



LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40

Q+



tvazteca
internacional

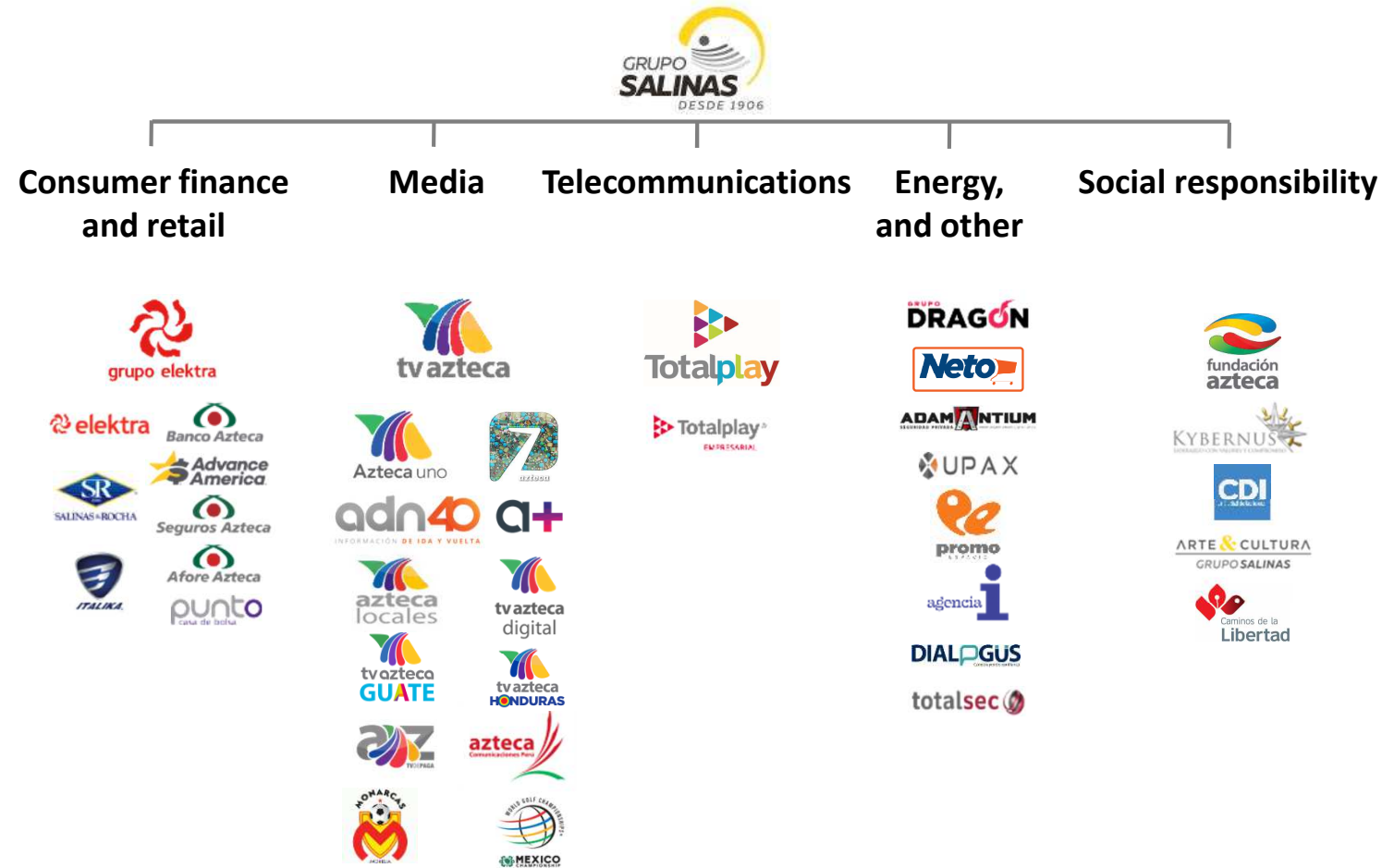


tvazteca
digital

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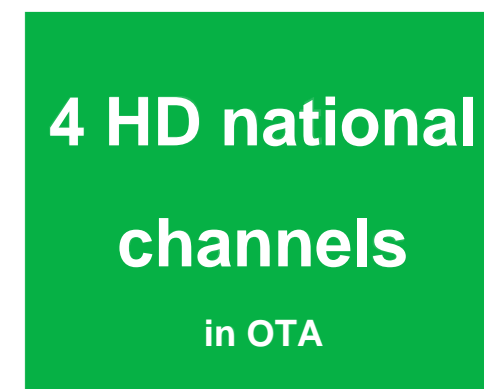
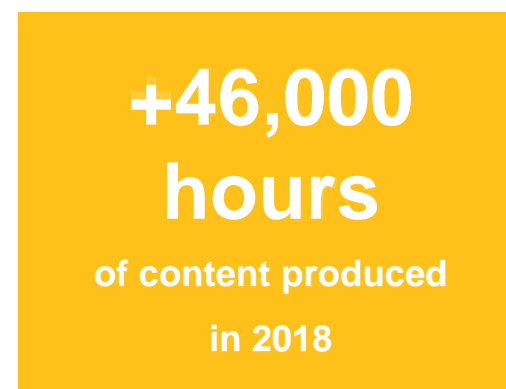
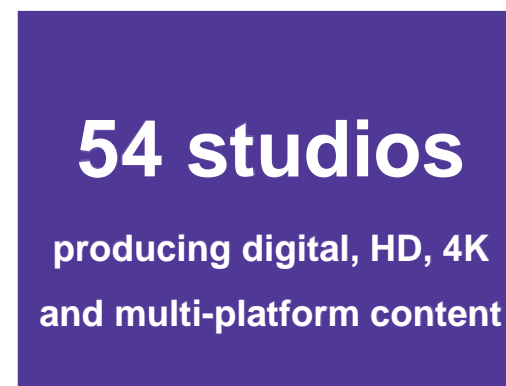
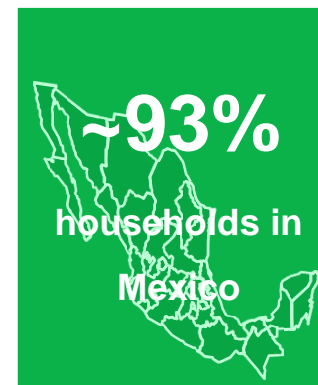
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- ❑ More than 106,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
 - ❑ 92 million viewers per month in Mexico
- ❑ **One of the largest two producers of Spanish language television content in the world**
 - ❑ Content has been sold in over 100 countries
 - ❑ Broadcasts in Mexico, Guatemala, Honduras
 - ❑ Listed in the Mexican Stock Exchange (BMV) and in Spain (Latibex)



Strong market position with strategies for improved momentum



Focus on TV Azteca's core business

- ❑ **Azteca uno:** Live entertainment programs, attached to reality and in the original language of the audience. Directed to the head of the family.
- ❑ **Azteca 7:** Innovative and high quality content (premium fictional series, sports, among others). Focused on contemporary families.
- ❑ **adn40:** The news channel with the largest audience on broadcast television in Mexico.
- ❑ **a+:** Generates local content closer to the audience of each region. Competes with local media.
- ❑ Four pay television channels: AZ Corazón, AZ Cinema, AZ Mundo and AZ Click that reach nearly 40 million homes in 18 countries in the Americas and Spain.
- ❑ Strategically positioned to benefit from the growth of the Internet through the offer of cross-platform content and the eSports market.

Improvement in cash flow generation capacity

- ❑ Solid financial results from national operations.
- ❑ Focus on the main capabilities of TV Azteca to continue generating sustainable profitability in Mexico.
- ❑ Constantly searching for efficiencies (-5% in SG&A expenses during 2018).
- ❑ Capex detailed control. Only investing in projects with attractive returns.

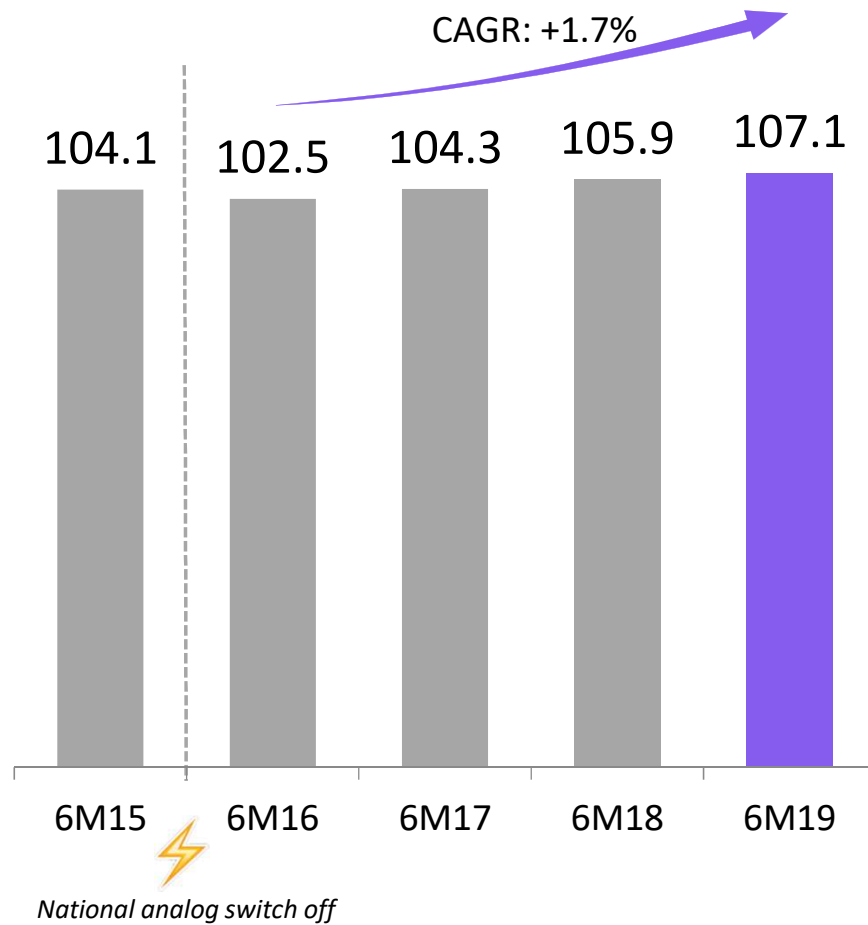
Strengthening the capital structure

- ❑ 27% debt reduction between 2016 and 2Q19.
- ❑ 87% of debt on fixed rate. 10.1% average rate.
- ❑ Better debt profile.

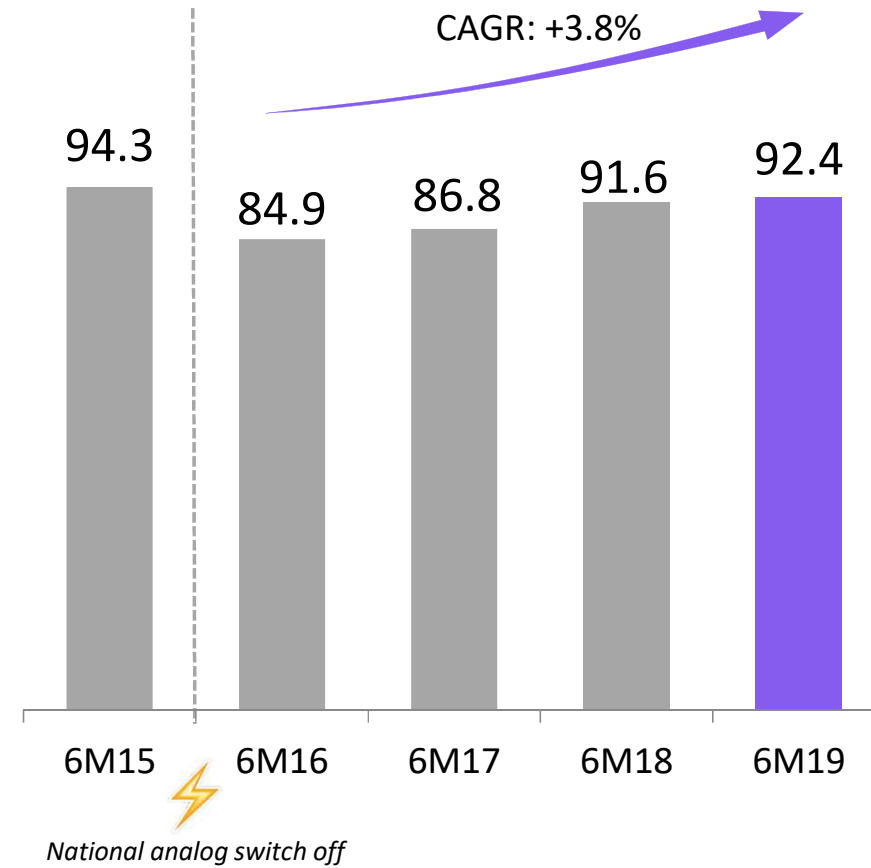
Rising OTA TV viewership

Millions of people monthly

Mexico's Total Viewership



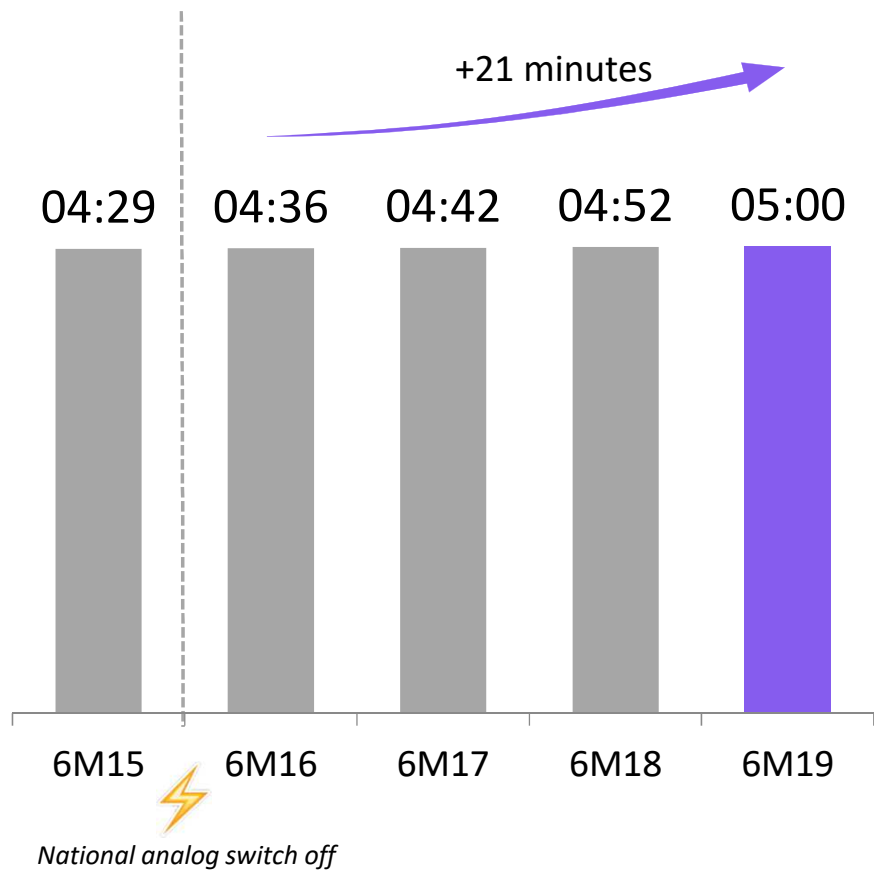
TV Azteca's Total Viewership



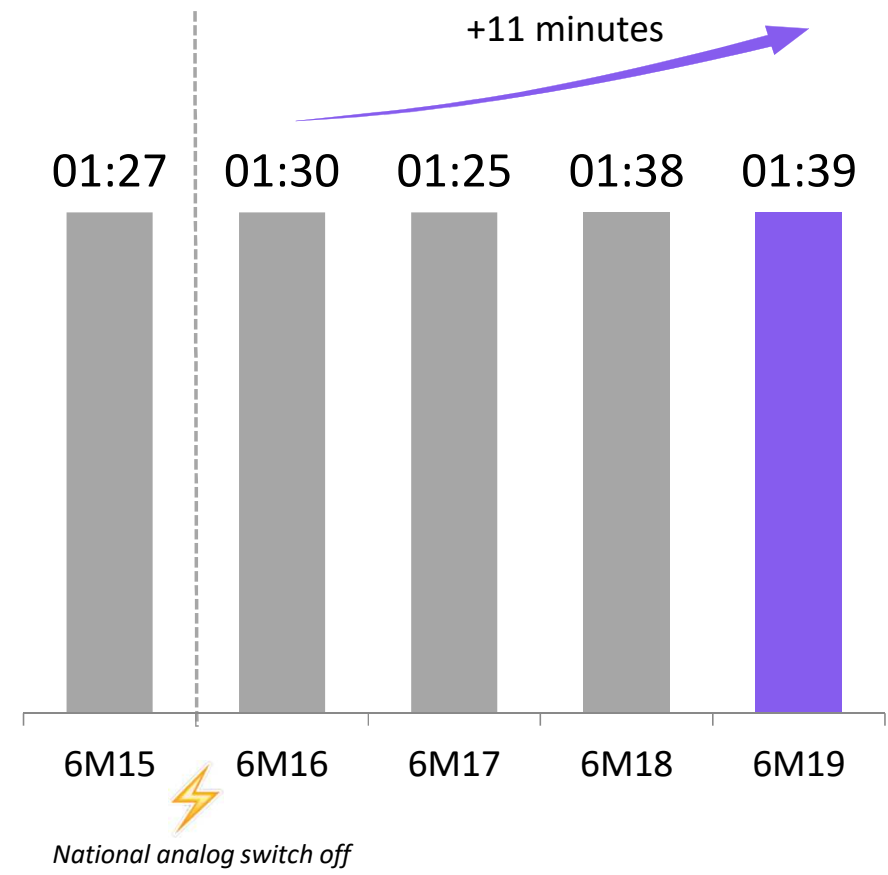
Time spent watching OTA TV is also increasing

Daily Hours per household

Mexico



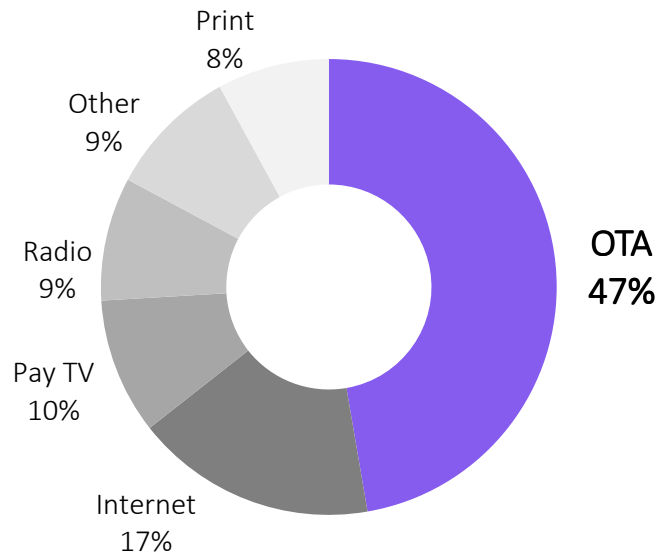
TV Azteca



OTA TV advertising market continues to grow

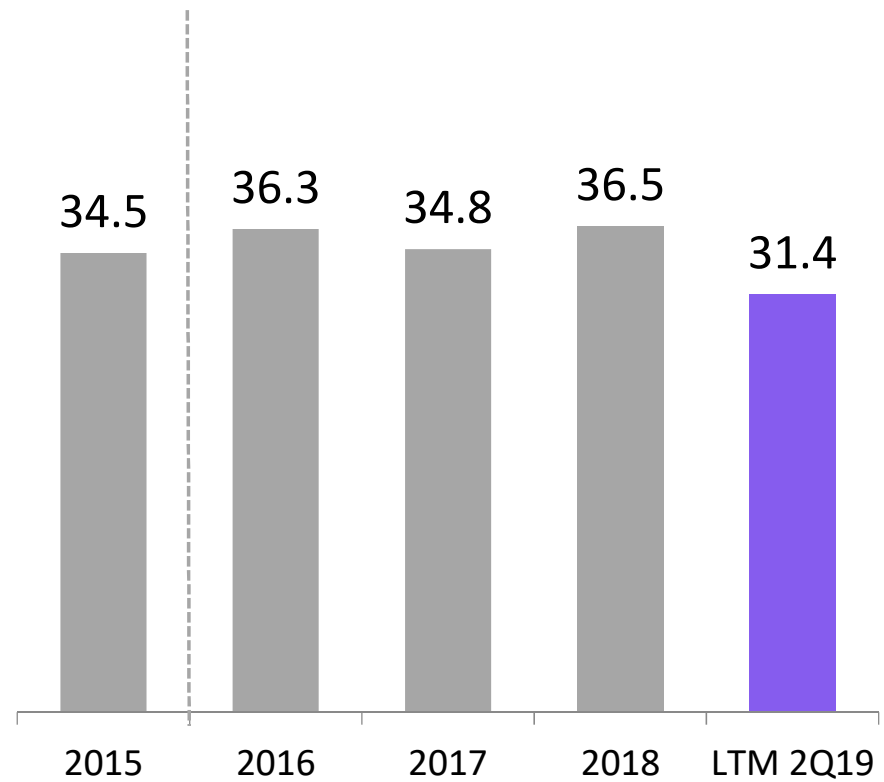
Ps. Billion

2018e Total Media Advertising in Mexico



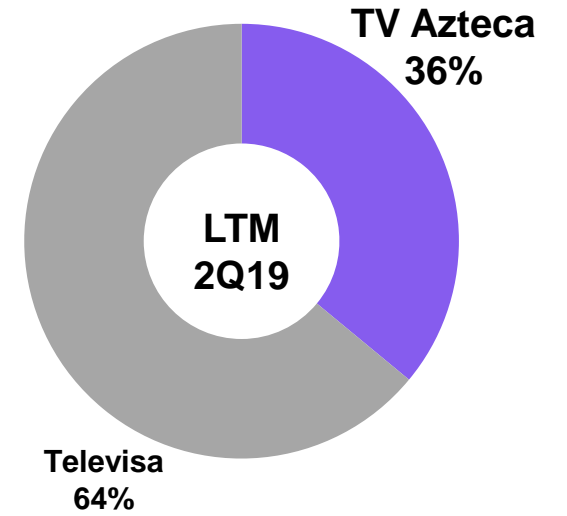
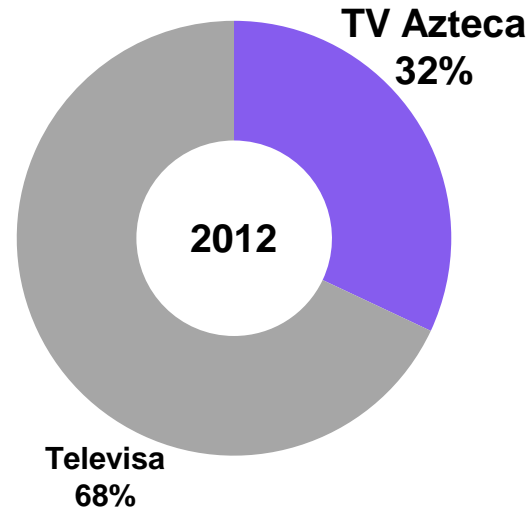
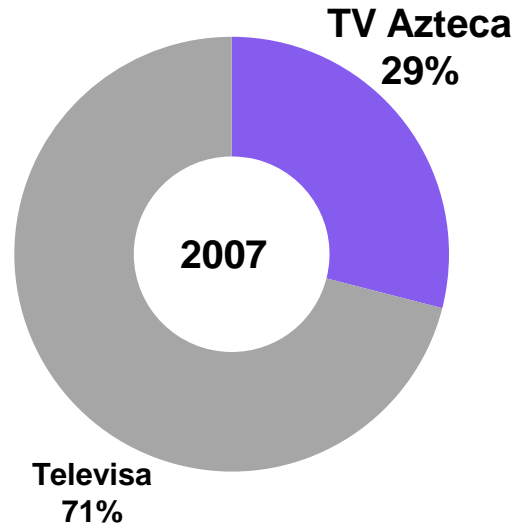
- ❑ Advertising spend in Mexico is ~**Ps\$ 78 Bn** or **0.40%** of Mexican GDP
- ❑ In the US, it represents **1.1% of US GDP**

National Advertising Market of Two Main Broadcasters

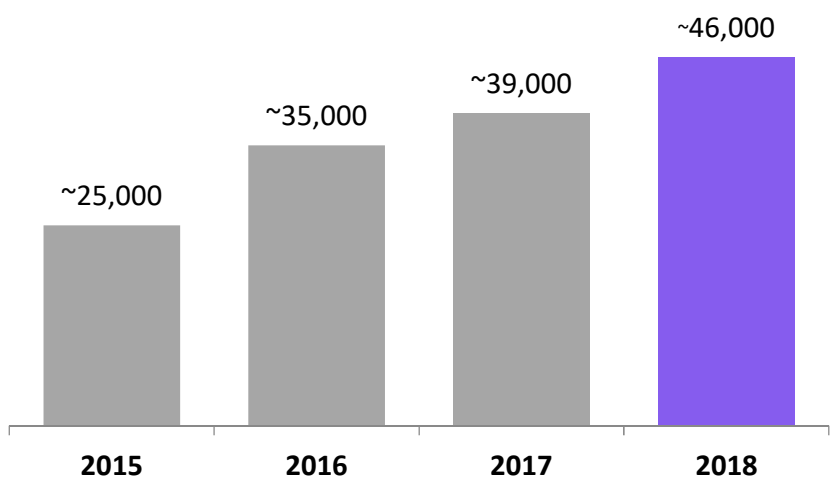


Gaining market share from main competitor

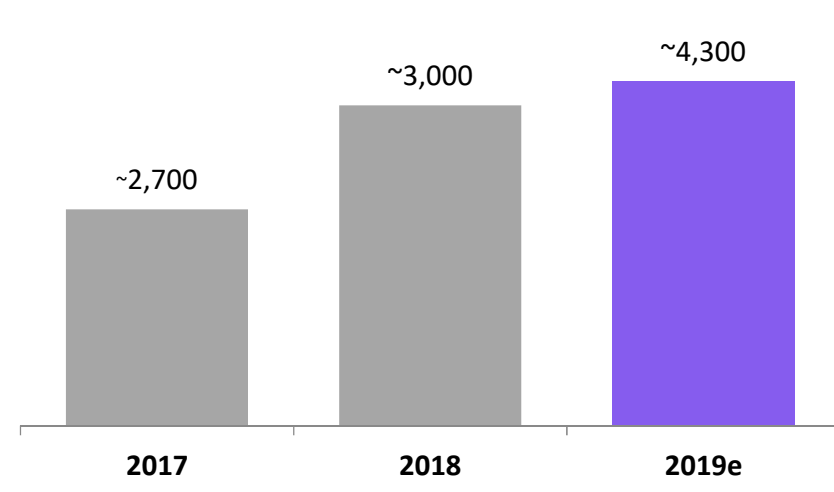
OTA National Television Market Share in Mexico



Internally produced hours of content



Production of live entertainment hours



Complementing its programming with co-productions, alliances and globally recognized brands & TV shows, creating high-quality and inspirational formats closer to the audience

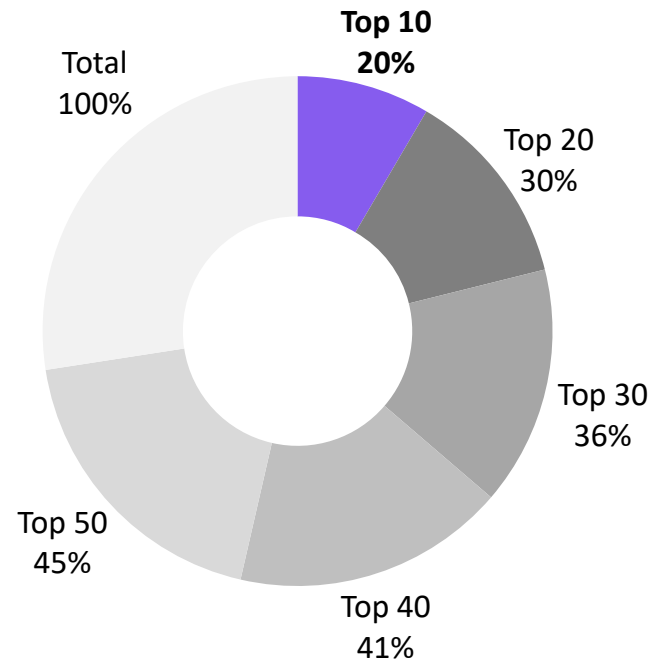


Broad programming with premium innovative content

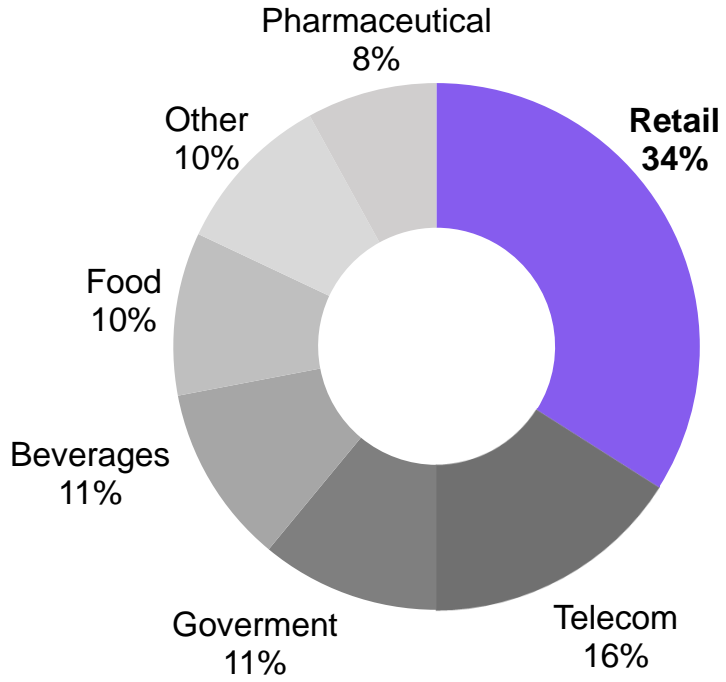


Driving diverse, high-quality client base

Share of Sales by Client (LTM 2Q19)



Share of Sales by Industry (LTM 2Q19)



- Well diversified client base by economic sector
- **Over 450 national clients and more than 3,500 local advertisers**

New clients reaching the mass market through TV Azteca

Recent clients



Recent digital clients

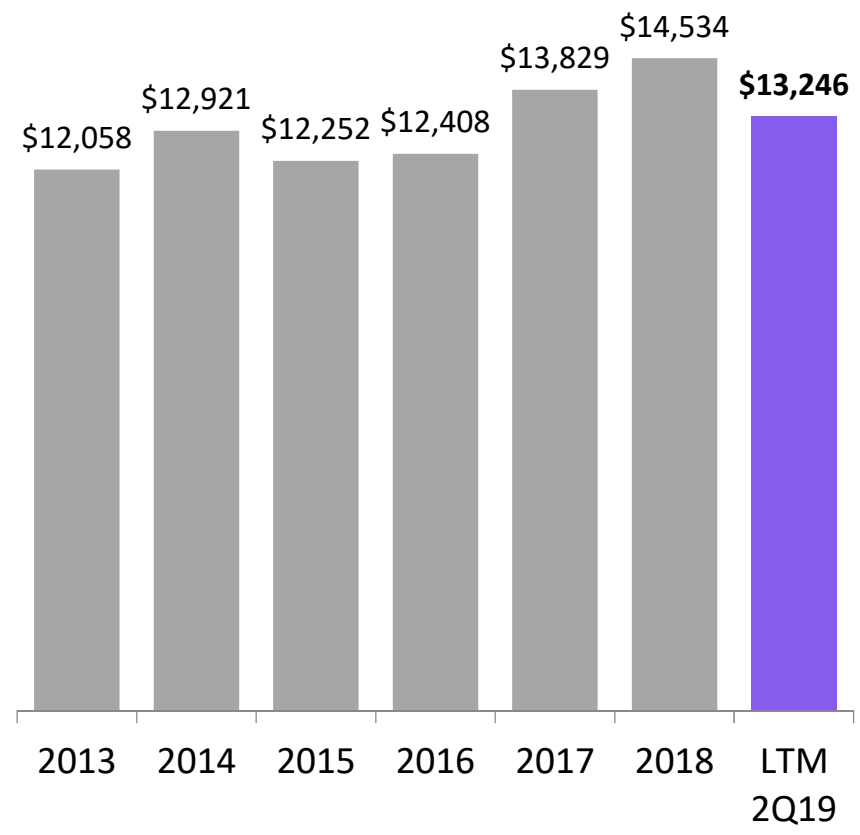


- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- ❑ The digital team develops second screen experiences, exclusive coverages before and after major sporting and entertainment events, original content, reality shows, reports, postings, etc.

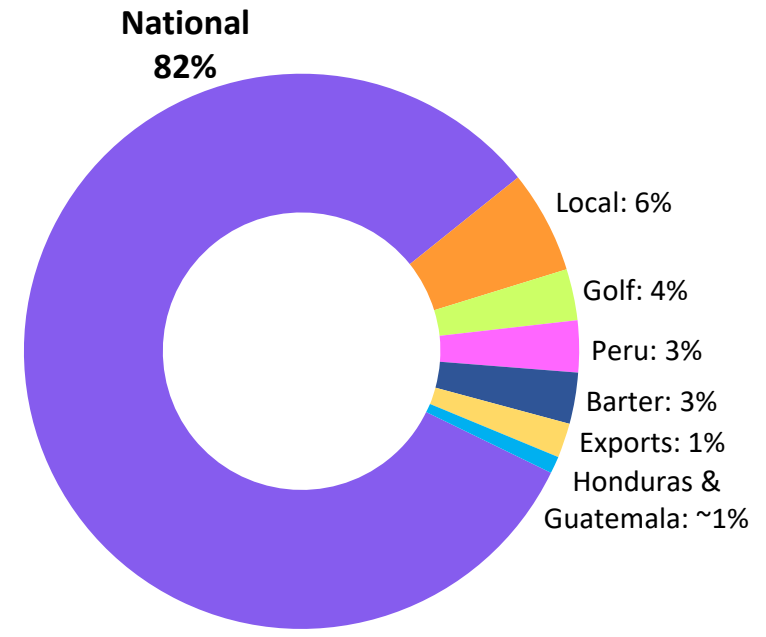


Ps. Million

Net Sales

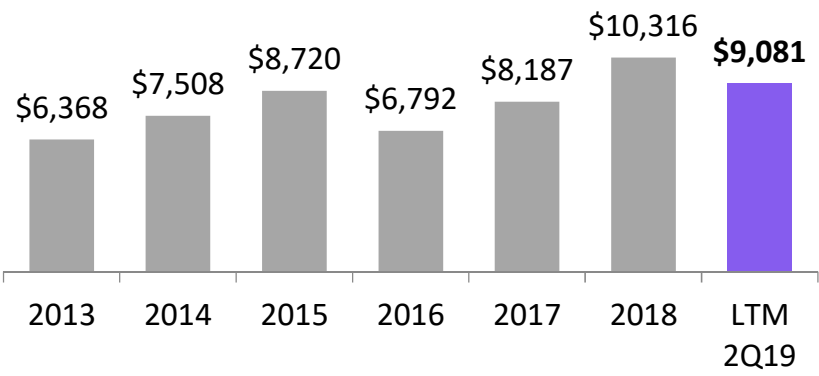


Sales Breakdown

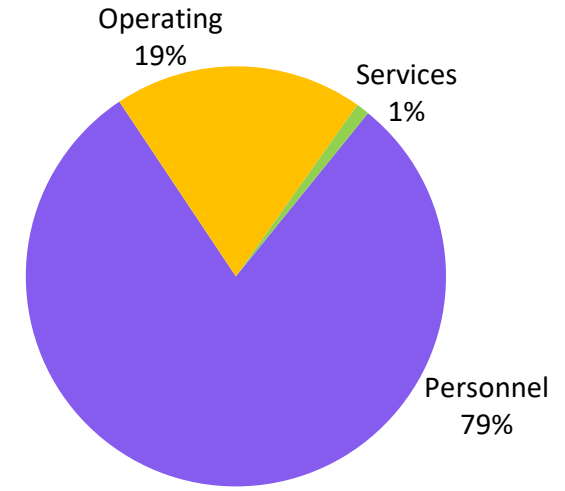
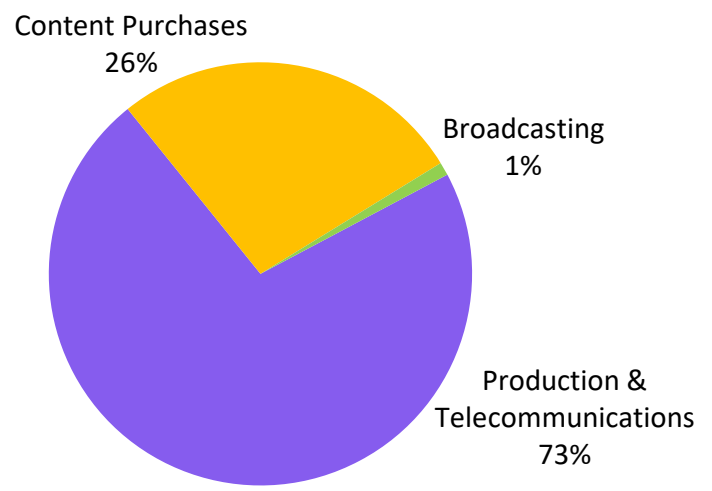
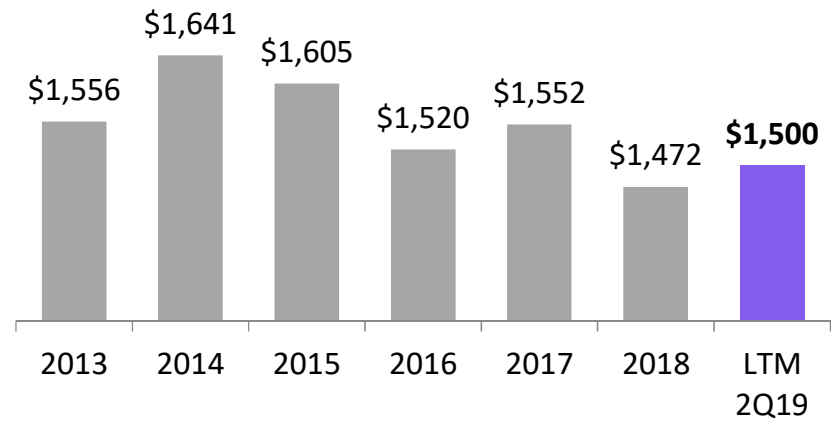


Ps. Million

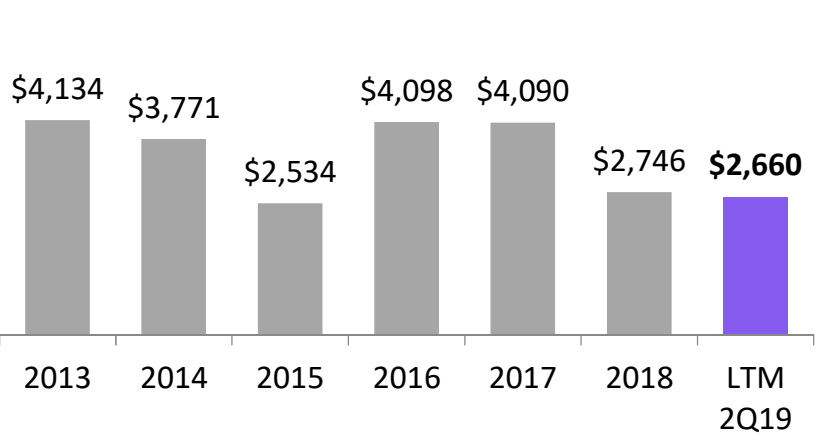
Costs & Breakdown



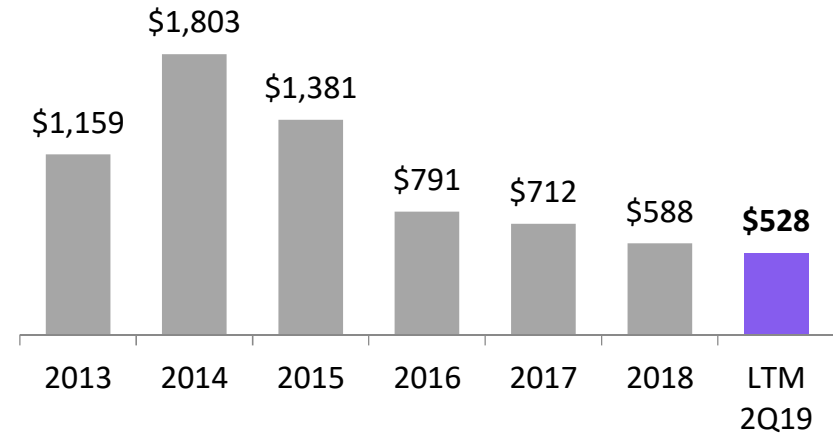
SG&A Expenses & Breakdown



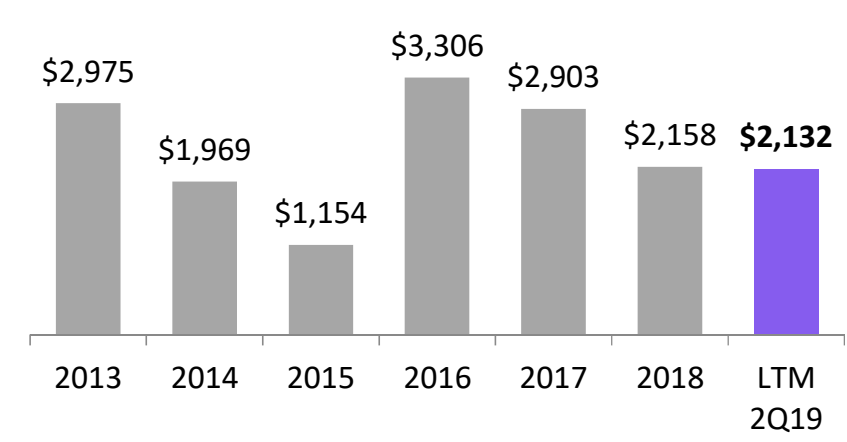
EBITDA



CAPEX



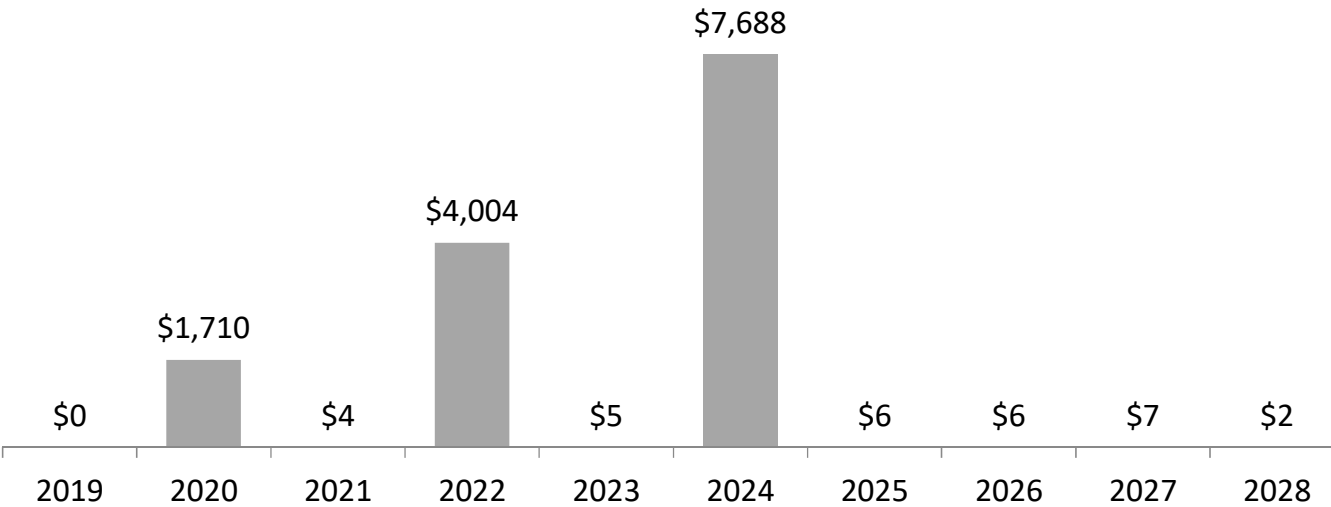
Cashflow¹



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

Debt profile and structure

Ps. Million



	Amount	Rate	Due date
Senior Notes US\$400 ^{1*}	\$7,683	8.25%	09/08/2024
CEBURES ²	\$4,000	TIIIE+2.9%	20/09/2022
Banco Azteca	\$1,708	TIIIE+2%	09/03/2020
Private	\$41	10.50%	04/05/2028

1. Senior Notes have a coverage that the interest rate in Pesos in 9.9%
 2. CEBURES have a coverage that fixes the interest rate in 10.2%
 * Exchange rate: Ps.19.21 / US\$

Social

- ❑ Joined the **United Nations Global Compact**
- ❑ Recognized for the first time as a **Socially Responsible Company**
- ❑ Human Capital of **+6,100 employees**, diversified by gender, age, origin, etc.
- ❑ **Juguetón**: delivered **more than 16.8 million toys** throughout Mexico
- ❑ Together with Grupo Salinas, contributed to the **reconstruction of 525 houses** affected by the 2017 earthquakes in Chiapas, State of Mexico, Oaxaca, Morelos and Puebla. In addition, **40,600 garments were delivered** to those affected in Mexico City, Oaxaca, Veracruz, Guerrero, Hidalgo and Morelos
- ❑ Through the community program *"A Quien Corresponda"*, **more than Ps.15 million** were distributed in donations to different social and medical campaigns



Enviromental

- ❑ **21% of the energy** consumed comes from **renewable sources**
- ❑ **Un Nuevo Bosque:** More than **23,000 volunteers** planted **425,000 trees** on **448 hectares** in 2018



Corporate Governance

- ❑ Integration of a **new independent team** with proven experience in its different areas. Among them, all the reconfiguration of the content area, programming, digital, etc.
- ❑ The **“Unidad de Género” Gender Unit** was created to address and review all cases in which violence, harassment and discrimination practices are reported.





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