 31, 2015 was 2,985 million and as of March 31, 2016 was 2,991 million.

Net sales

National advertising sales were Ps.2,067 million, compared to Ps.2,128 million a year ago.

In addition, the company registered sales from Azteca America—the company's wholly-owned broadcast television network focused on the U.S. Hispanic market—of Ps.328 million this quarter, a 16% increase compared to Ps.283 a year ago.

Content sales to other countries were Ps.29 million in the period, from Ps.53 million in the previous year; revenue for the quarter resulted from the commercialization of the shows *La Isla* and *La Teniente* in several countries in the Americas, and *La Loba* in Africa, as well as the sale of TV Azteca content to pay TV channels in the rest of the world.

Revenue from TV Azteca Guatemala and TV Azteca Honduras was Ps.12 million, in contrast with Ps.14 million for the previous year.

Sales from Azteca Comunicaciones Colombia—derived from telecommunications services through the fiber-optic network that the company operates in that country— were Ps.144 million, in comparison to Ps.67 million for the previous year.

Azteca Comunicaciones Peru—subsidiary of TV Azteca that is building the *Red Dorsal Nacional de Fibra Óptica* fiber optic network in that country— had revenue of Ps.281 million in reimbursements from the Peruvian government for payments made by the company for the construction of the network. As previously announced, the government provides the funds for both the construction and operation of the network through a 20-year concession and TV Azteca will commercialize the telecommunications services in 339 locations. The construction started in December 2014 and has an estimated 18-month construction period.

Costs and expenses

Costs and expenses during the quarter increased 13% as a result of a 20% growth in production, programming, transmission and telecommunication service costs—to Ps.2,131 million, from Ps.1,781 million in the same period a year ago—partially compensated by a 16% reduction in selling and administrative expenses—to Ps.320 million, compared to Ps.382 million for the same quarter of 2015.

The increase in costs in the period largely reflects the exchange-rate effect on the exhibition rights acquired from third-party content, US dollar denominated.

Azteca Comunicaciones Colombia reported costs of Ps.267 million in the quarter, compared to Ps.185 million for the previous year. The increase during the period includes rent paid for the transmission towers and space to operate telecommunications nodes, as well as the maintenance and operation of the network.

Costs related to Azteca Comunicaciones Peru were Ps.120 million in the quarter, mainly related to the construction of the fiber-optic network in that country. A year ago no costs were recorded in Peru because the construction of the network was at its initial stage.

The reduction in selling and administrative expenses reflects lesser expenses in operation, personnel, and services this quarter, as a result of strategies that strengthen the operational efficiency of the company.

EBITDA and net results

EBITDA was Ps.410 million, 7% higher in comparison to Ps.382 million for the same period of the prior year.

Operating profit increased 3% to Ps.114 million, from Ps.110 million.

The most significant change below EBITDA was an improvement in the exchange rate for Ps.272 million, due to appreciation of the peso against the US dollar this period, compared to depreciation a year ago

The company registered a net loss of Ps.554 million for the quarter, compared to a net loss of Ps.676 million for the same period a year ago.

Debt

As of March 31, 2016, TV Azteca's outstanding debt—excluding Ps.1,582 million of debt due in 2069—was Ps.13,630 million. The cash and cash equivalents balance of the company was Ps.2,414 million; as a result, net debt was Ps.11,216 million at the end of the quarter.

Renovation of the strategic focus

During the quarter, a renewed strategic approach and a new organizational structure were implemented in the company that will strengthen the position and operating efficiency of TV Azteca.

The company seeks to boost its positioning through competitive formats that optimally reach market segments of interest to advertisers. This will drive profitable growth through flexible alternative content generation that increases profitability and cash generation.

The new structure includes the creation of Estudio 13 and Estudio 7, which will procure top content from different broadcast television sources for TV Azteca networks, which will result in monetizing large audiences and increasing company profitability.

Company Profile

TV Azteca is one of the two largest producers of Spanish-language television programming in the world, operating two national television networks in Mexico, Azteca Trece and Azteca 7, through more than 300 owned and operated stations across the country. TV Azteca affiliates include Azteca US, a broadcast television network focused on the rapidly growing U.S. Hispanic market, and Azteca Web, an Internet company for North American Spanish speakers.

TV Azteca is a Grupo Salinas company (www.gruposalinas.com), a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to build the middle class of the countries in which they operate and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include TV Azteca (www.tvazteca.com; www.irtvazteca.com), Azteca US (us.azteca.com), Grupo Elektra (www.elektra.com.mx; www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Advance America (www.advanceamerica.net), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Totalplay (www.totalplay.com.mx) and Enlace TP (enlacetp.mx). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, the member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Other risks that may affect Grupo Elektra and its subsidiaries are identified in documents sent to securities authorities.

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TV AZTECA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED RESULTS OF OPERATIONS
(Millions of Mexican pesos of March 31 of 2015 and 2016)

	First Quarter of :					
	2015		2016		Change	
	Ps		Ps		Ps	
Net revenue	2,545	100%	2,861	100%	316	12%
Programming, production and transmission costs	1,781	70%	2,131	74%	350	20%
Selling and administrative expenses	382	15%	320	11%	(62)	-16%
Total costs and expenses	2,164	85%	2,451	86%	288	13%
EBITDA	382	15%	410	14%	28	7%
Depreciation and amortization	178		209		31	
Other expense -Net	93		87		(7)	
Operating profit	110	4%	114	4%	3	3%
Equity in income from affiliates	5		4		(1)	
Comprehensive financing result:						
Interest expense	(297)		(343)		(46)	
Other financing expense	(13)		(30)		(17)	
Interest income	33		24		(9)	
Exchange loss -Net	(260)		12		272	
	(538)		(338)		199	
Income before the following provision	(423)	-17%	(221)	-8%	202	48%
Provision for income tax	(258)		(339)		(81)	
Net income	(681)		(560)		121	
Non-controlling share in net profit	(5)		(7)		(1)	
Controlling share in net profit	(676)	-27%	(554)	-19%	122	18%

TV AZTECA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEETS
(Millions of Mexican pesos of March 31 of 2015 and 2016)

	<u>At March 31</u>				<u>Change</u>
	<u>2015</u>	<u>2016</u>			
Current assets:					
Cash and cash equivalents	Ps 5,422	Ps 2,414			Ps (3,007)
Accounts receivable	8,202	8,595			393
Other current assets	3,432	4,383			950
Total current assets	17,056	15,392			(1,664) -10%
Accounts receivable	300	85			(215)
Exhibition rights	2,551	2,548			(3)
Property, plant and equipment-Net	3,879	4,079			200
Television concessions-Net	9,432	9,930			498
Other assets	3,618	3,245			(373)
Deferred income tax asset	2,680	3,090			410
Total long term assets	22,460	22,977			517 2%
Total assets	Ps 39,516	Ps 38,369			Ps (1,147) -3%
Current liabilities:					
Short-term debt	Ps 1,145	Ps -			Ps (1,145)
Other current liabilities	3,649	6,397			2,748
Total current liabilities	4,794	6,397			1,603 33%
Long-term debt:					
Long-term debt	12,011	13,630			1,619
Total long-term debt	12,011	13,630			1,619
Other long term liabilities:					
Advertising advances	8,479	8,407			(72)
American Tower Corporation (due 2069)	1,401	1,582			181
Deferred income tax	1,542	770			(772)
Total other long-term liabilities	11,422	10,759			(663) -6%
Total liabilities	28,227	30,786			2,559 9%
Total stockholders' equity	11,289	7,583			(3,706) -33%
Total liabilities and equity	Ps 39,516	Ps 38,369			Ps (1,147) -3%