



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+

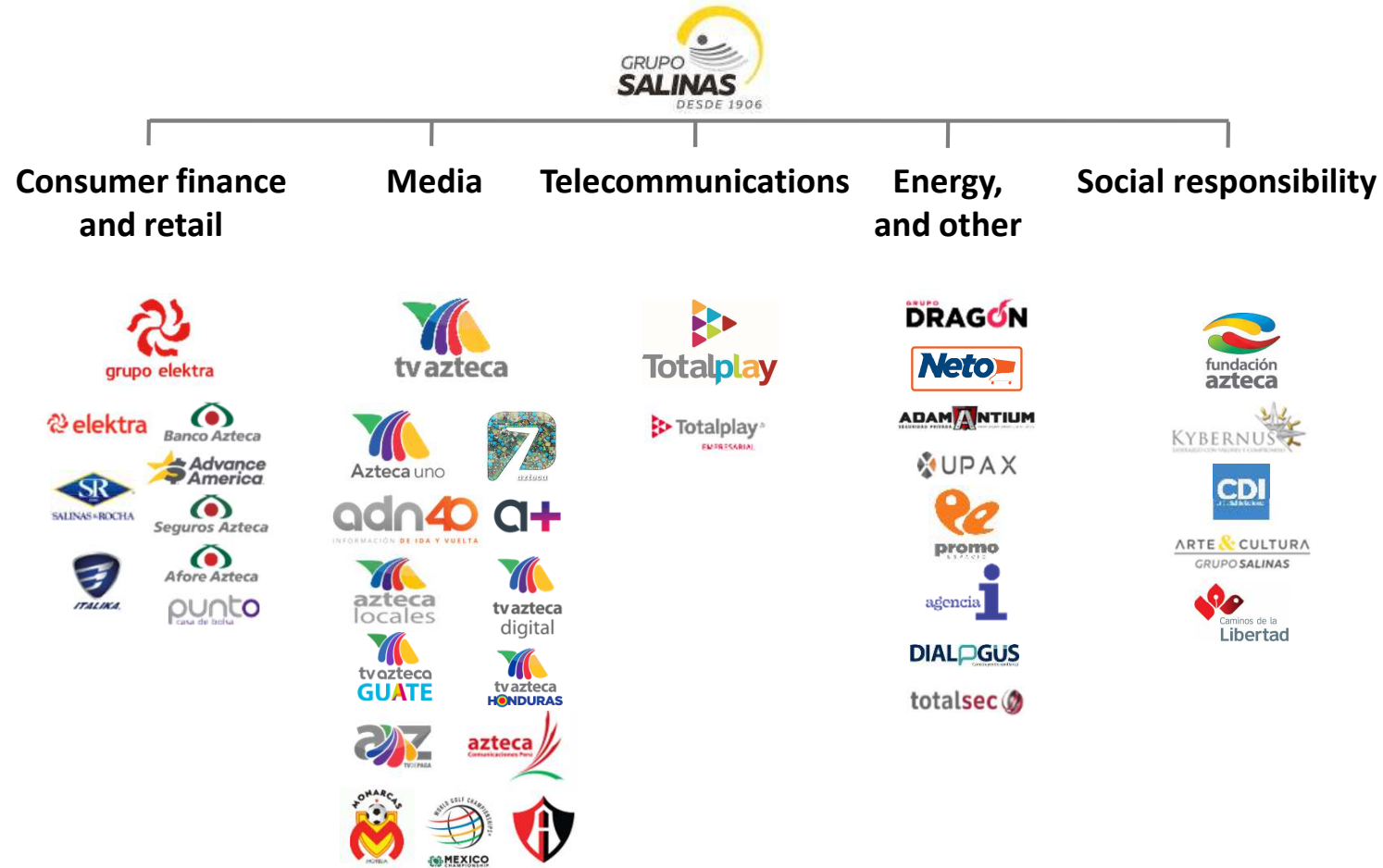


May 2019

*The following information contains or may be deemed to contain, “forward-looking statements”. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The future results of the issuer may vary from the results expressed in, or implied by, the following forward-looking statements, possibly to a material degree. TV Azteca, S.A.B. de C.V. (“Azteca” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.*

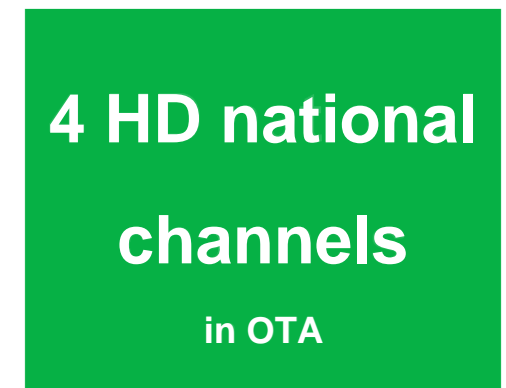
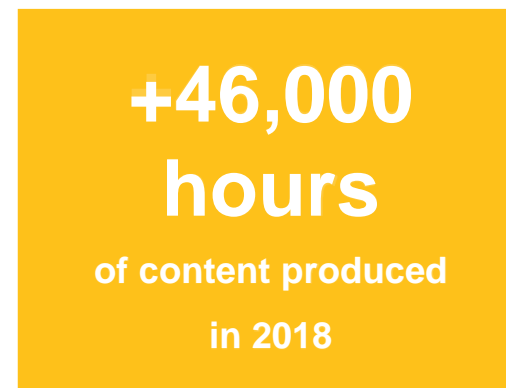
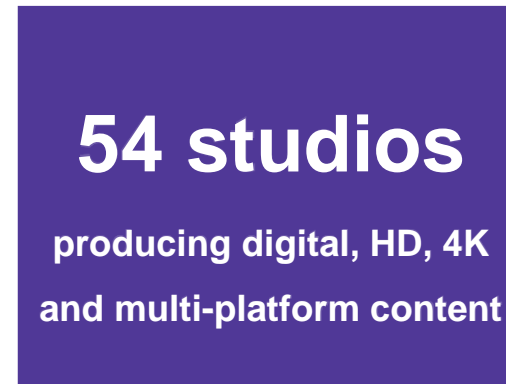
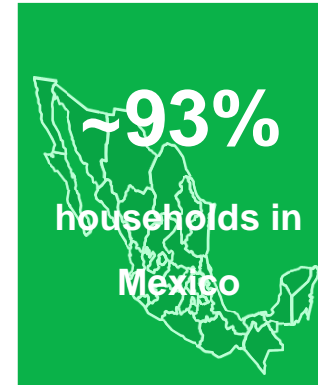
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- ❑ More than 104,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, El Salvador, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ 93 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
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- ❑ Thrilling live content
- ❑ Productions, co-productions and entertainment programs that are realistic and speak the language of their audience



- ❑ Innovative and high quality content that includes premium fiction series and sports, among others
- ❑ Focused on contemporary families to make them think, have fun and act

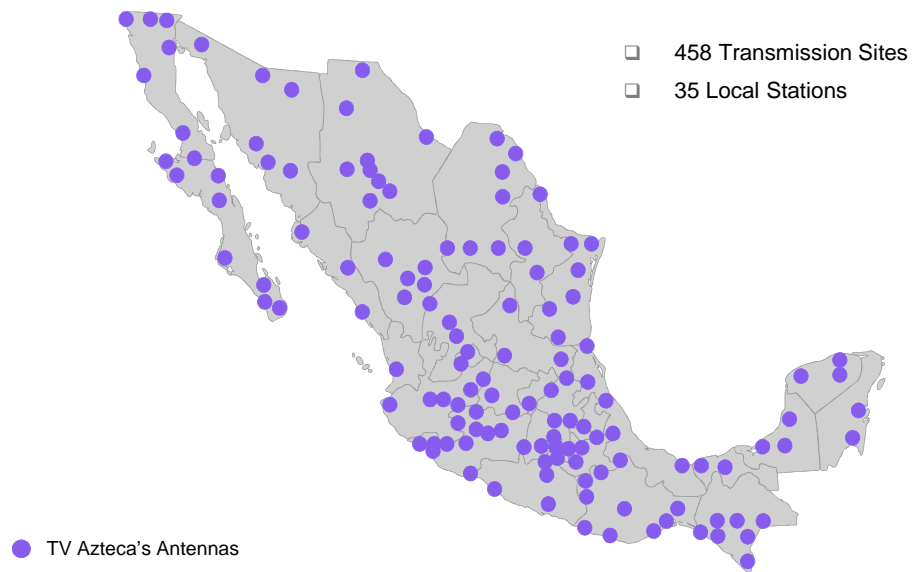


- ❑ The only news and opinion channel in Mexican broadcast television
- ❑ Dynamic visual style, interaction and conversation with audiences
- ❑ Using the latest technology in studios



- ❑ Generate greater local business opportunities through regionalization and community social service
- ❑ Have a differentiated offer to compete with local media

**One-of-a kind technology**



Notes  
1. HD national channels  
2. Broadcasting channels

# Strong market position with strategies for improved momentum

## Solid underlying business

- ❑ Content broadcast OTA television is the most efficient media to tap mass market
- ❑ Improved market share (37% share in the Mexican national OTA television market in LTM19)
- ❑ Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

## Focus on TV Azteca's core business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ Innovative, high-quality live entertainment content closer to the viewer
- ❑ New forms of production including internal, co-productions, partnerships and independent production
- ❑ Well positioned to benefit from Internet growth through diverse platform offerings

## Strengthening capital structure

- ❑ Continued debt reduction, 12% lower in comparison to December 31, 2015
- ❑ Prepaid its credit of US\$92 million, due in 2020, with American Tower Corporation
- ❑ Lower foreign currency exposure: From 100% at the end of 2015, to 57% as of March 2019
- ❑ Foreign exchange and interest rate coverage
- ❑ Improved maturity profile

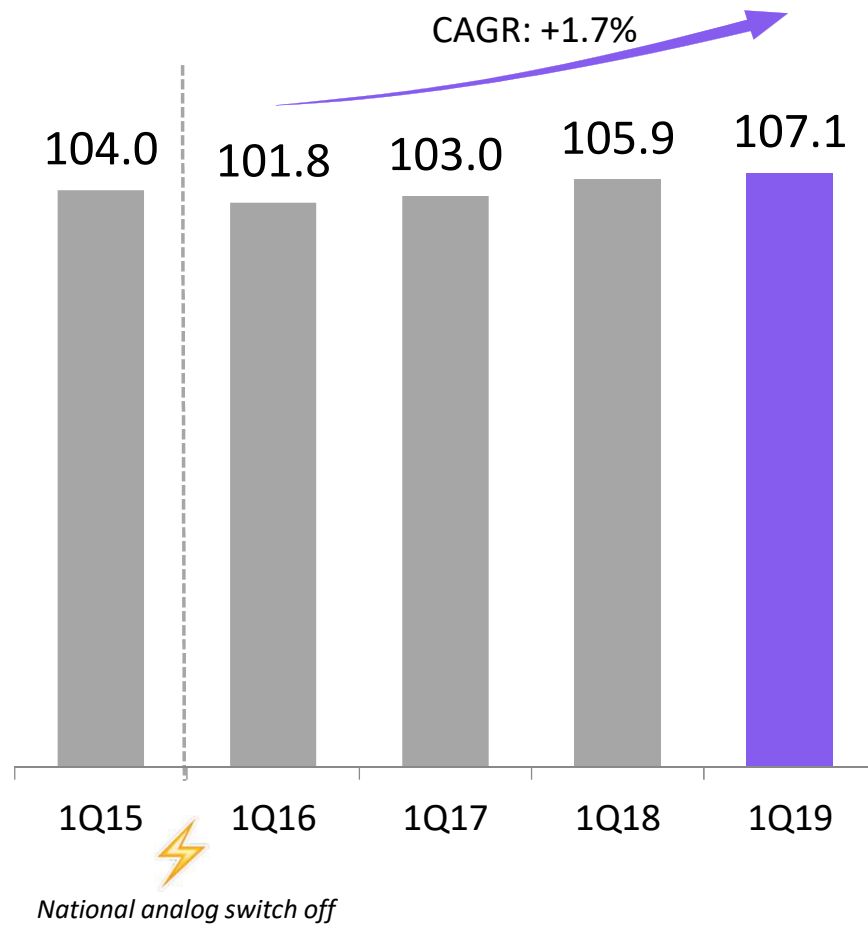
## Divestiture from nonstrategic assets

- ❑ Sale of Azteca America to HC2 Network Inc.
- ❑ Analyzing strategy of Peru fiber optic operations

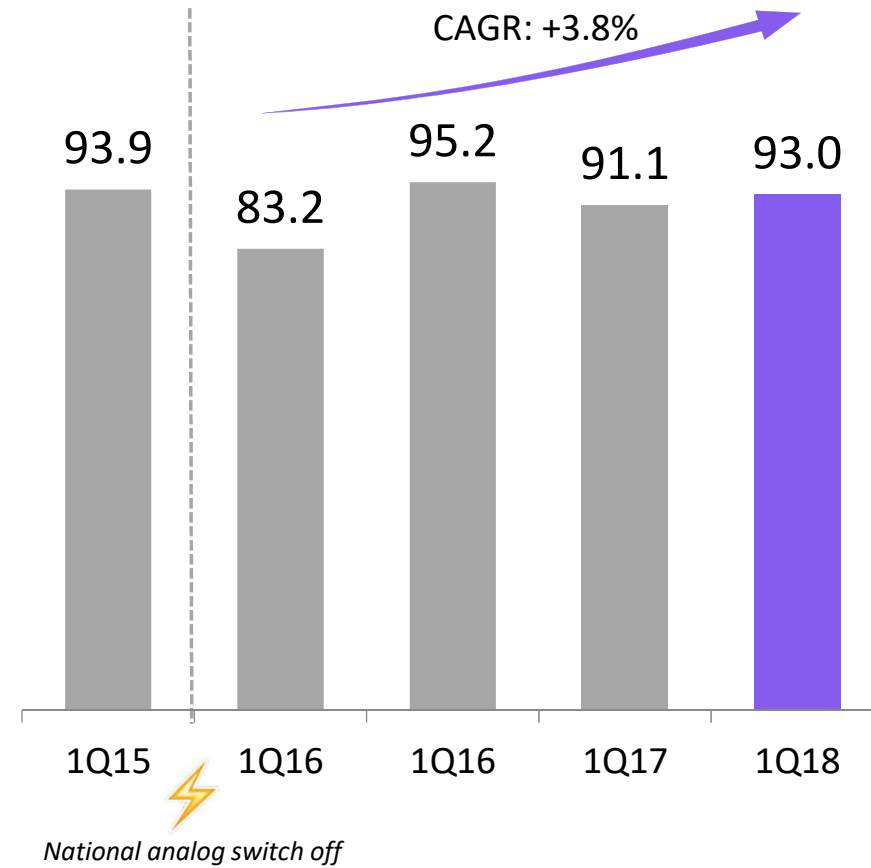
# Rising OTA TV viewership

Millions of people monthly

**Mexico's Total Viewership**



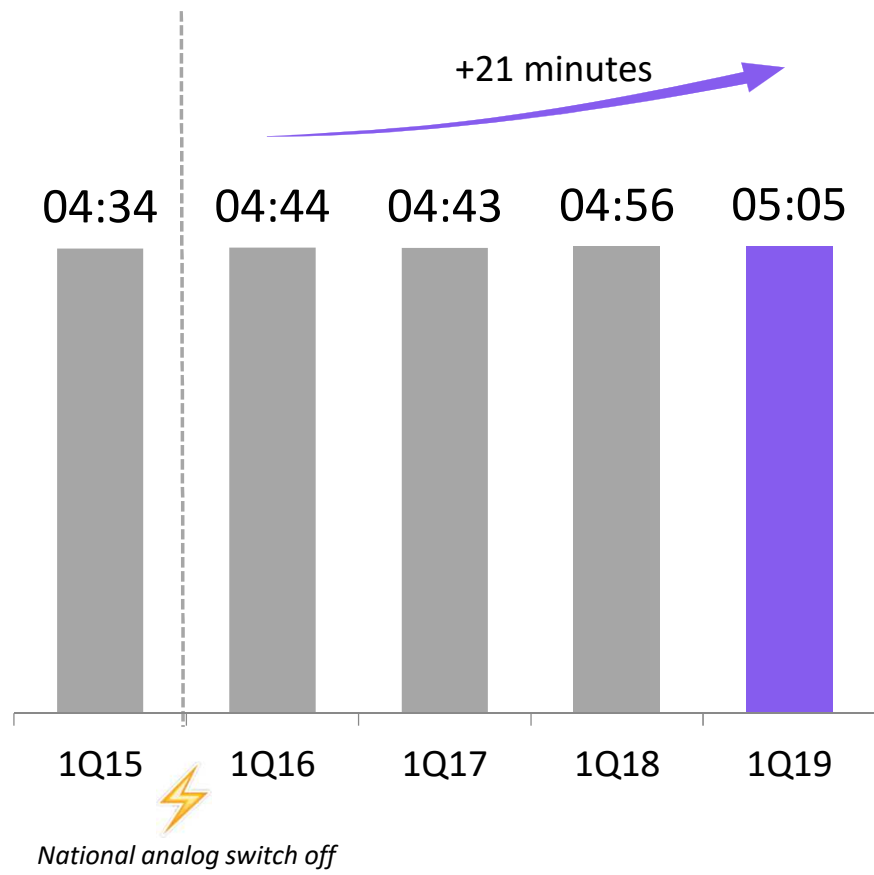
**TV Azteca's Total Viewership**



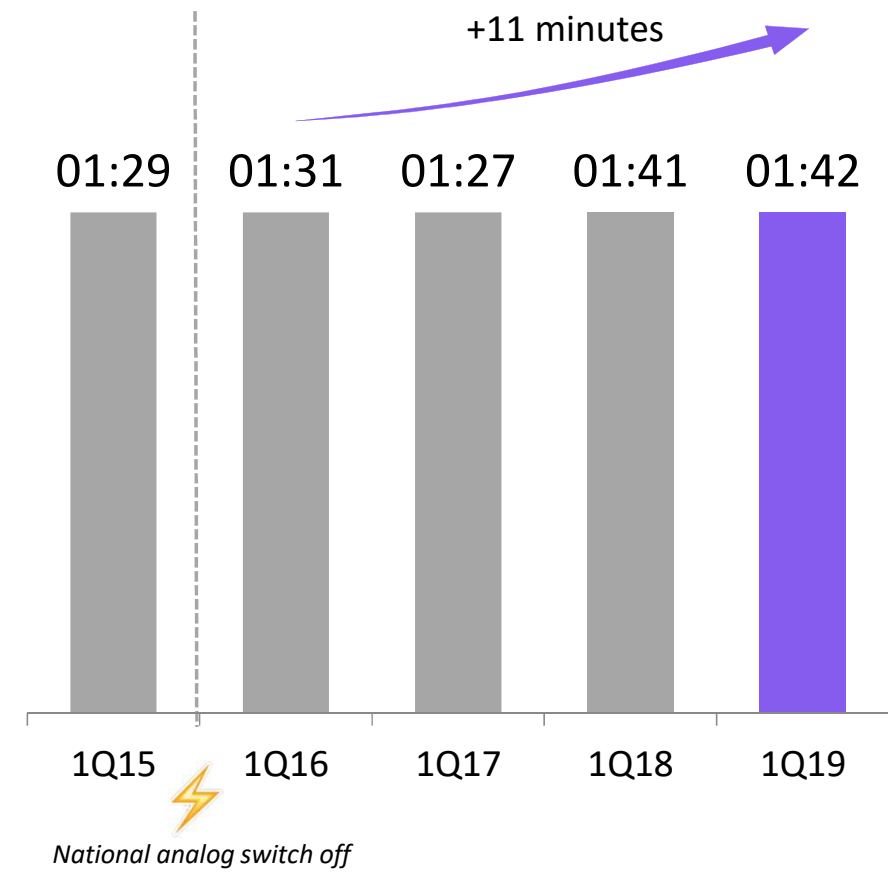
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Daily Hours per household

## Mexico



## TV Azteca

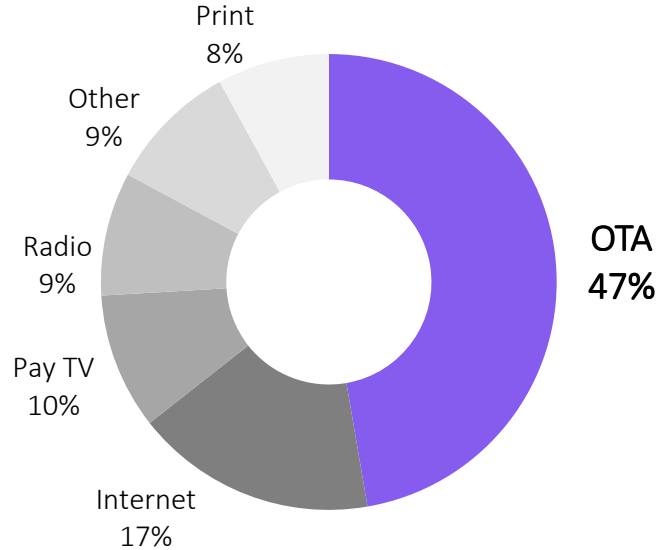




# OTA TV advertising market continues to grow

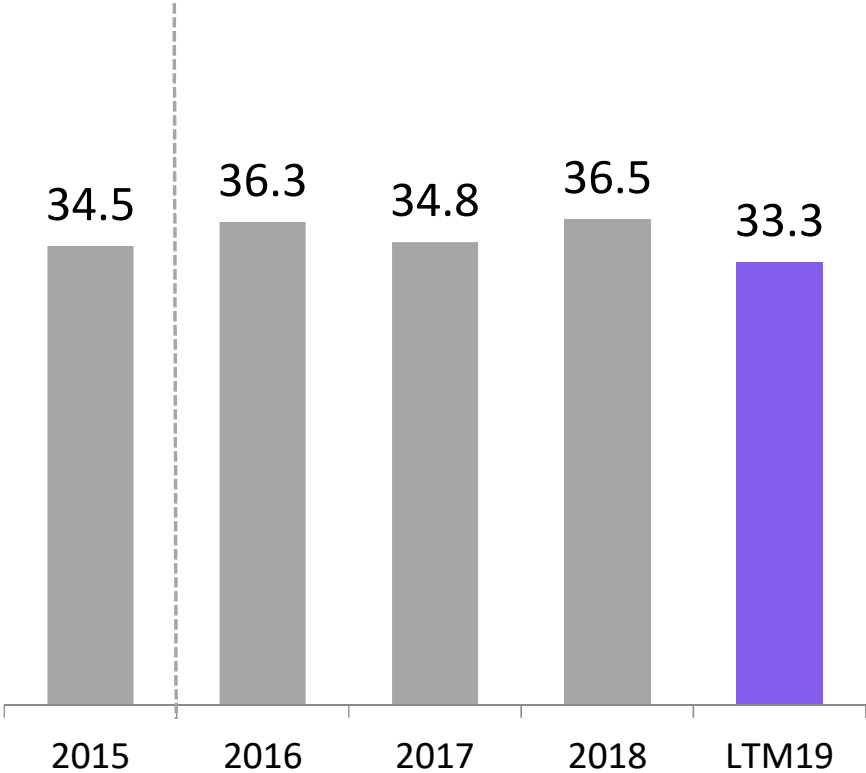
Ps. Billion

**2018e Total Media Advertising in Mexico**



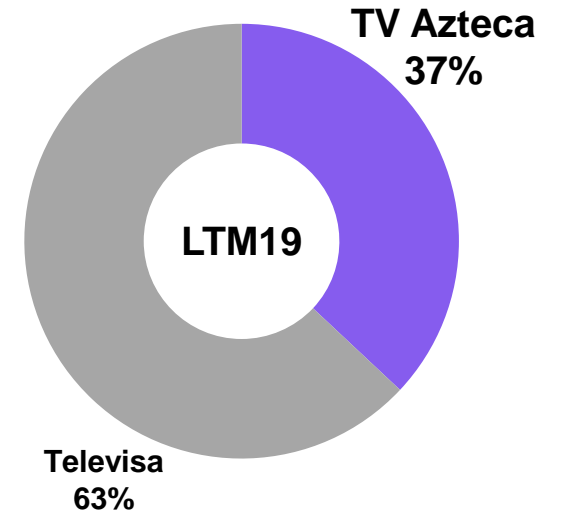
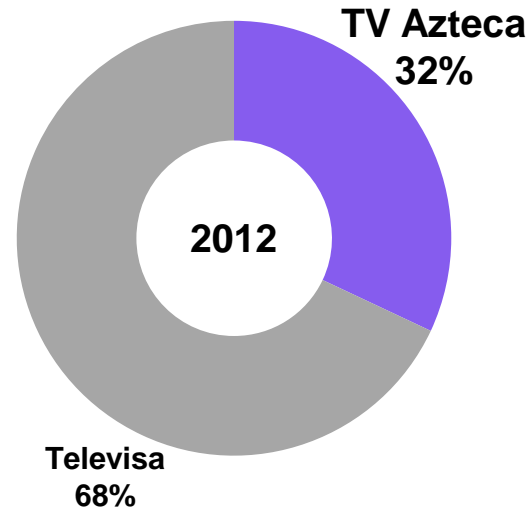
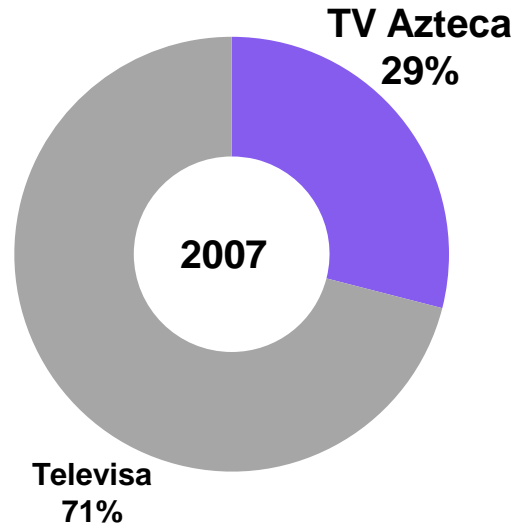
- ❑ Advertising spend in Mexico is ~**Ps\$ 78 Bn** or **0.40%** of Mexican GDP
- ❑ In the US, it represents **1.1% of US GDP**

**National Advertising Market of Two Main Broadcasters**

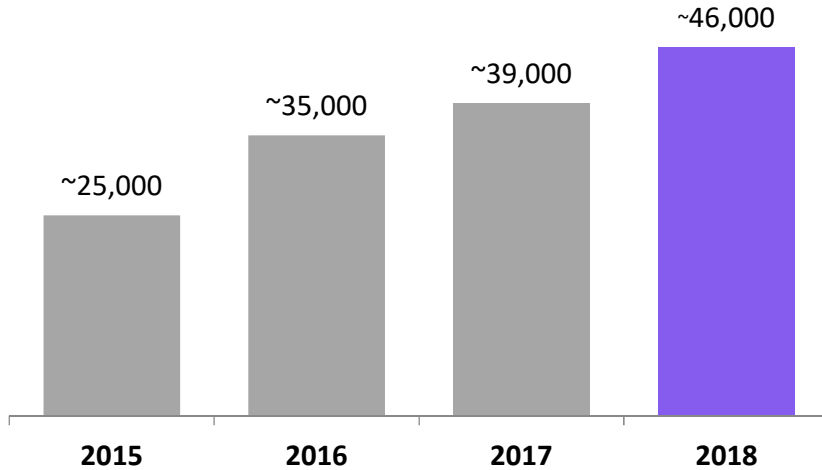


# Gaining market share from main competitor

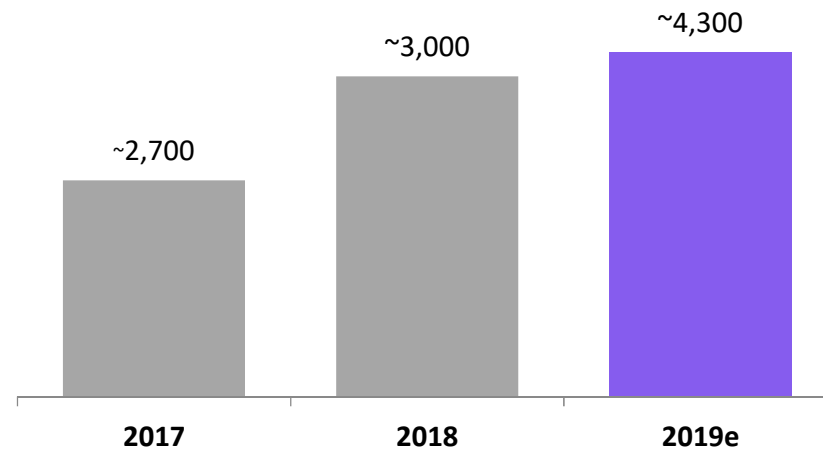
**OTA National Television Market Share in Mexico**



*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*

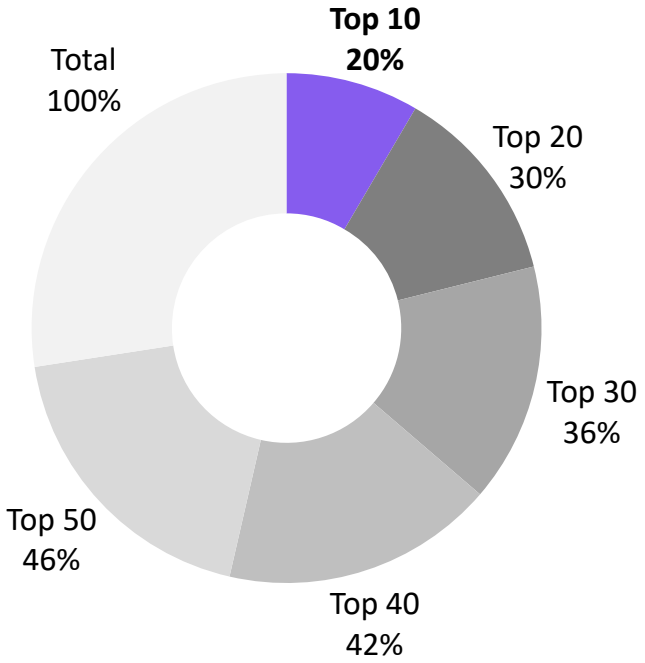


# Broad programming with premium innovative content

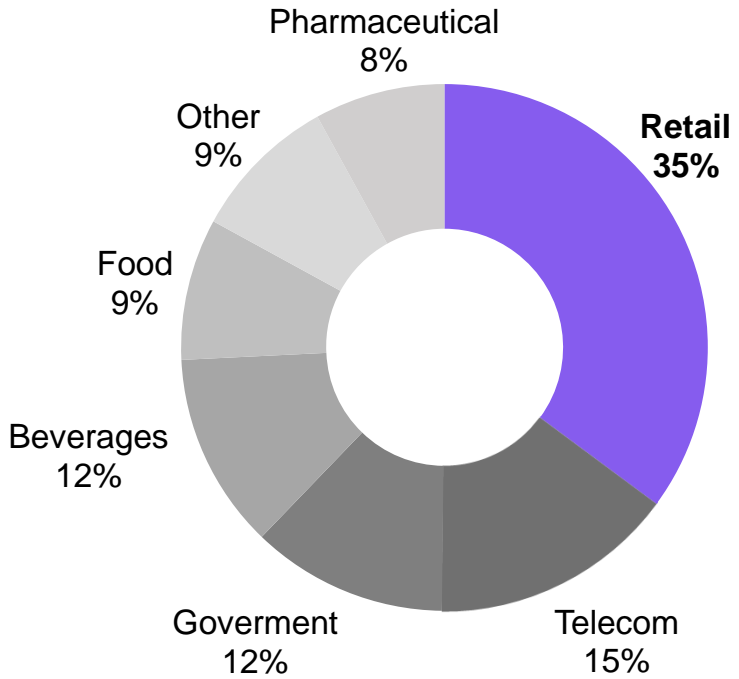


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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**



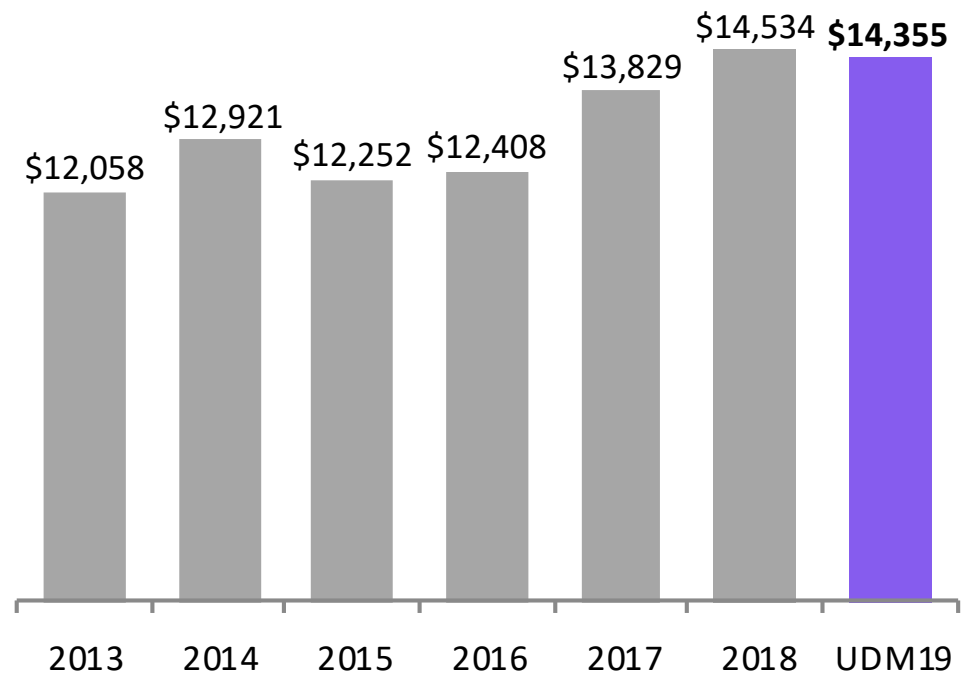
**Recent digital clients**



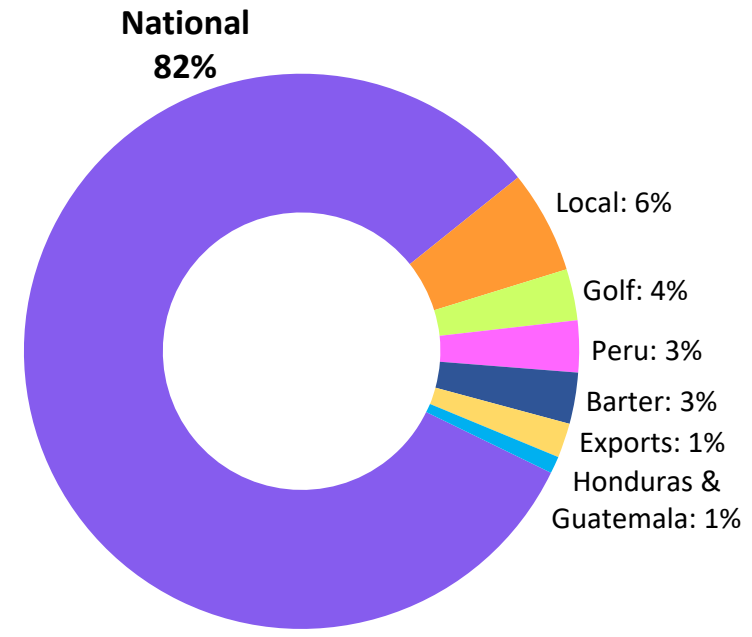
- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- ❑ The digital team develops second screen experiences, exclusive coverages before and after major sporting and entertainment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



## Net Sales

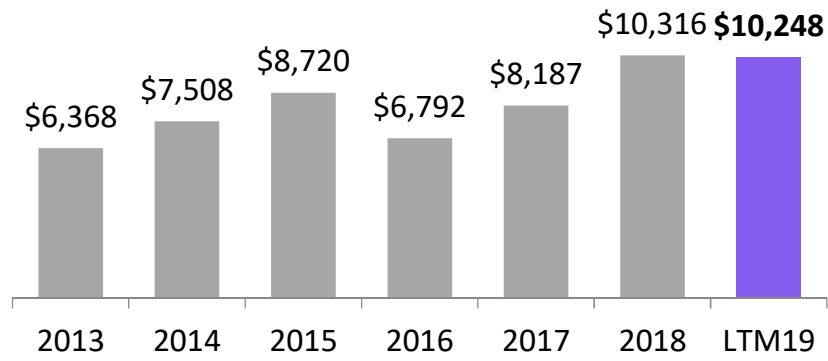


## Sales Breakdown

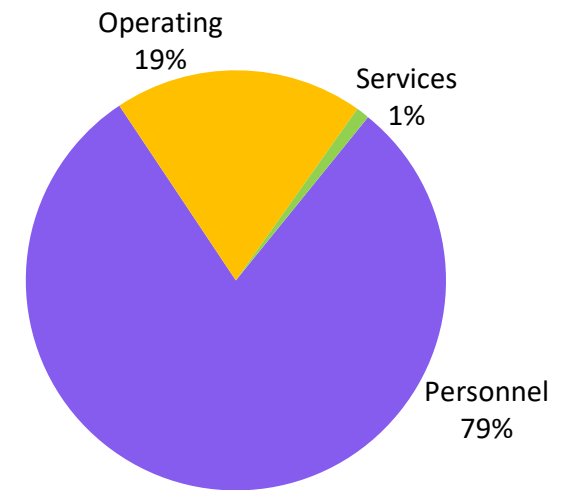
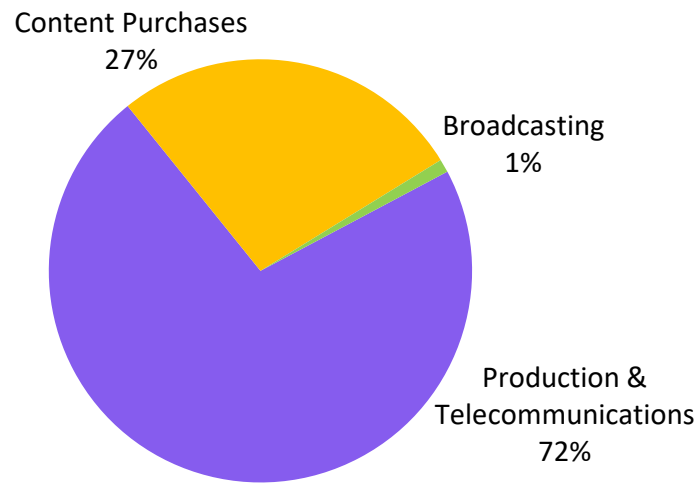
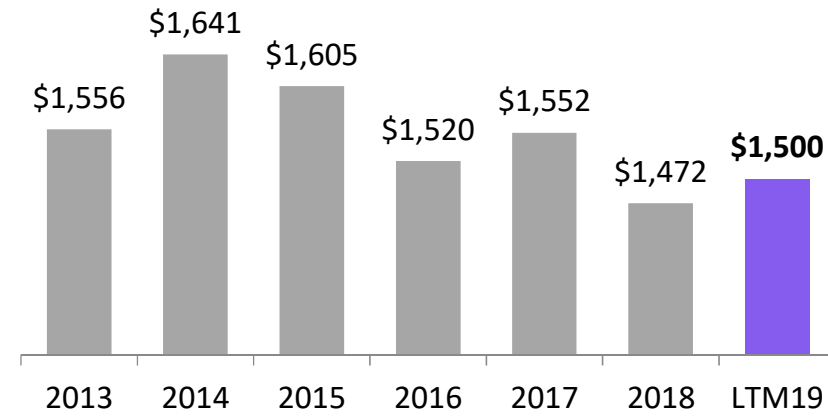




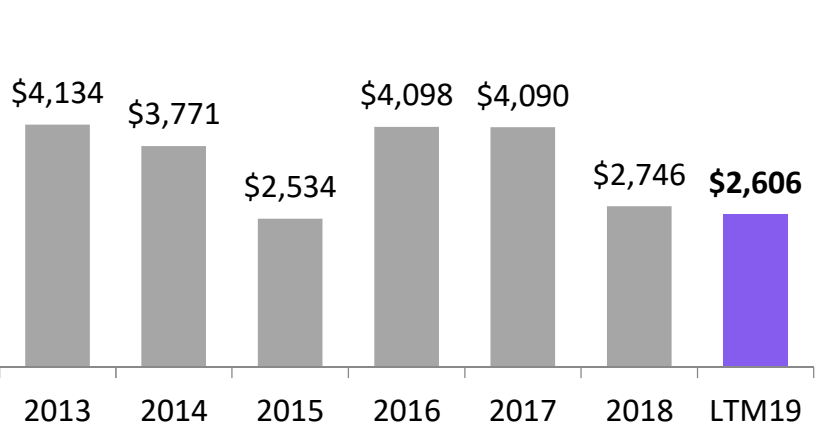
## Costs & Breakdown



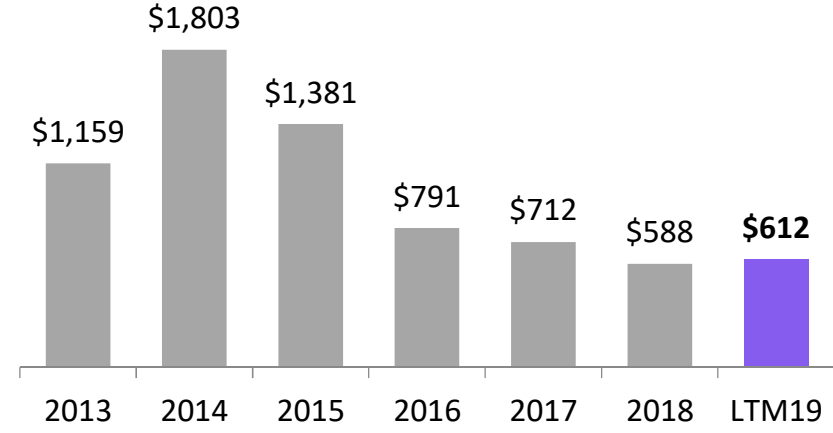
## SG&A Expenses & Breakdown



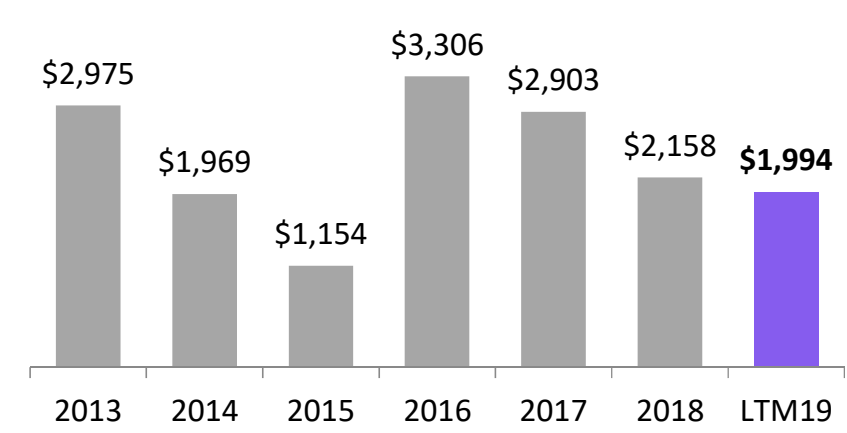
## EBITDA



## CAPEX



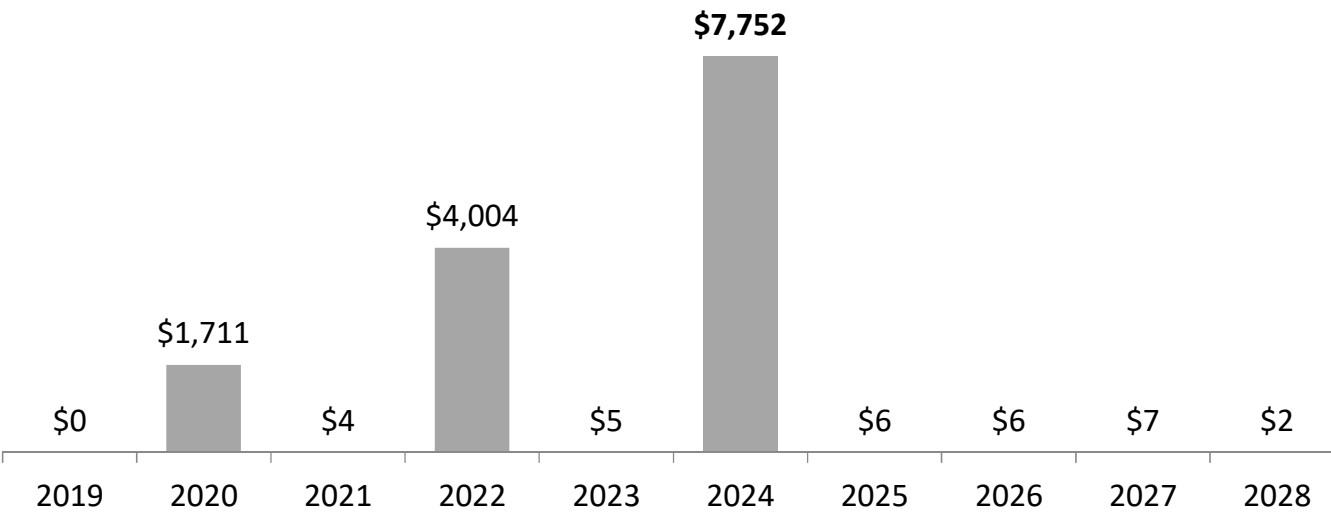
## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
Senior Notes US\$400 <sup>1*</sup>	\$7,752	8.25%	09/08/2024
CEBURES <sup>2</sup>	\$4,000	TIIIE+2.9%	20/09/2022
Banco Azteca	\$1,709	TIIIE+2%	09/03/2020
Private	\$36	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.19.38 / 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**

- ❑ **28% 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.



- Increase proportion of live entertainment shows
- Innovative, inspirational and high quality formats, closer to the audience
- Productions, co-productions and strategic alliances to improve offer and the cost structure
- Increasing solid balance sheet
- Focus on free cash flow
- Creating long-term value



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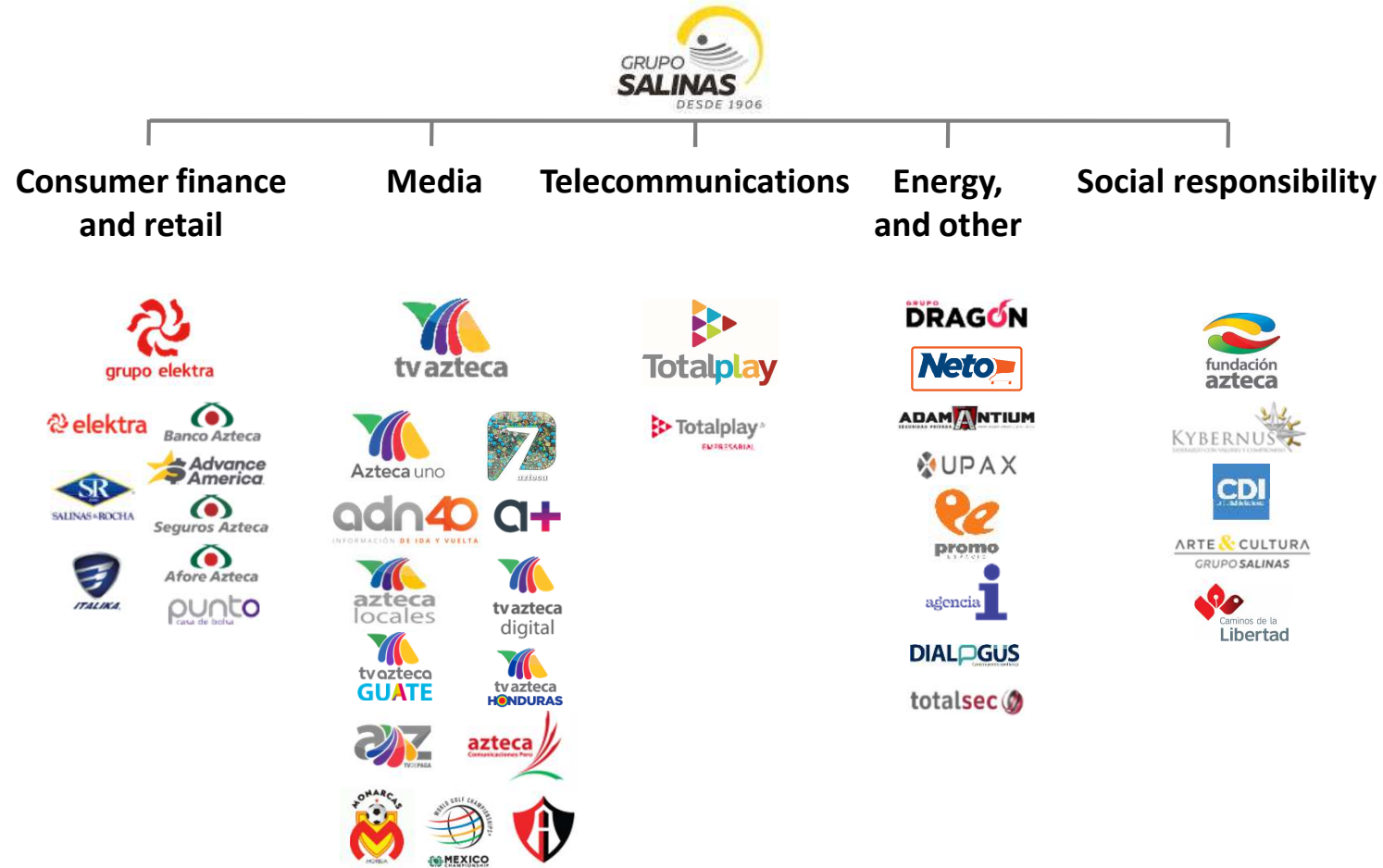
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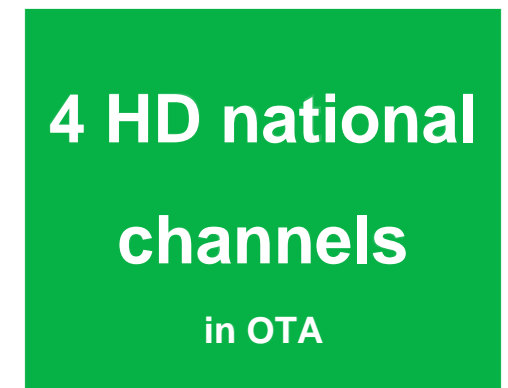
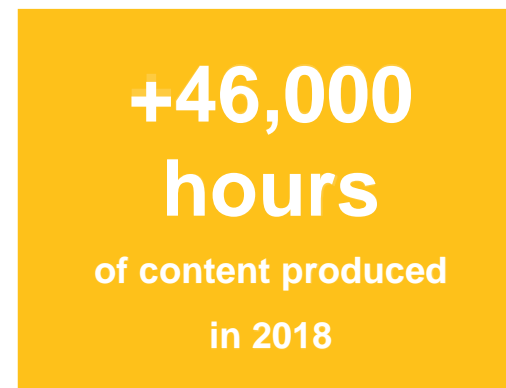
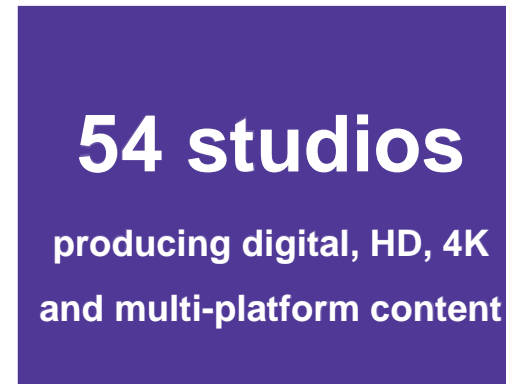
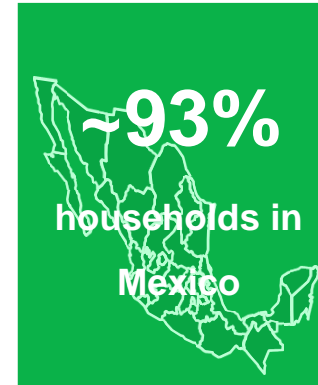
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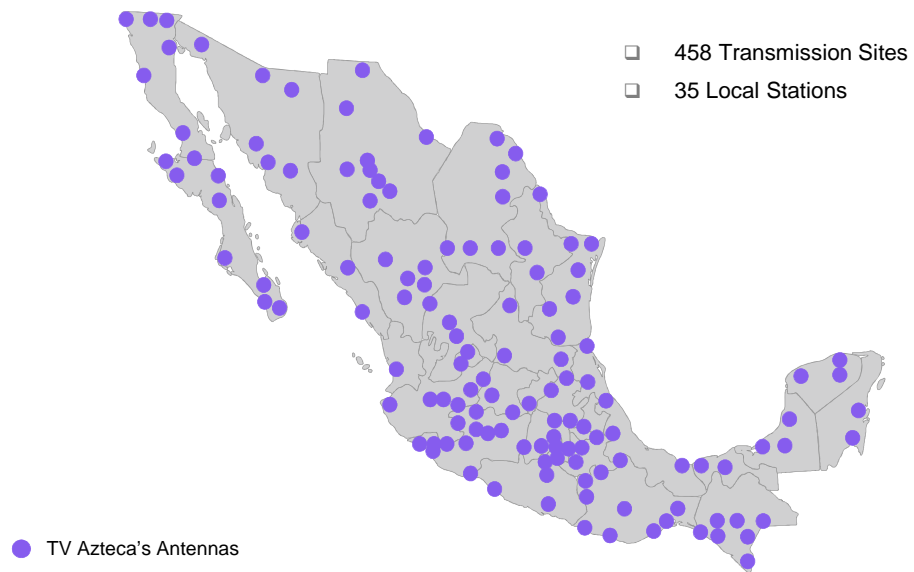


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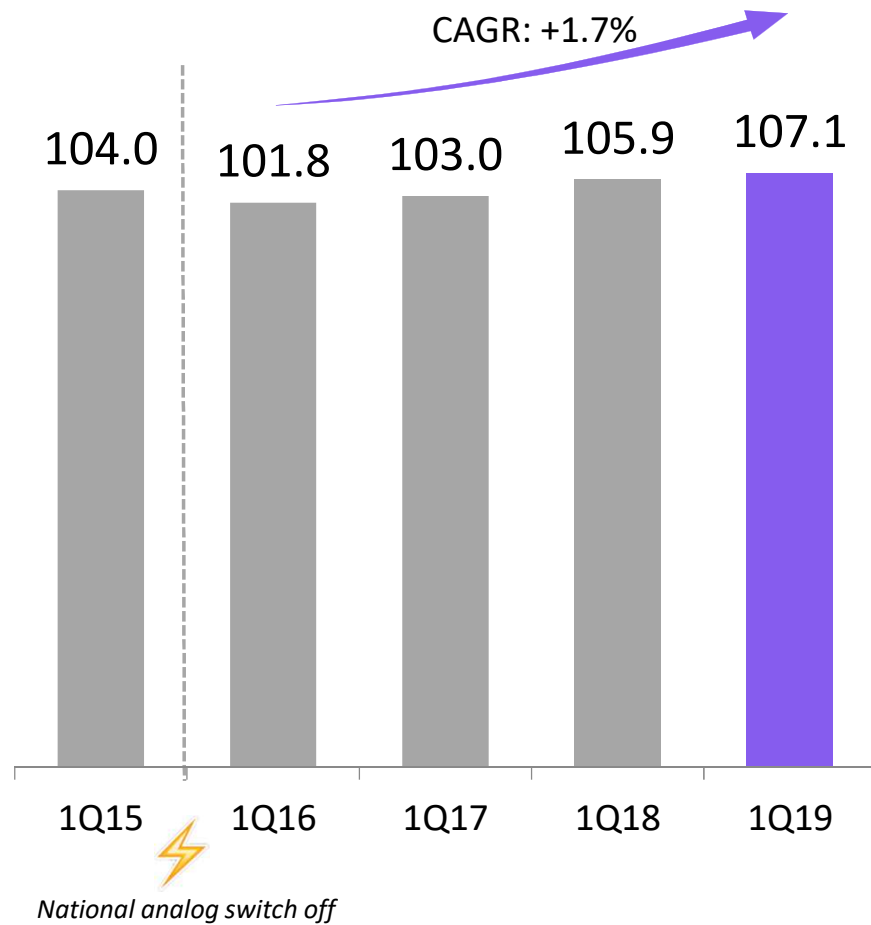
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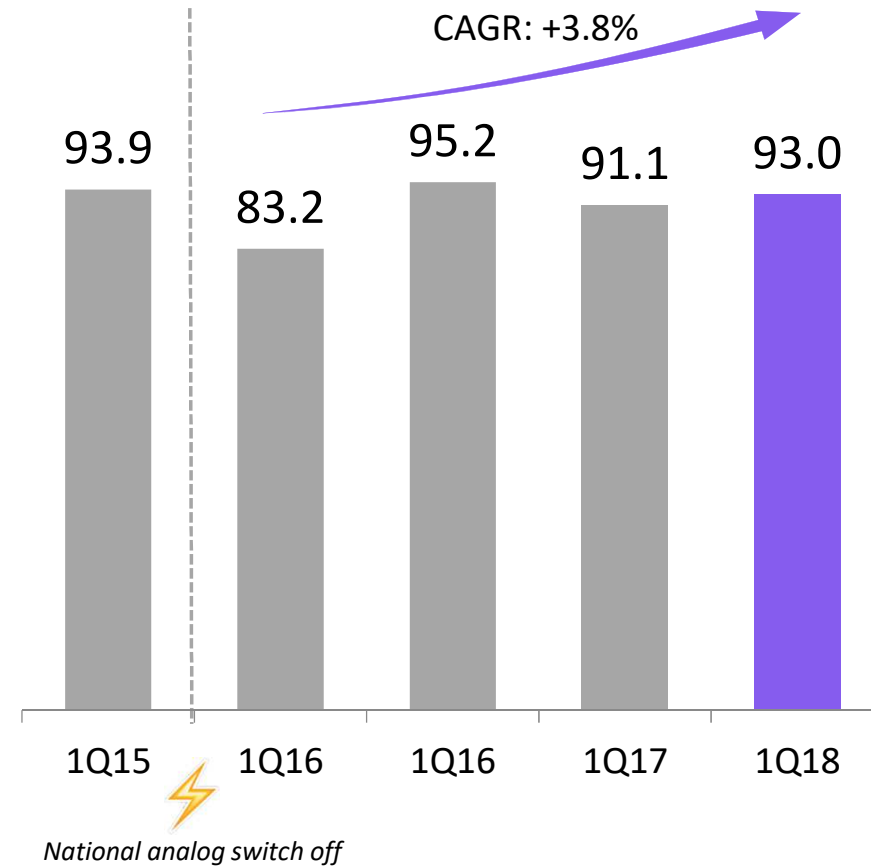
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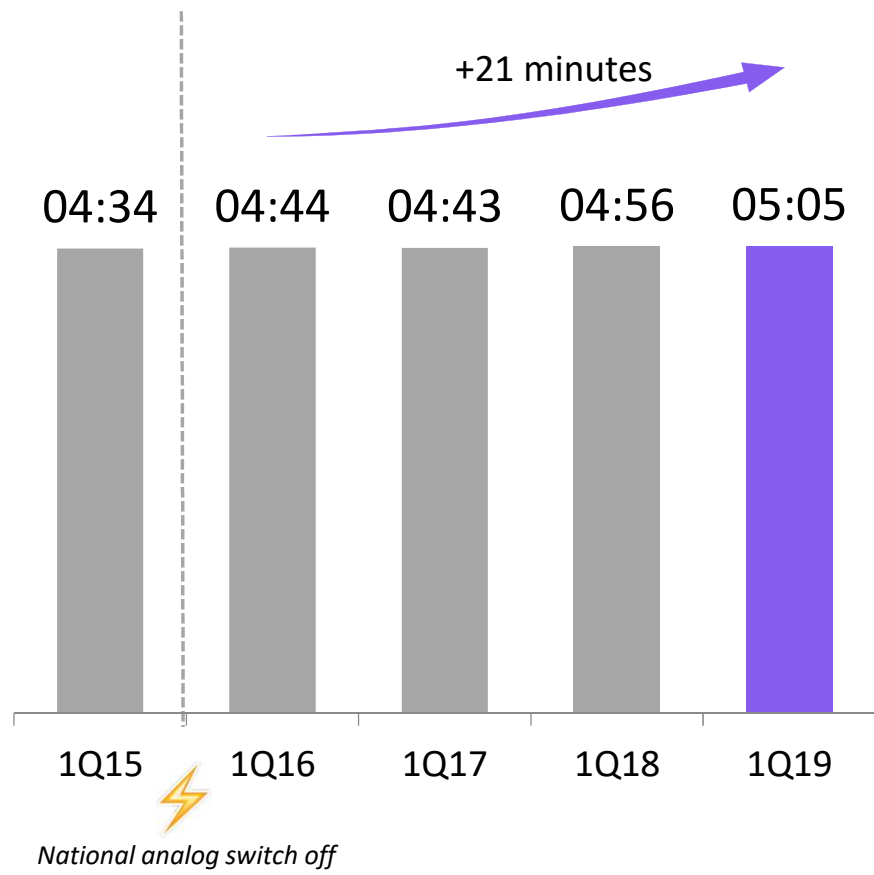
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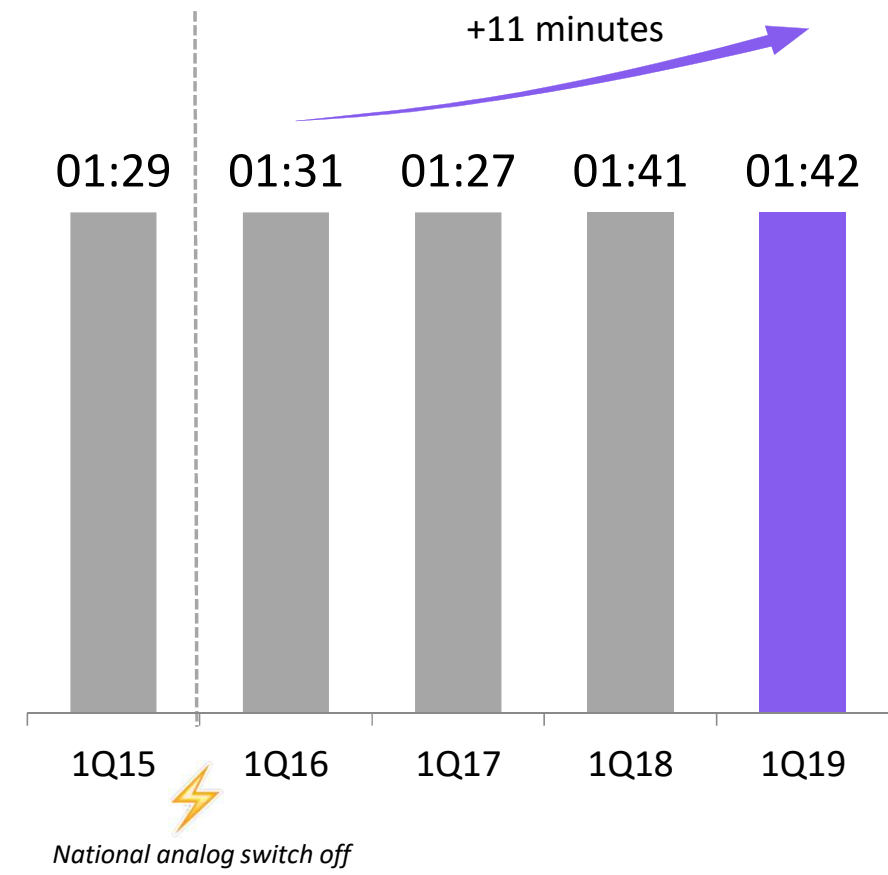
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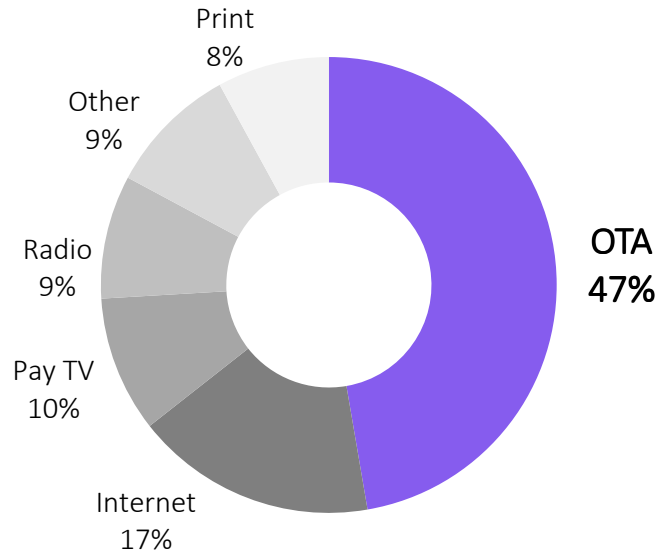
## TV Azteca



# OTA TV advertising market continues to grow

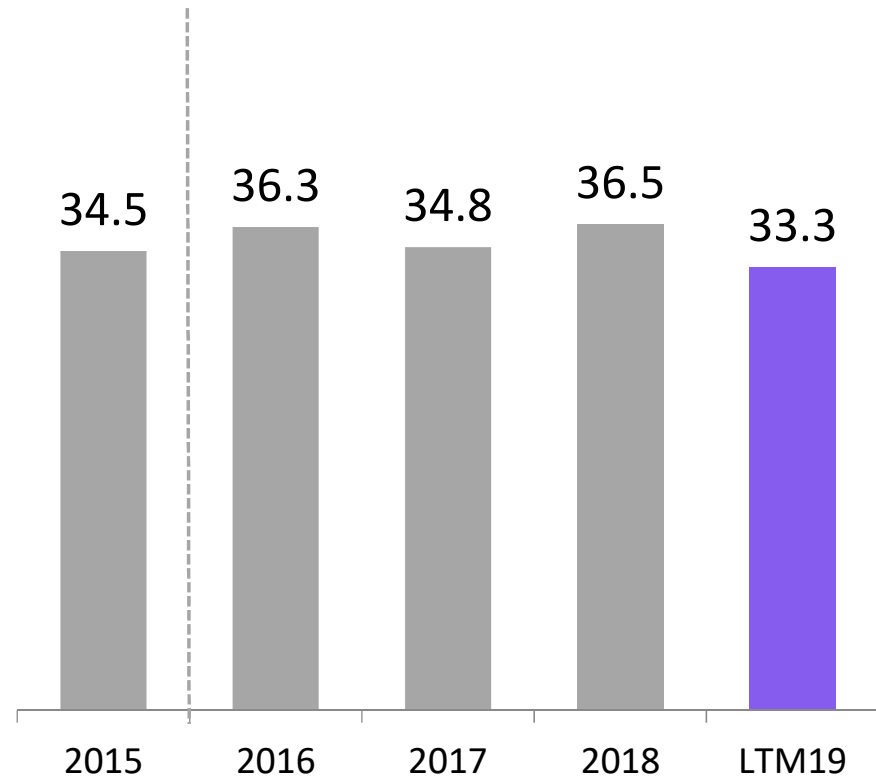
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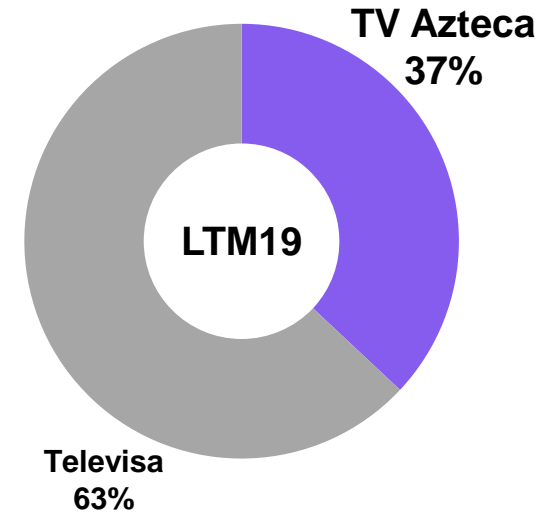
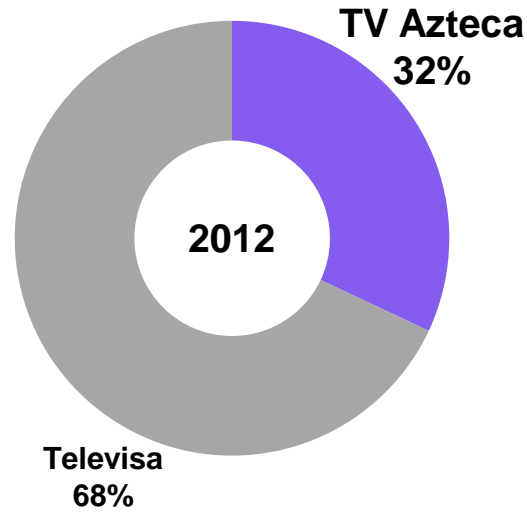
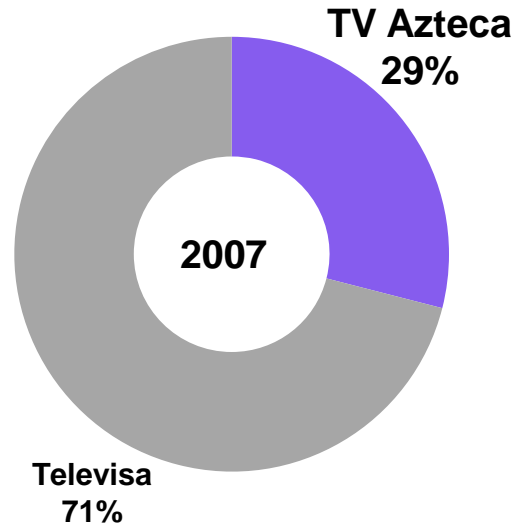
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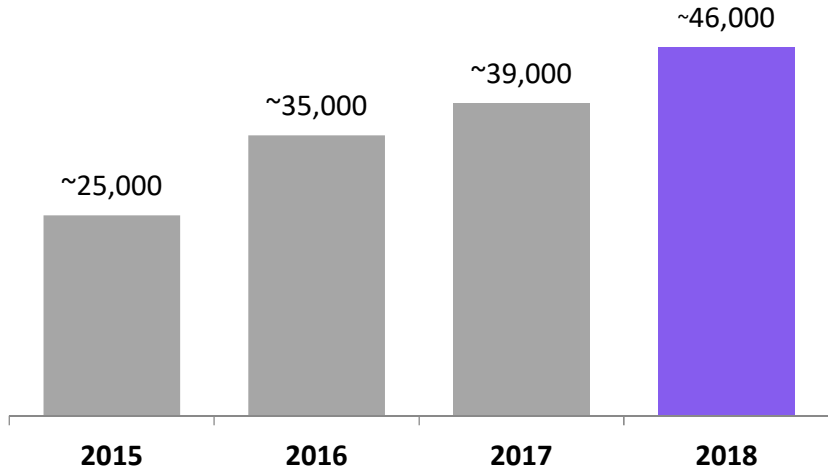


# Gaining market share from main competitor

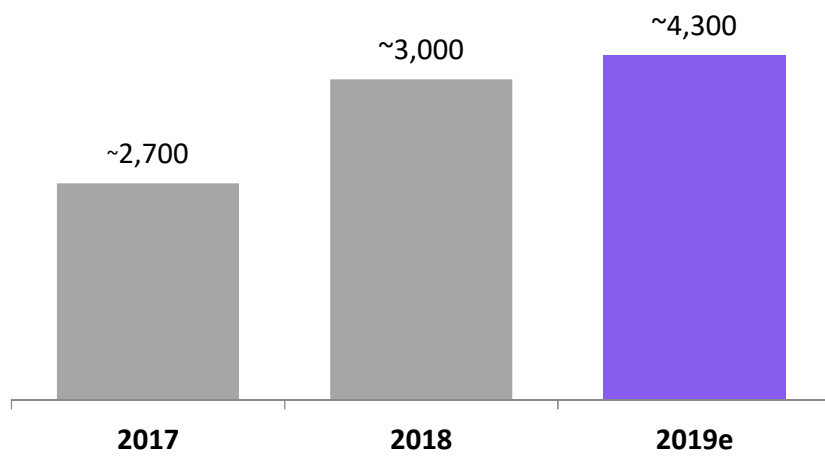
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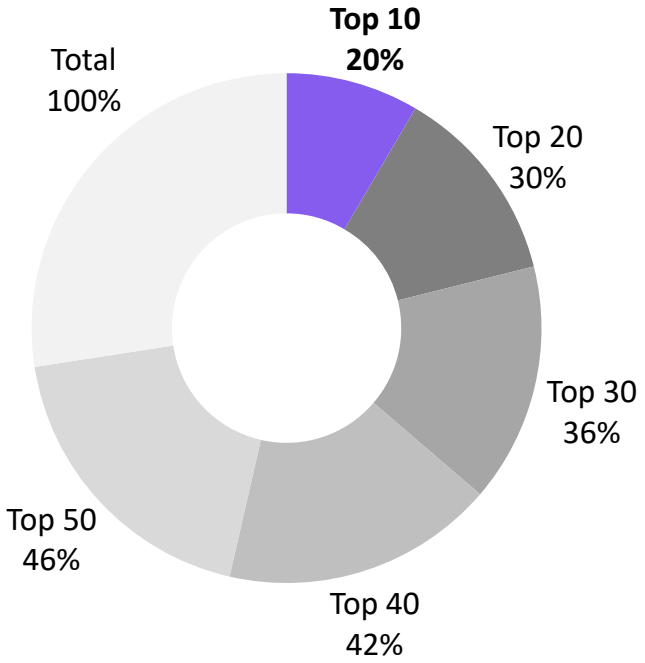


# Broad programming with premium innovative content

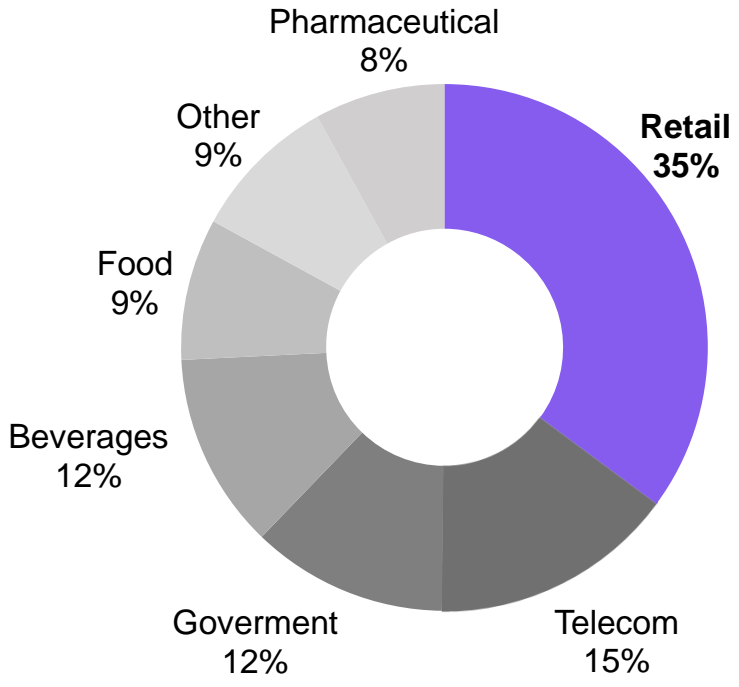


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



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# New clients reaching the mass market through TV Azteca

## Recent clients



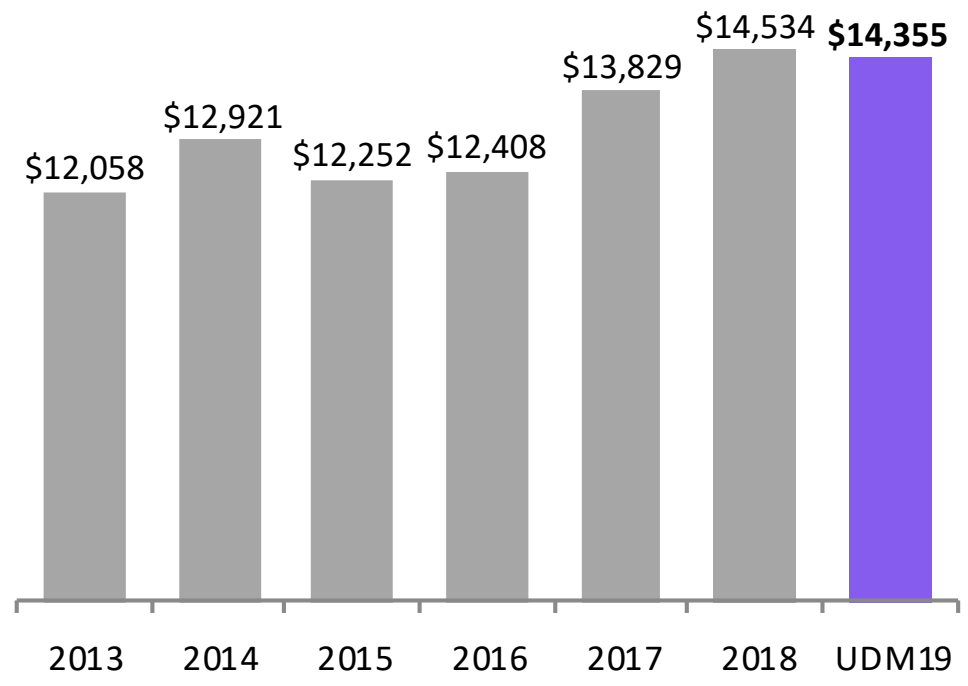
## Recent digital clients



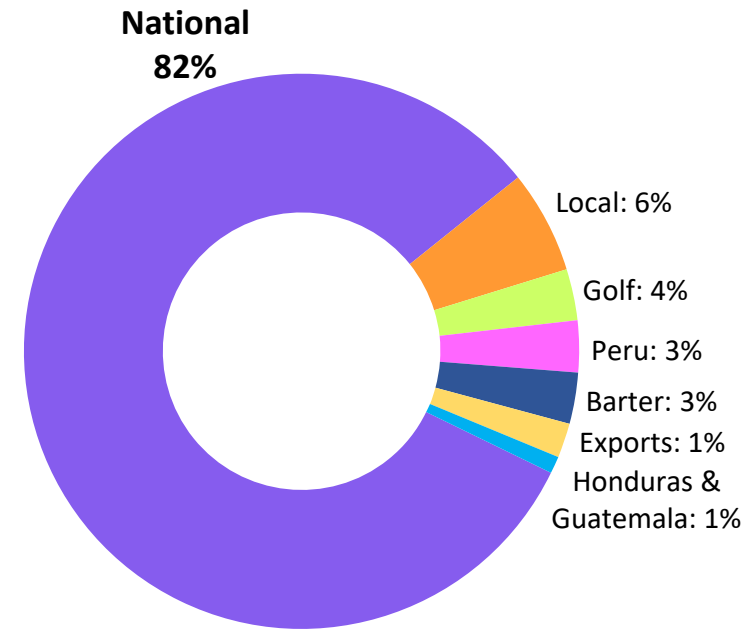
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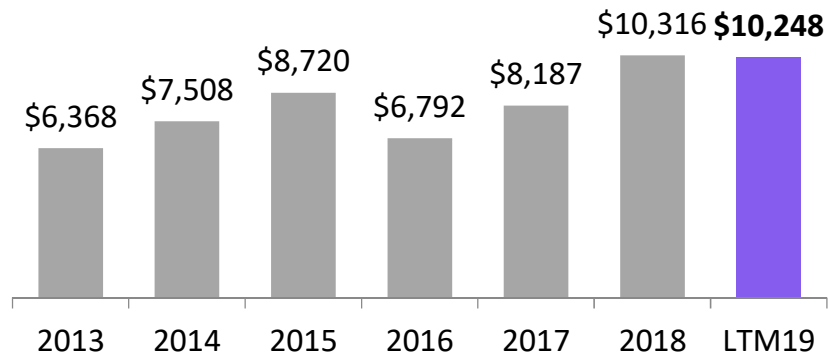
## Net Sales



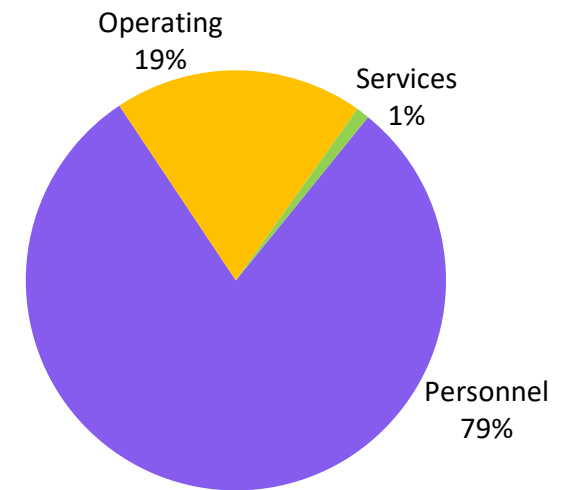
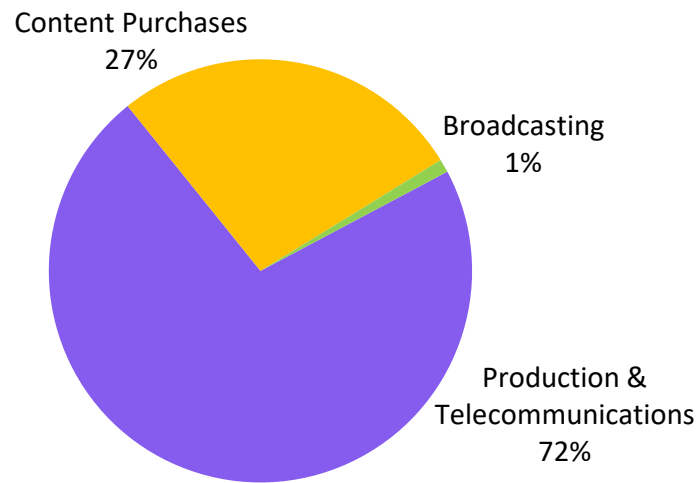
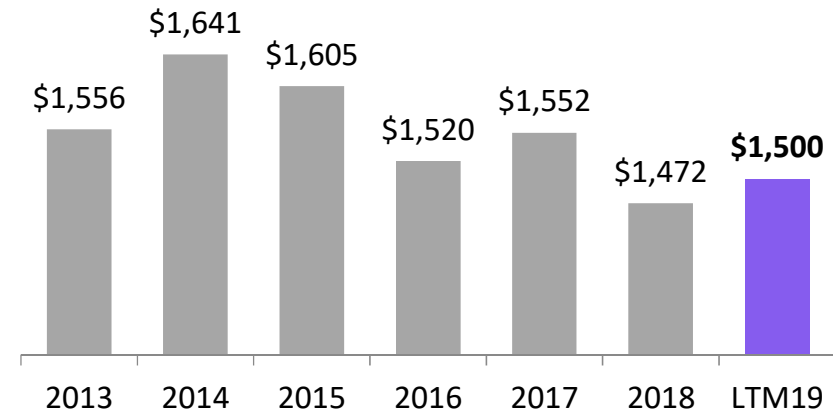
## Sales Breakdown



## Costs & Breakdown

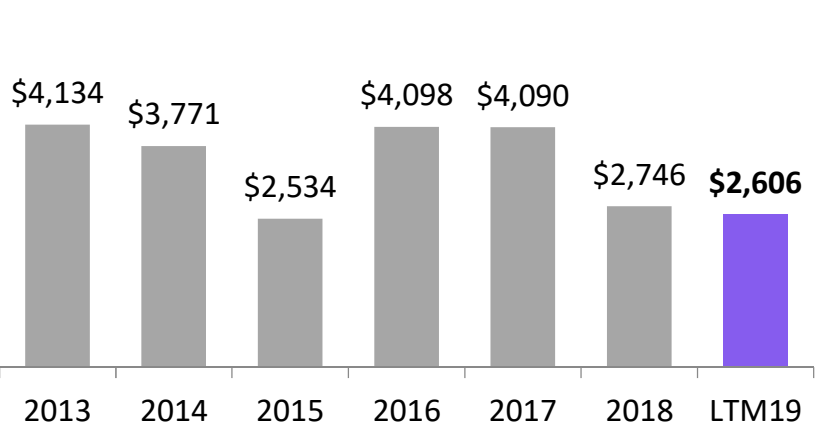


## SG&A Expenses & Breakdown

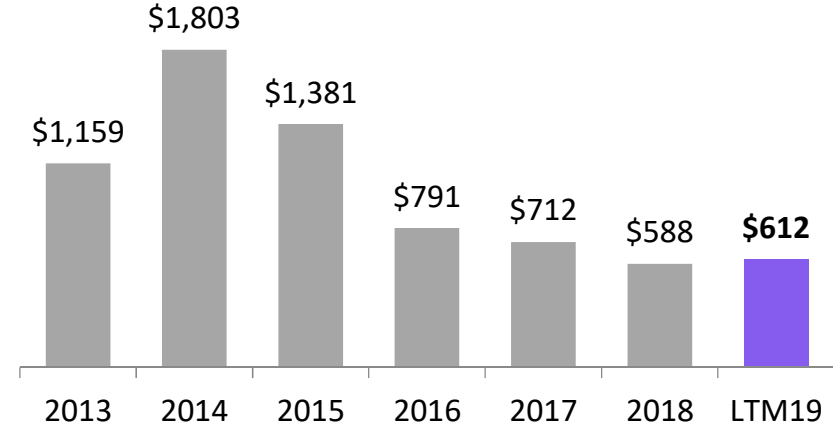




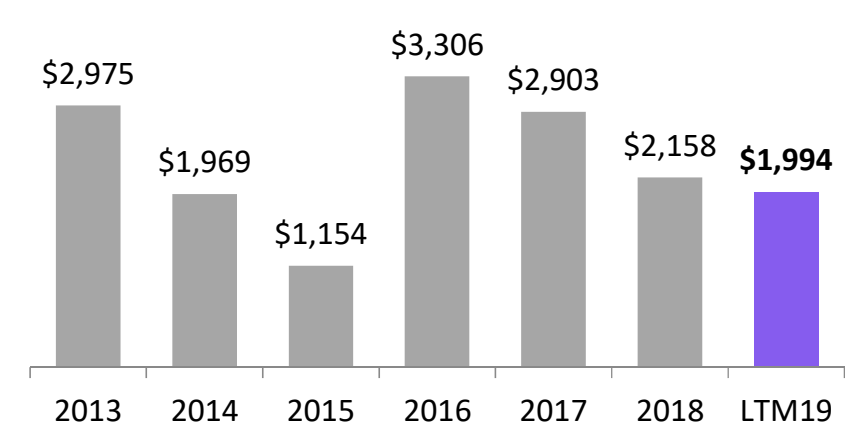
## EBITDA



## CAPEX



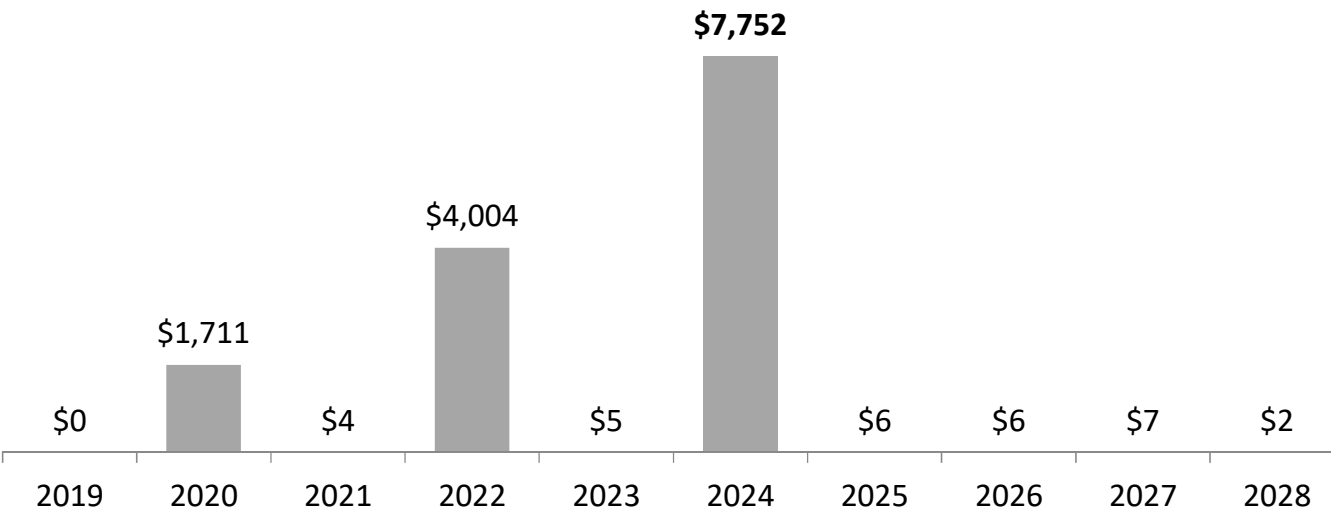
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**Social**

- ❑ Joined the **United Nations Global Compact**
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- ❑ 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.



- Increase proportion of live entertainment shows
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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40

Q+



tvazteca  
internacional



tvazteca  
digital

May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



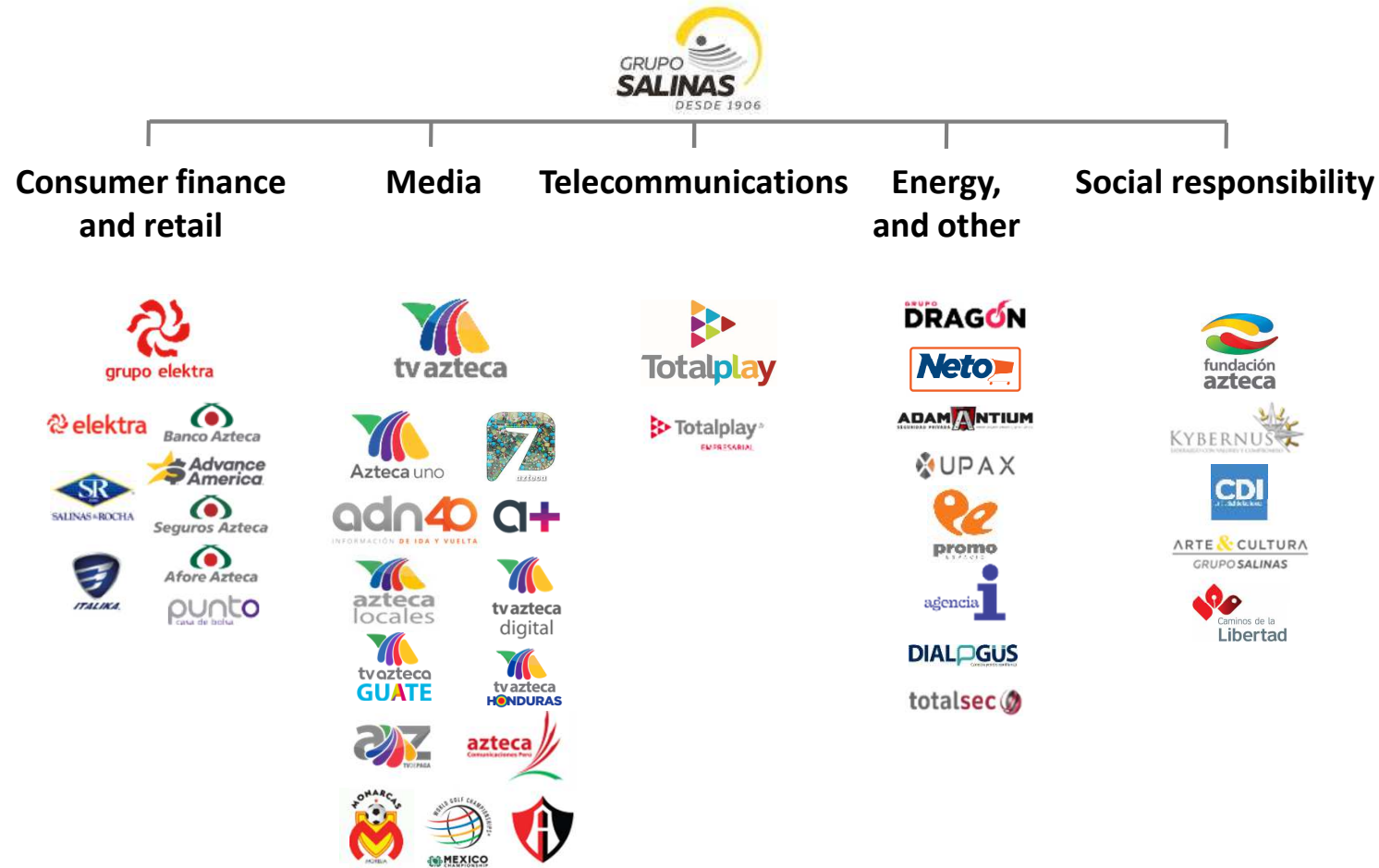
May 2019

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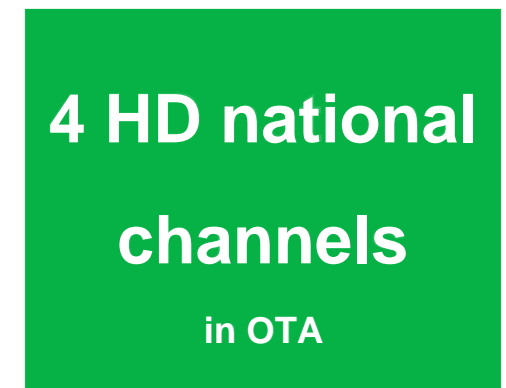
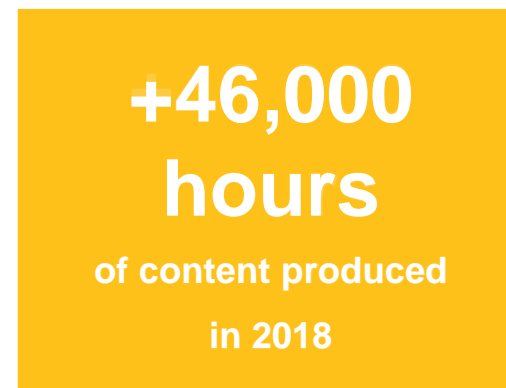
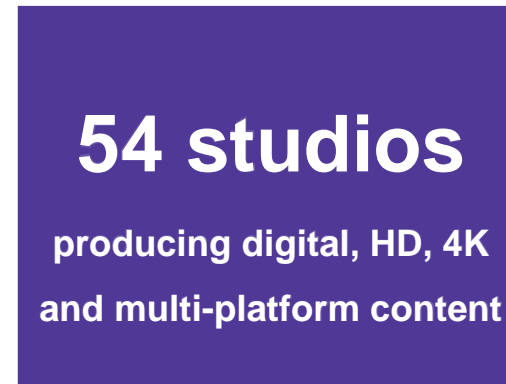
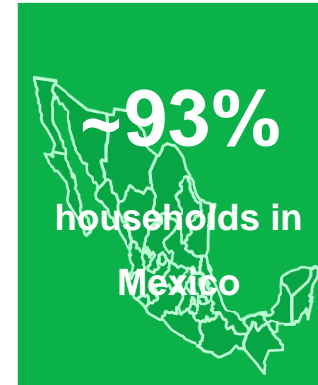
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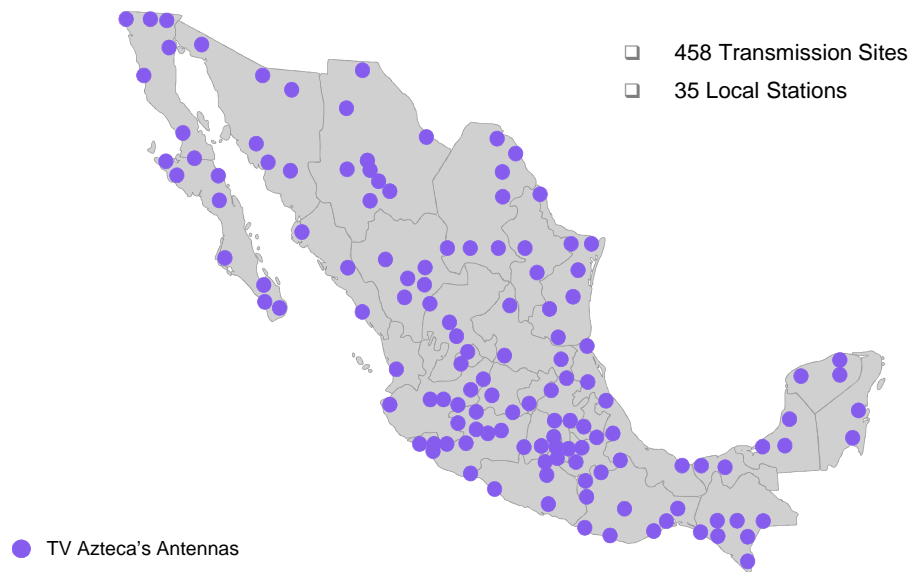


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**One-of-a kind technology**



Notes  
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# Strong market position with strategies for improved momentum

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- ❑ Content broadcast OTA television is the most efficient media to tap mass market
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- ❑ Foreign exchange and interest rate coverage
- ❑ Improved maturity profile

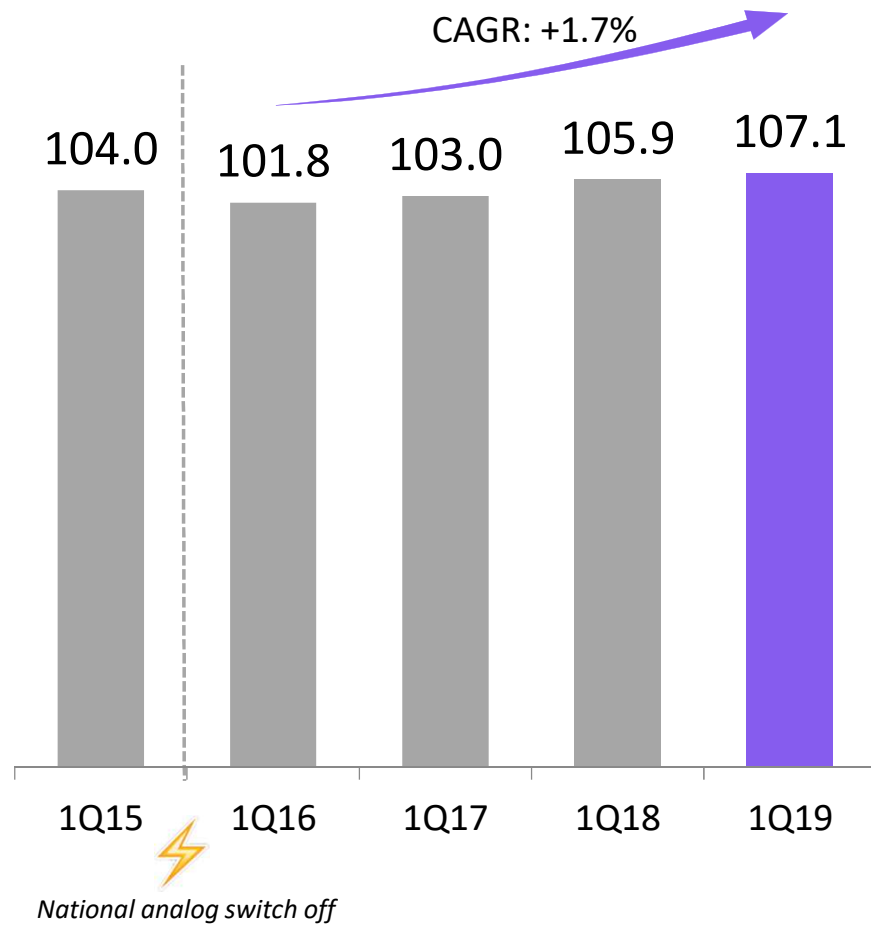
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- ❑ Analyzing strategy of Peru fiber optic operations

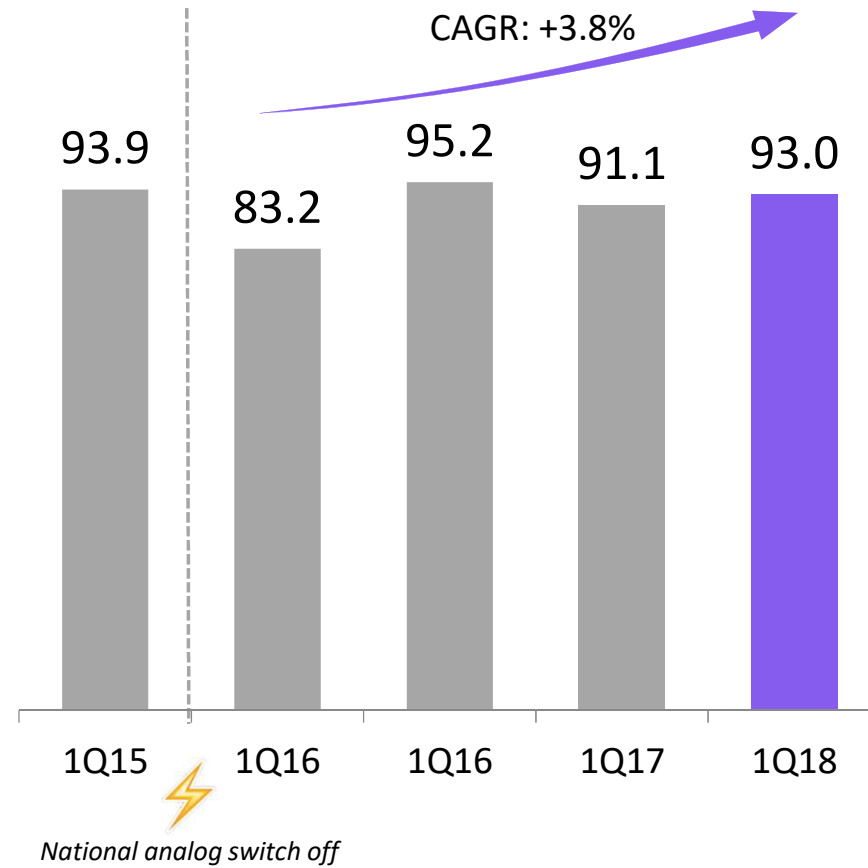
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Millions of people monthly

**Mexico's Total Viewership**



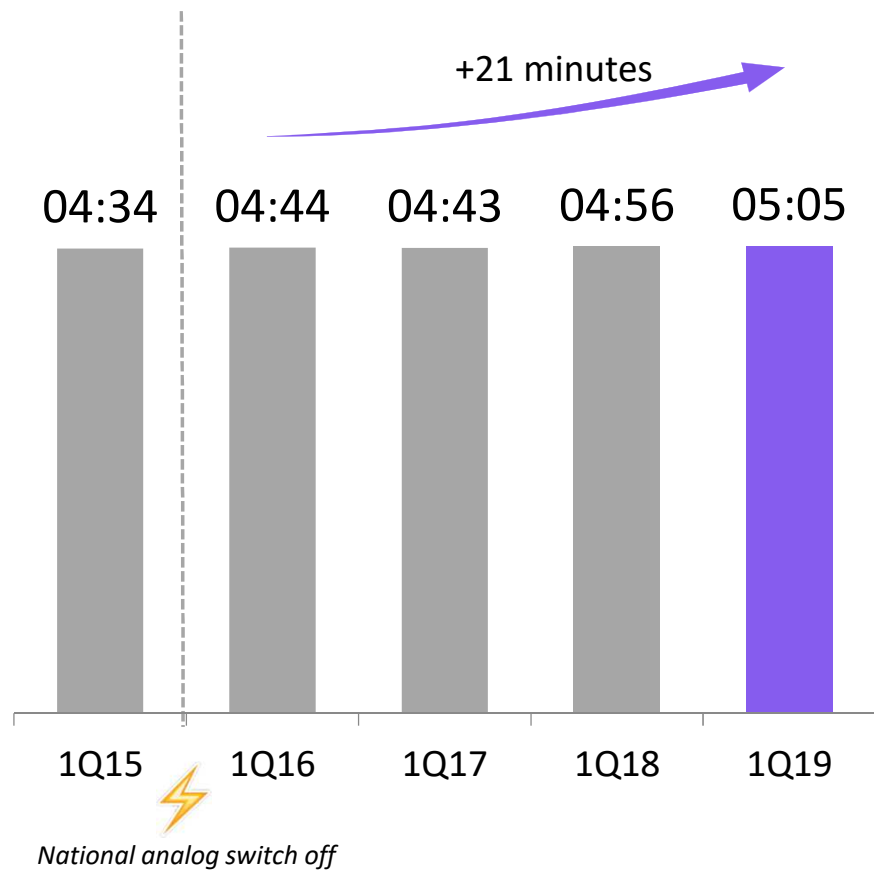
**TV Azteca's Total Viewership**



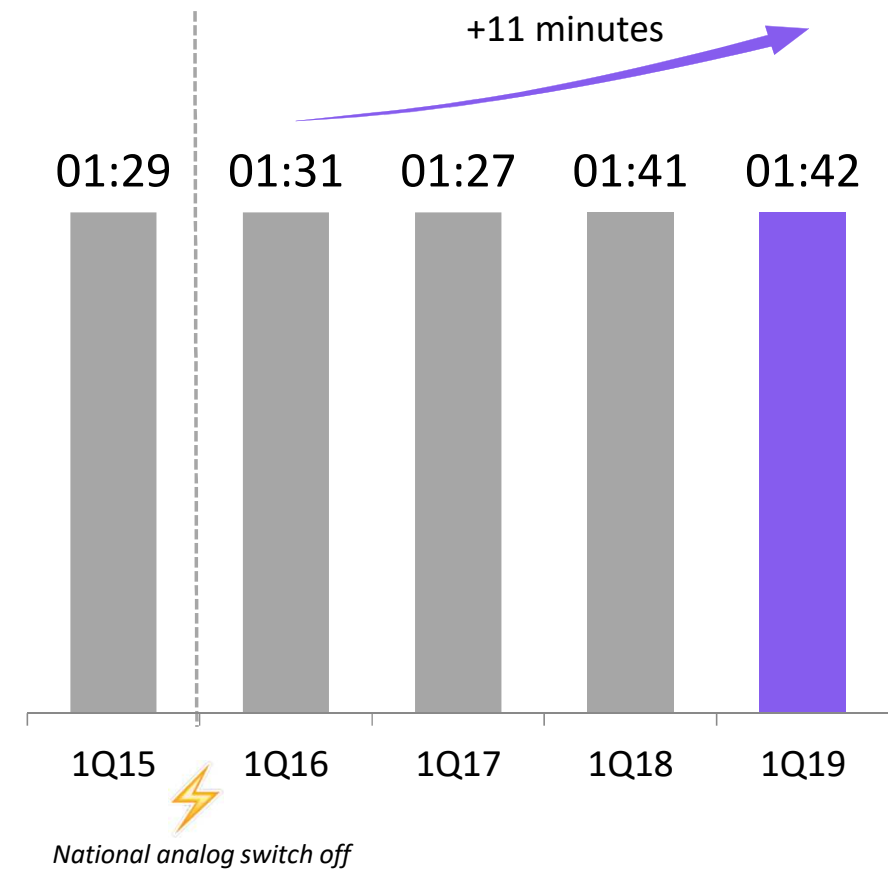
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Daily Hours per household

## Mexico



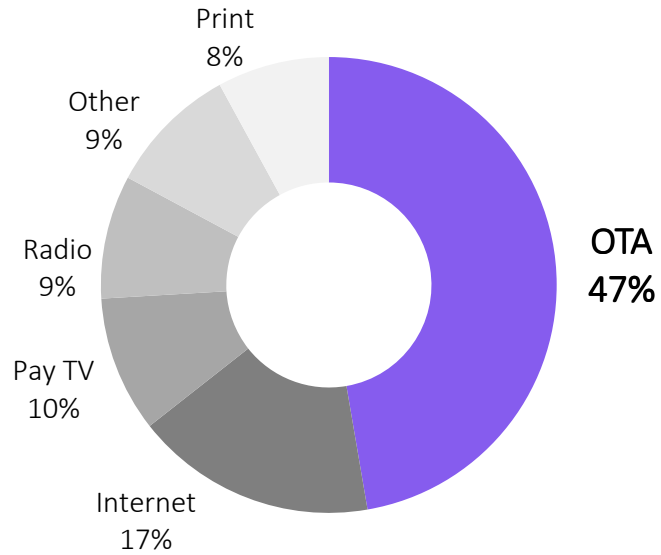
## TV Azteca



# OTA TV advertising market continues to grow

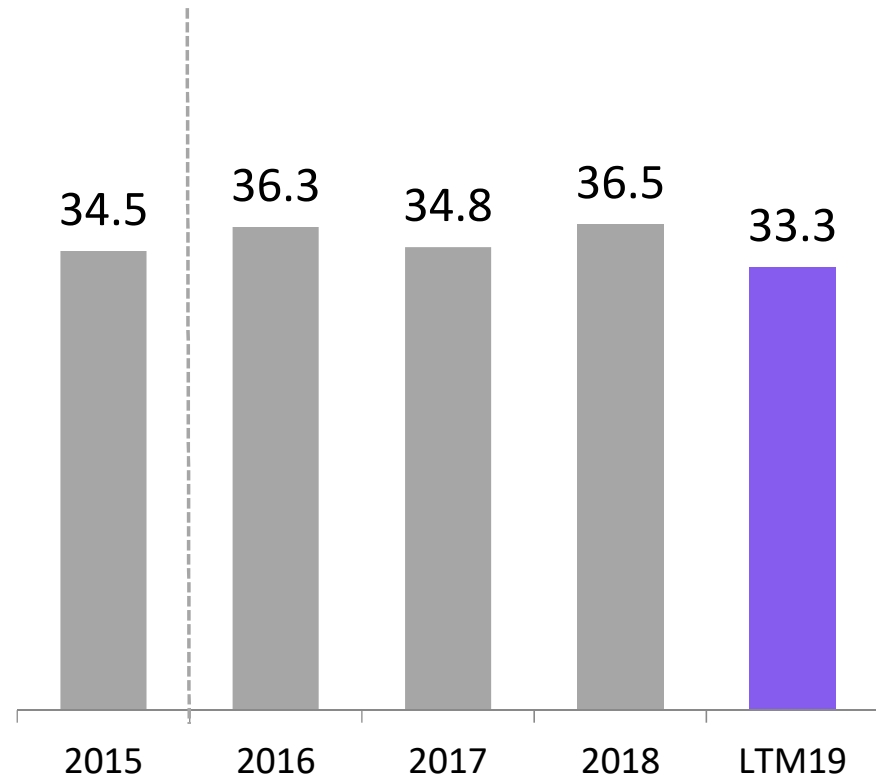
Ps. Billion

**2018e Total Media Advertising in Mexico**



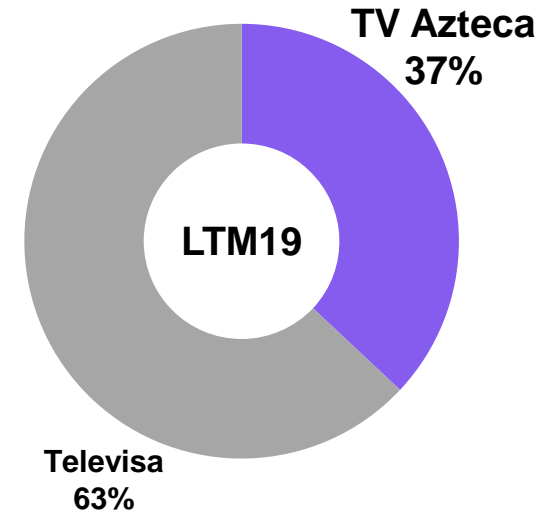
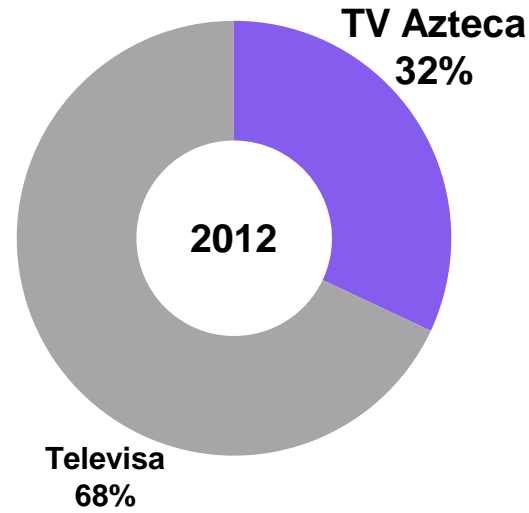
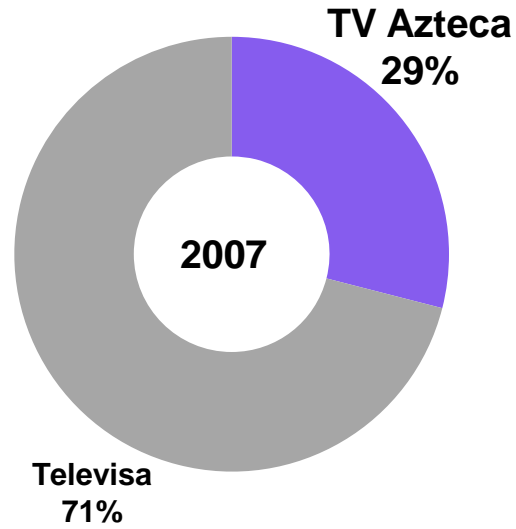
- ❑ Advertising spend in Mexico is ~**Ps\$ 78 Bn** or **0.40%** of Mexican GDP
- ❑ In the US, it represents **1.1% of US GDP**

**National Advertising Market of Two Main Broadcasters**



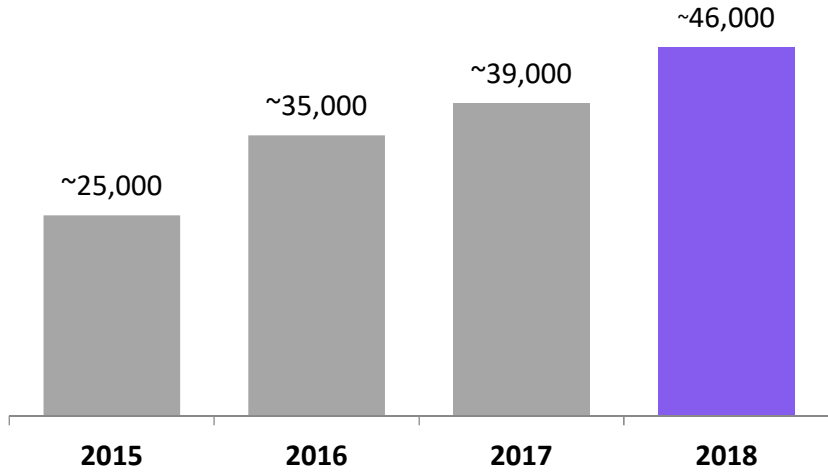
# Gaining market share from main competitor

**OTA National Television Market Share in Mexico**

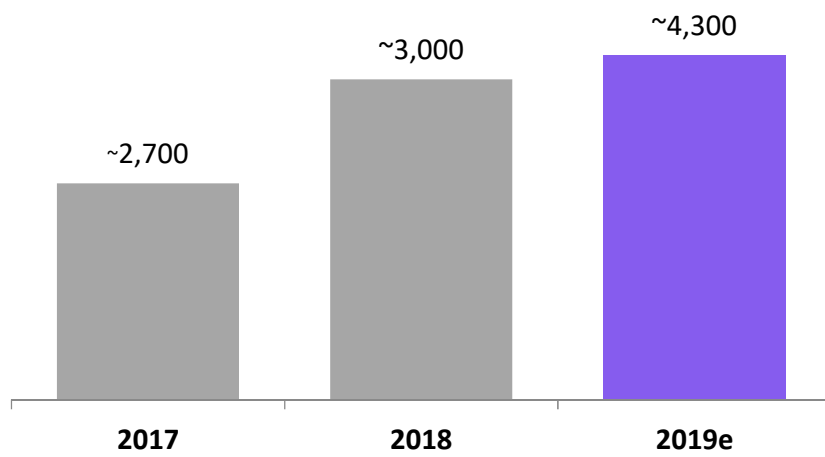




*Internally produced hours of content*



*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*

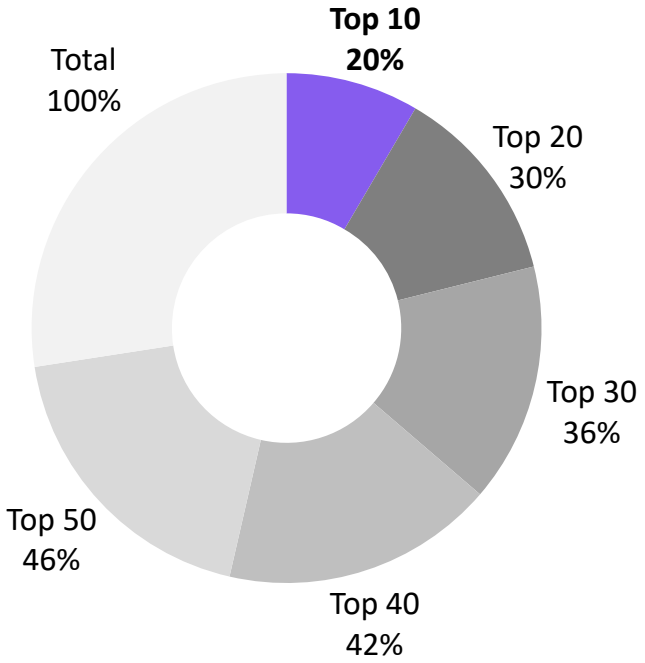


# Broad programming with premium innovative content

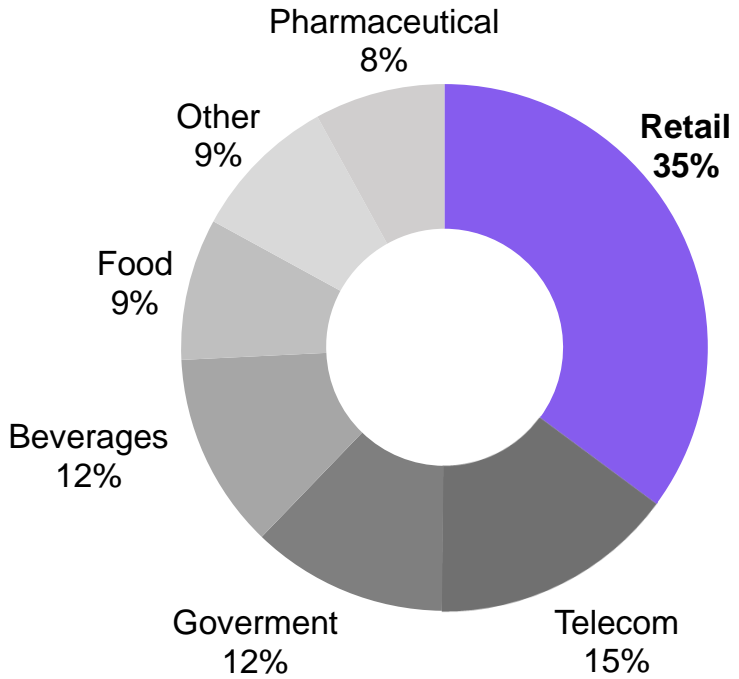


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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

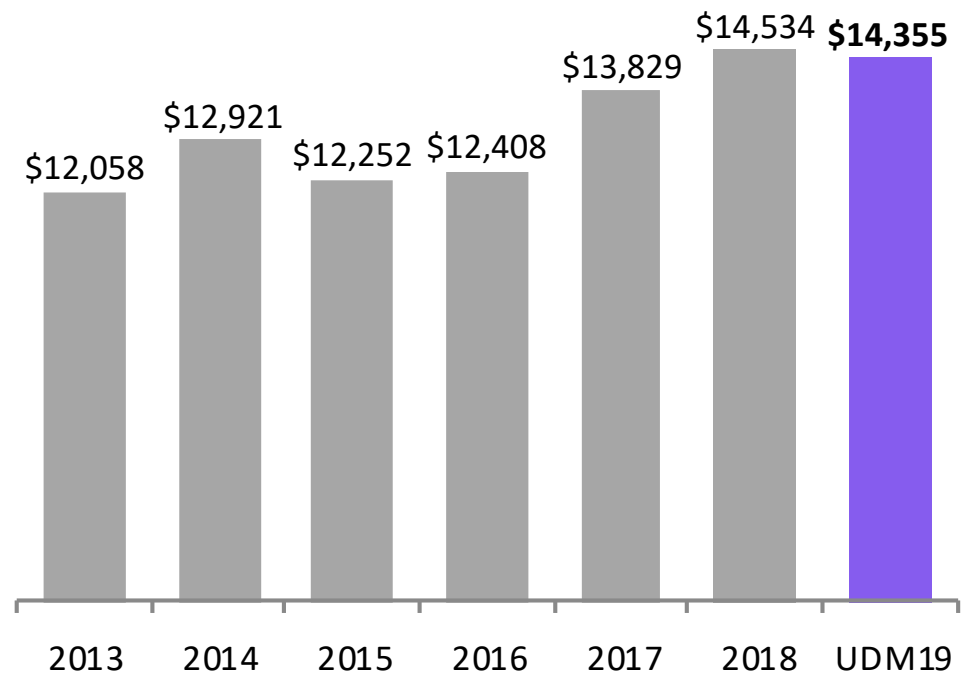


- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- ❑ The digital team develops second screen experiences, exclusive coverages before and after major sporting and entertainment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

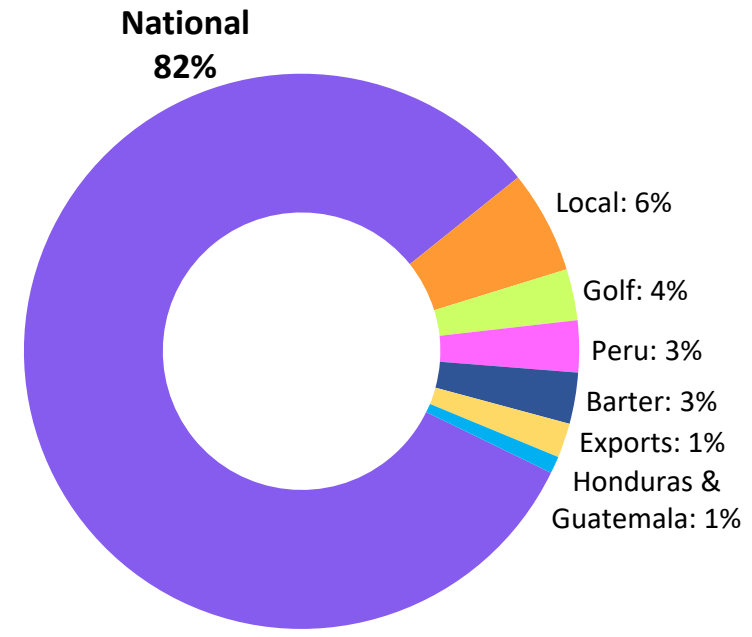


Ps. Million

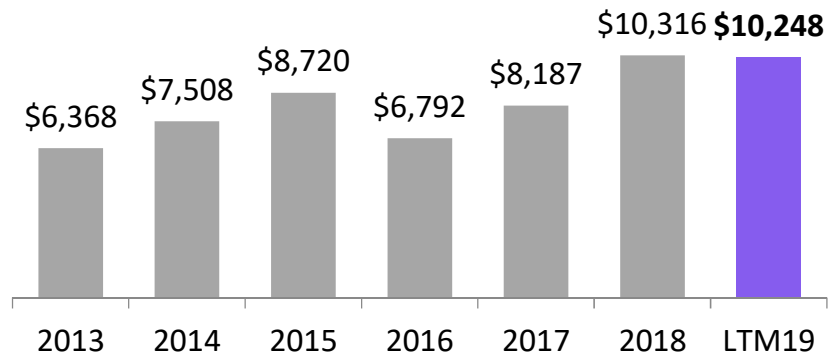
## Net Sales



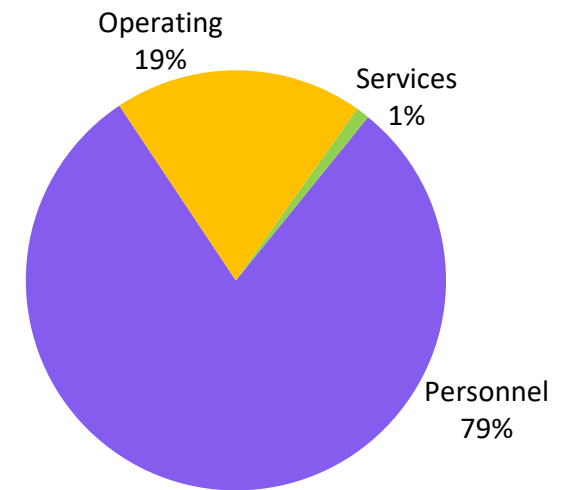
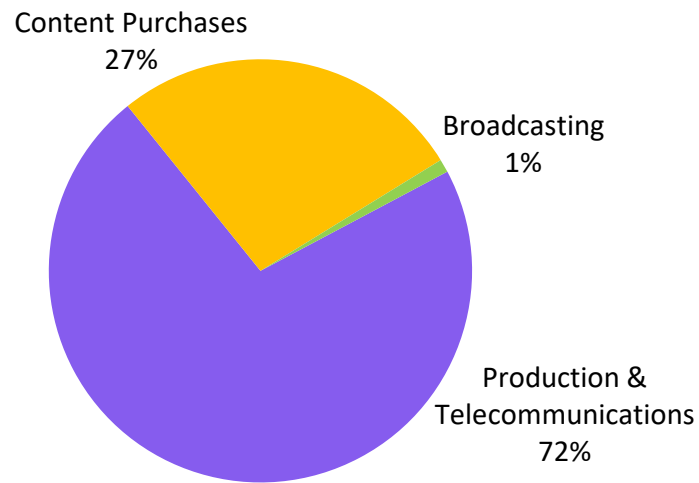
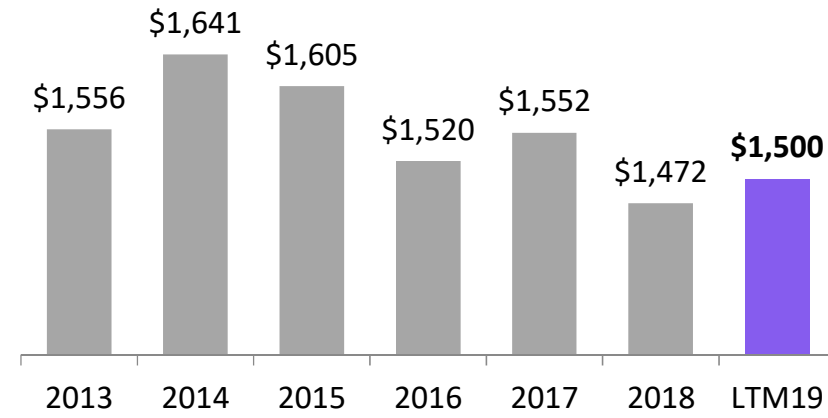
## Sales Breakdown



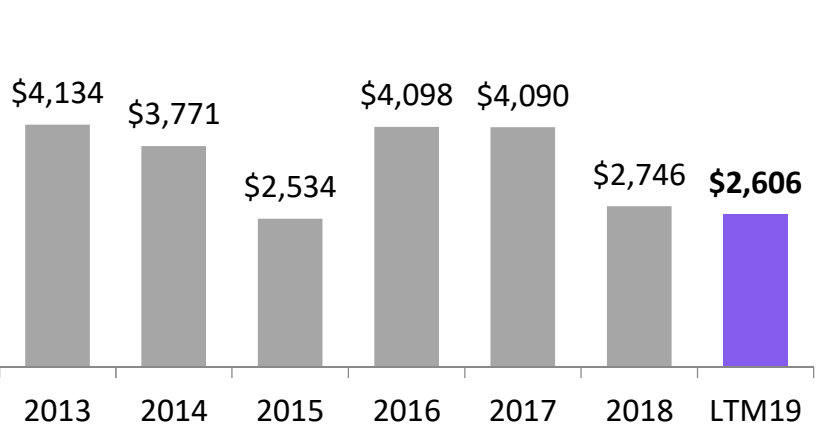
## Costs & Breakdown



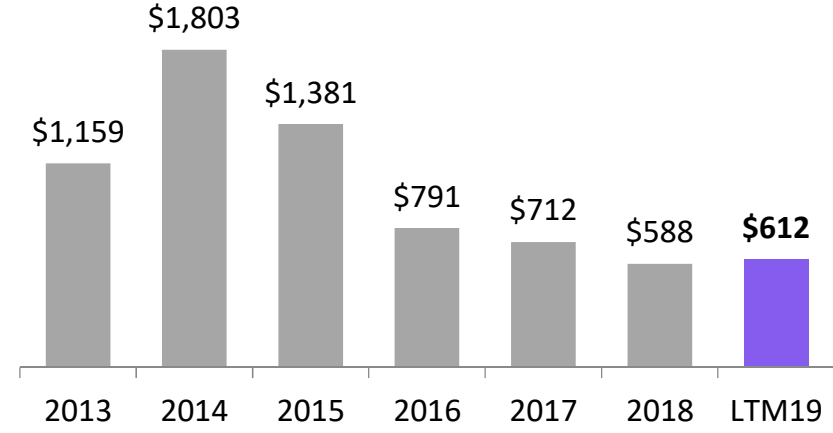
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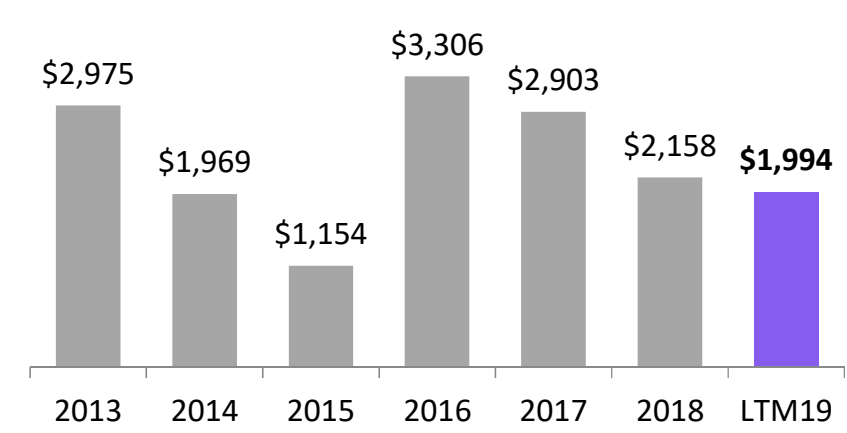
## EBITDA



## CAPEX



## Cashflow<sup>1</sup>

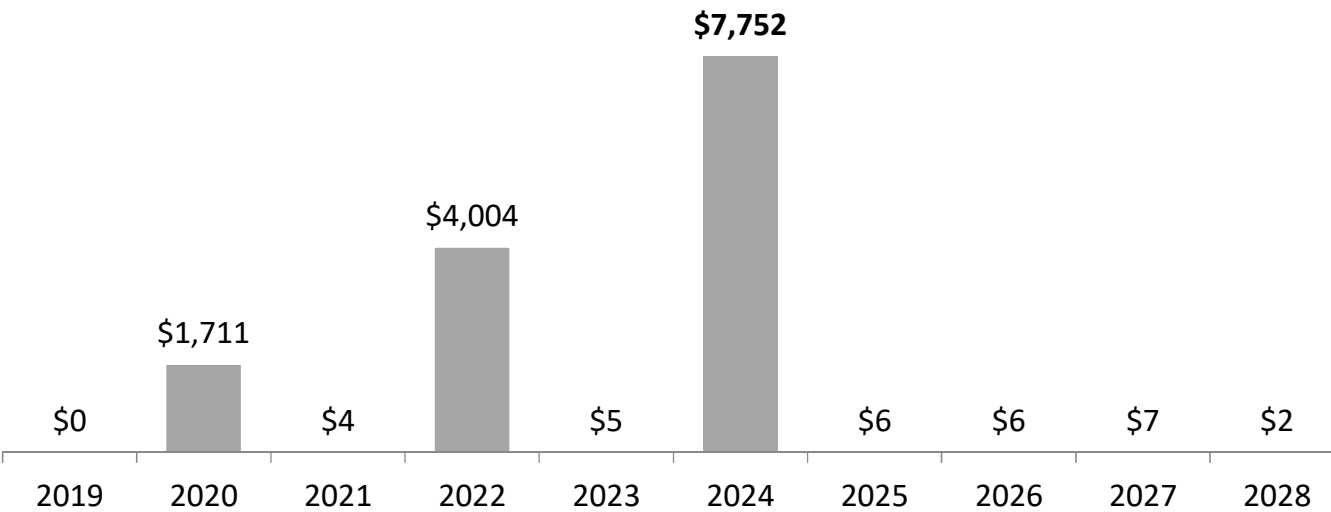


1. Cashflow = EBITDA – CAPEX (excludes intangibles)



# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
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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.19.38 / US\$

**Social**

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- ❑ Human Capital of **+6,100 employees**, diversified by gender, age, origin, etc.
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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



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adn40

Q+

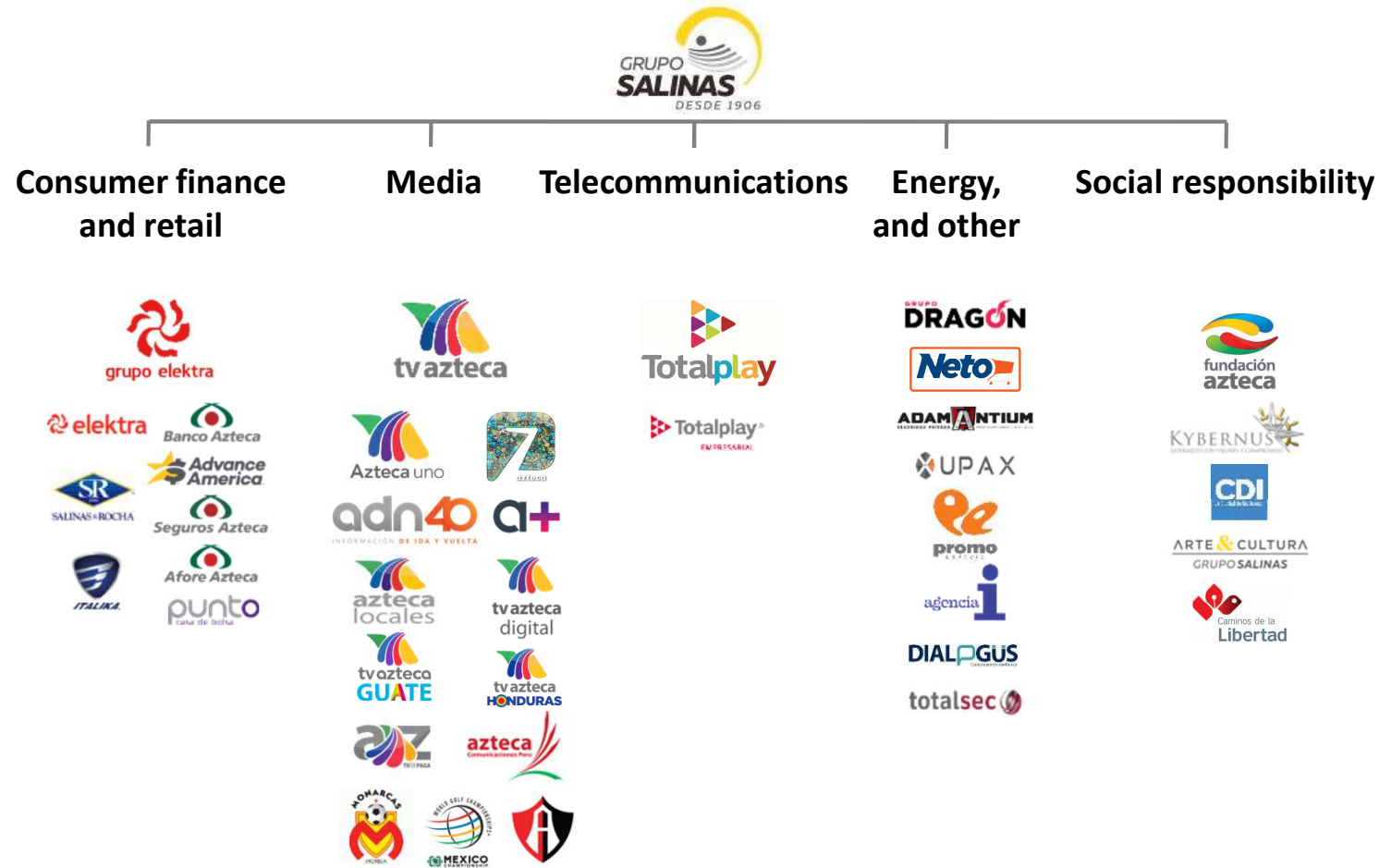


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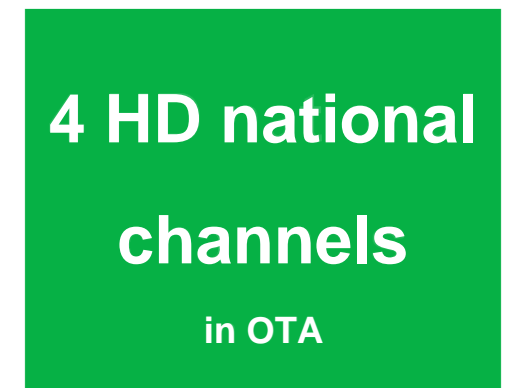
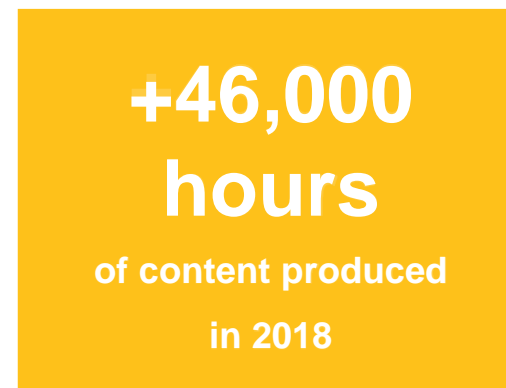
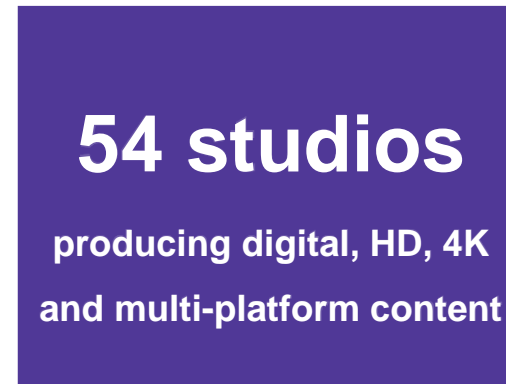
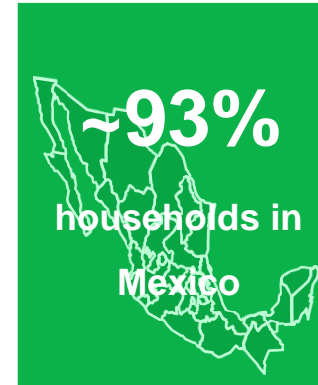
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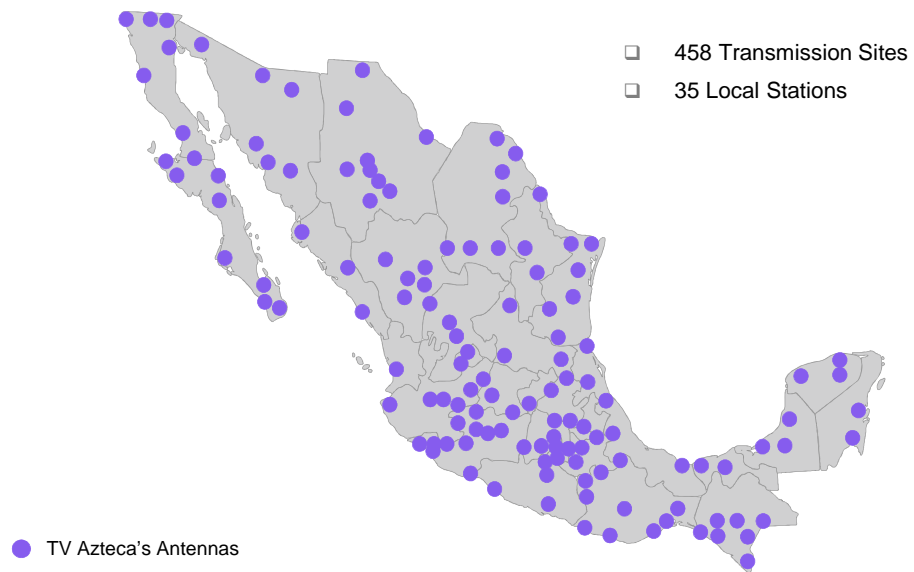


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**One-of-a kind technology**



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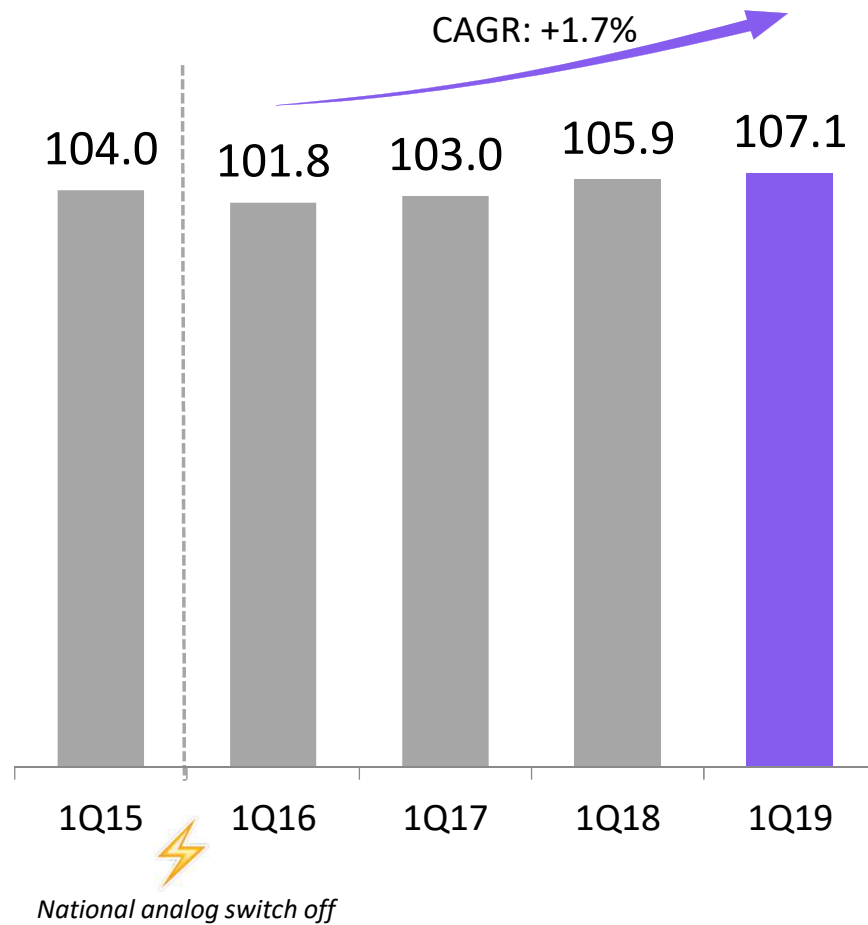
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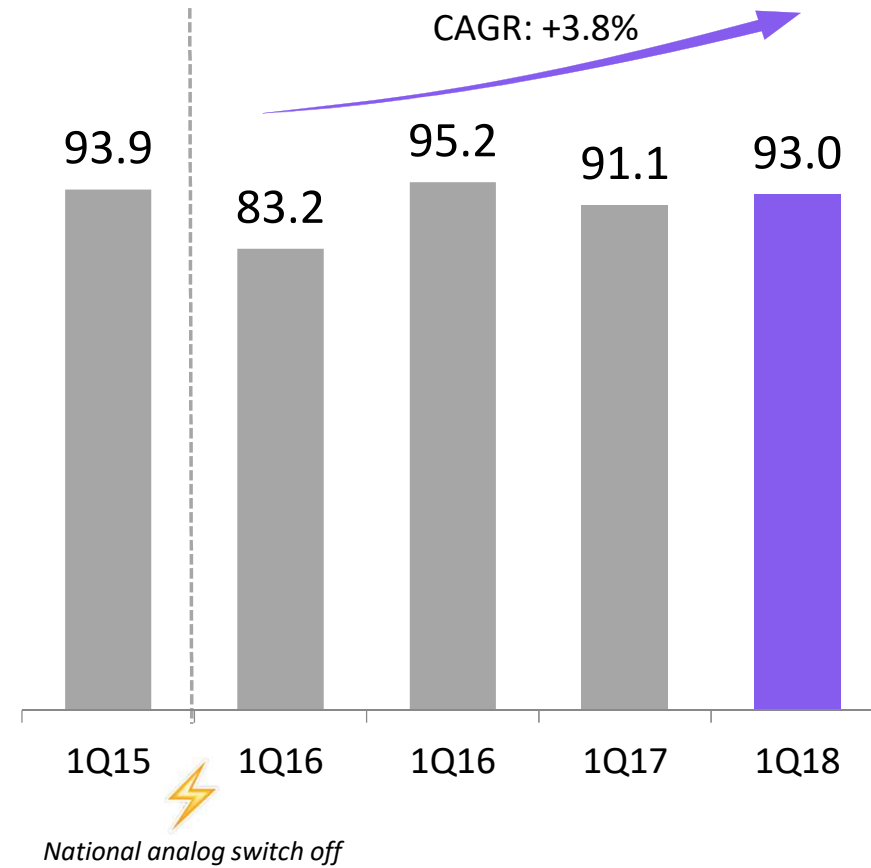
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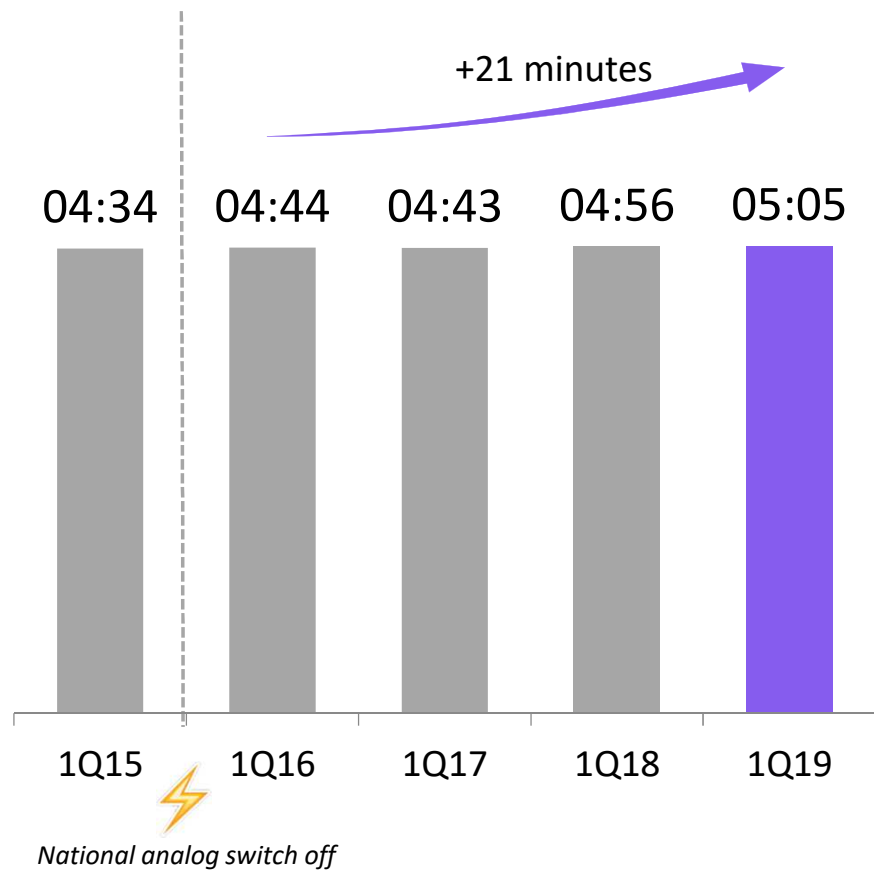
**TV Azteca's Total Viewership**



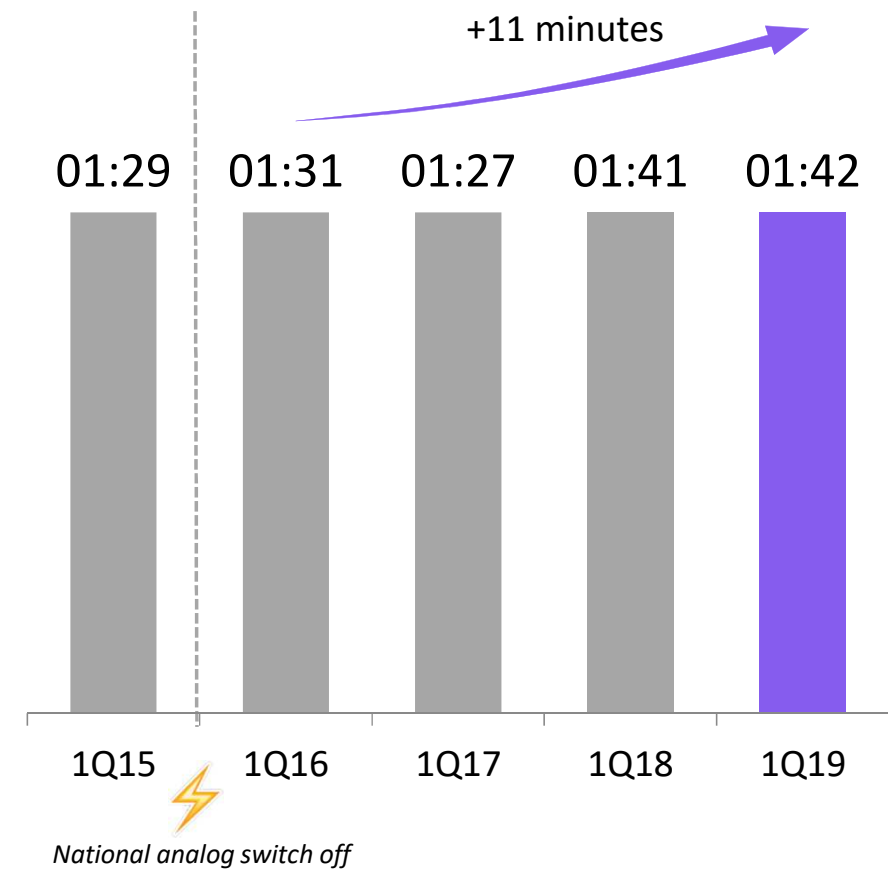
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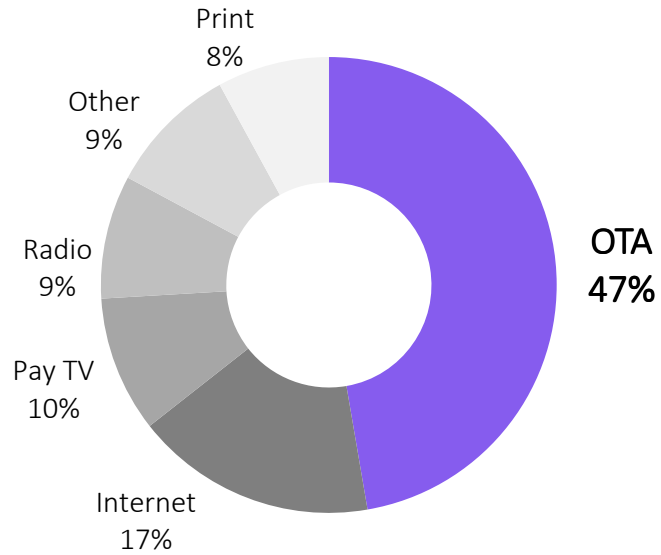
## TV Azteca



# OTA TV advertising market continues to grow

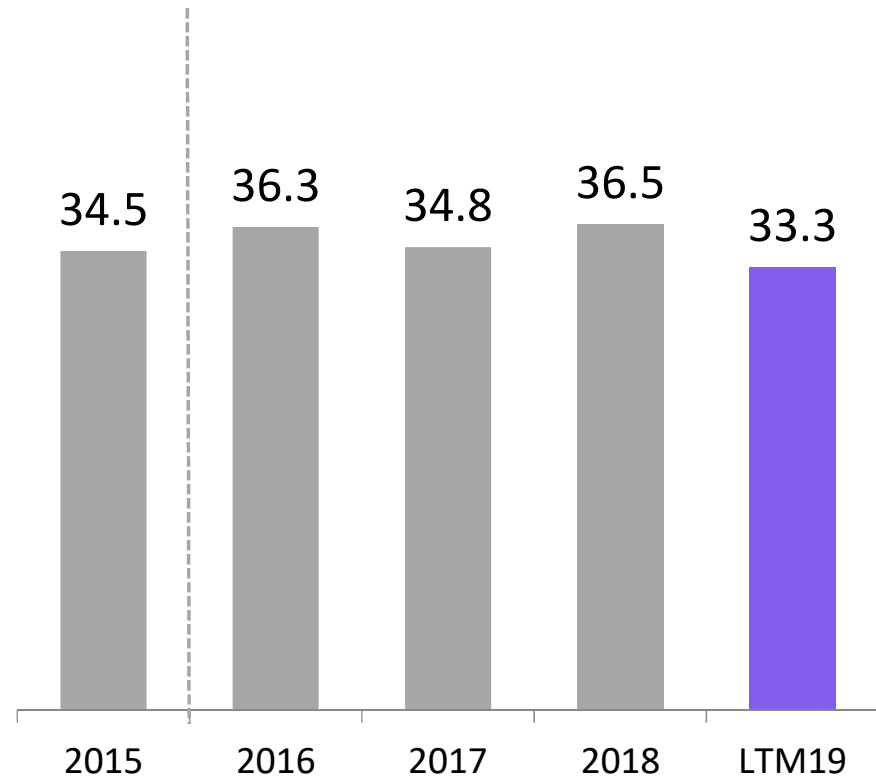
Ps. Billion

**2018e Total Media Advertising in Mexico**



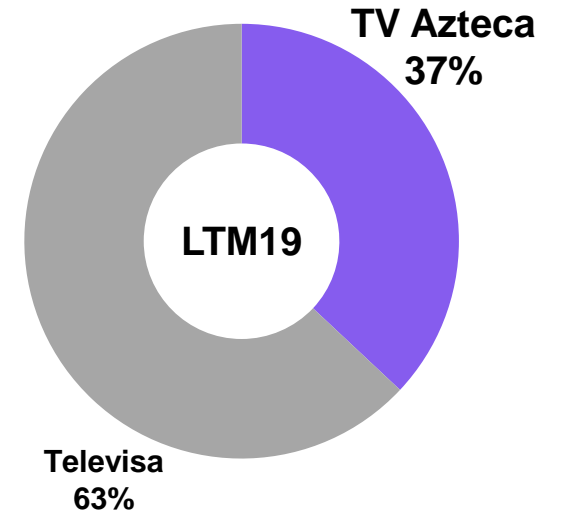
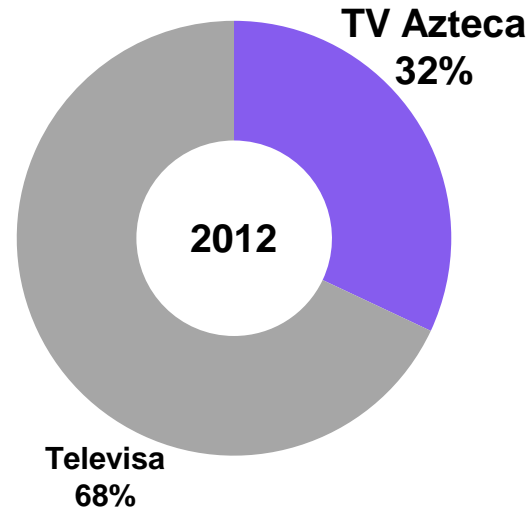
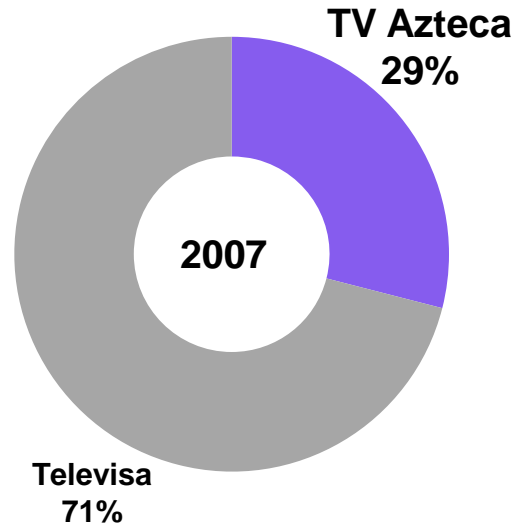
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**National Advertising Market of Two Main Broadcasters**

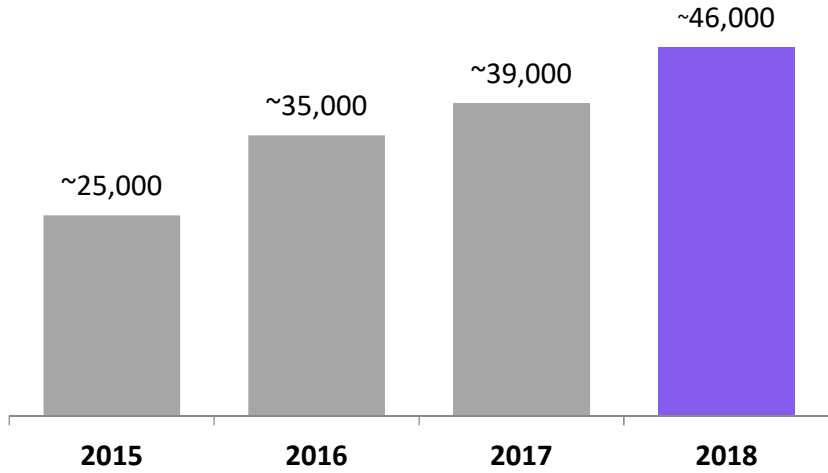


# Gaining market share from main competitor

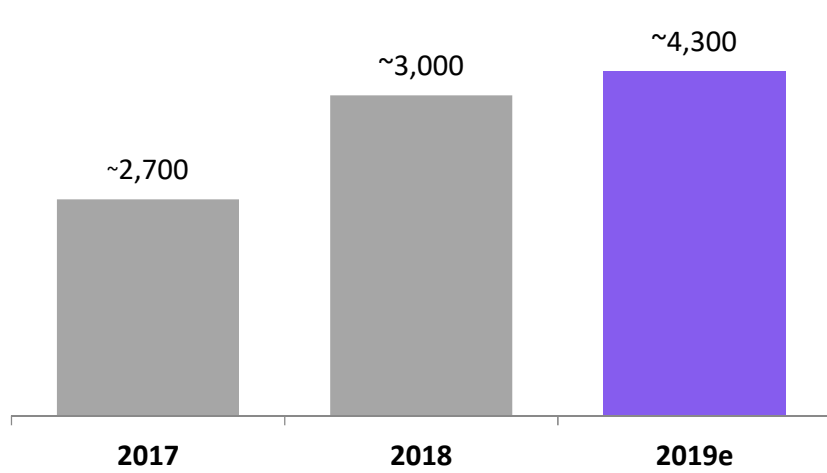
**OTA National Television Market Share in Mexico**



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*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*



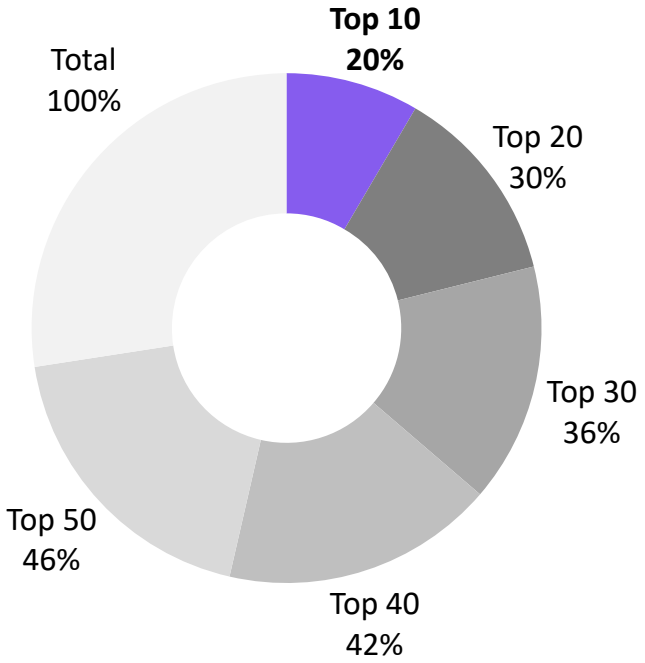


# Broad programming with premium innovative content

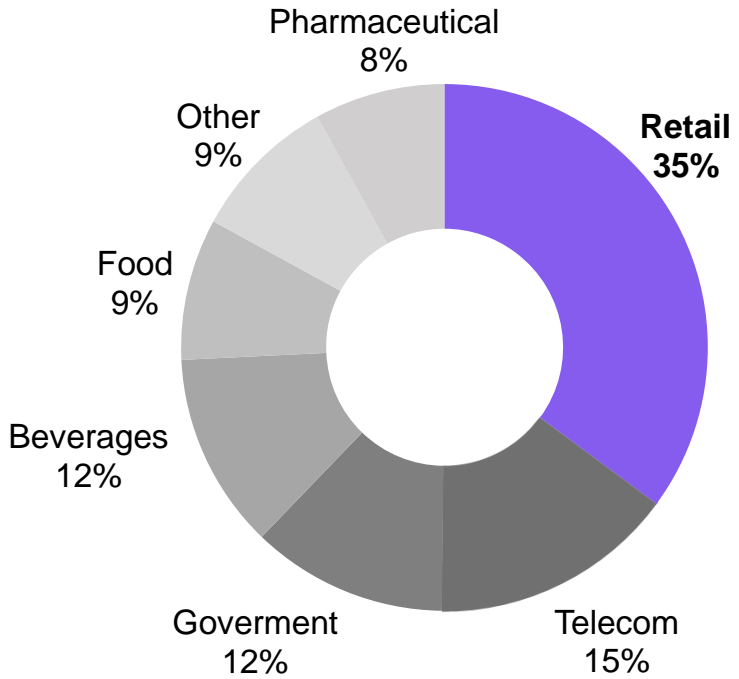


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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



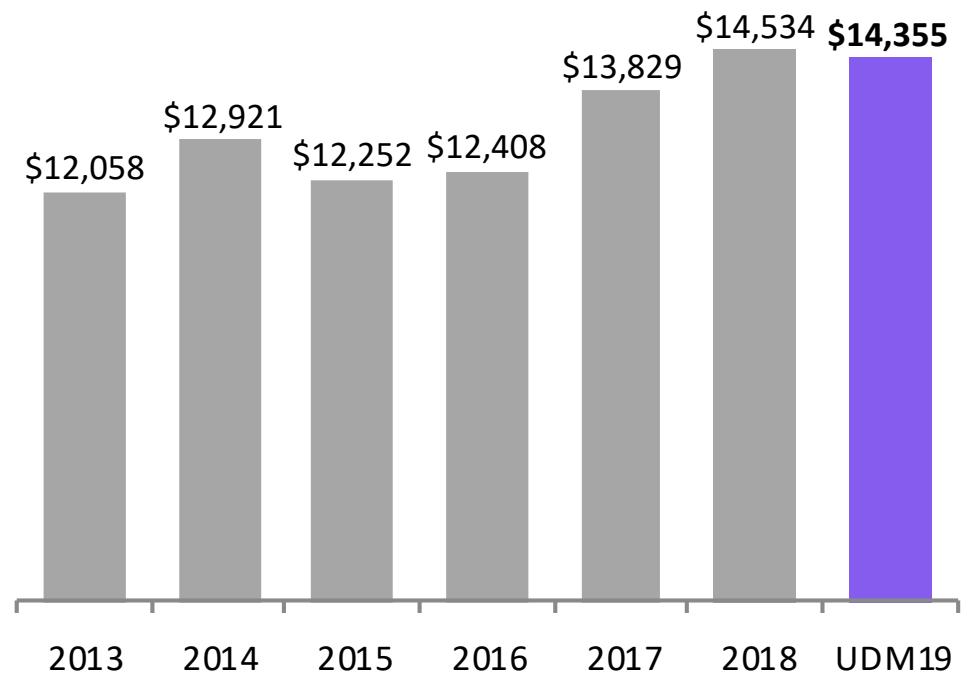
## Recent digital clients



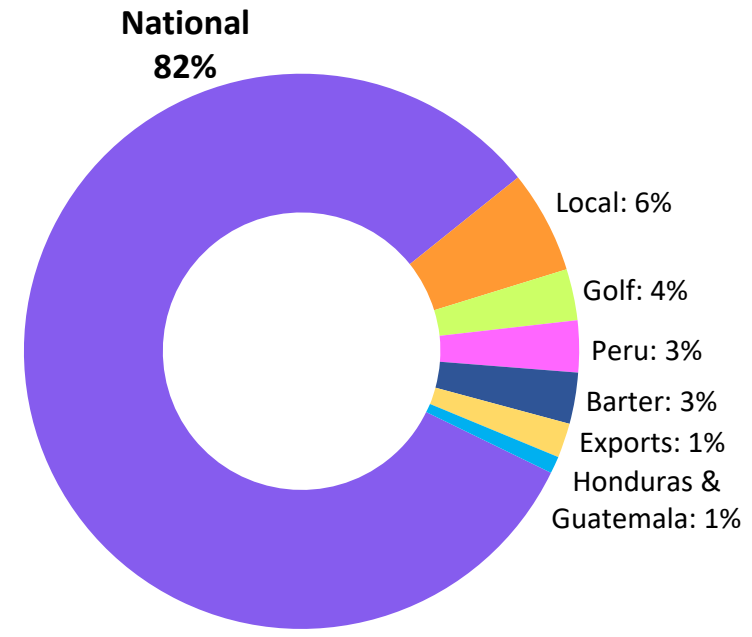
- ❑ Multi-platform marketing strategy is already fully integrated
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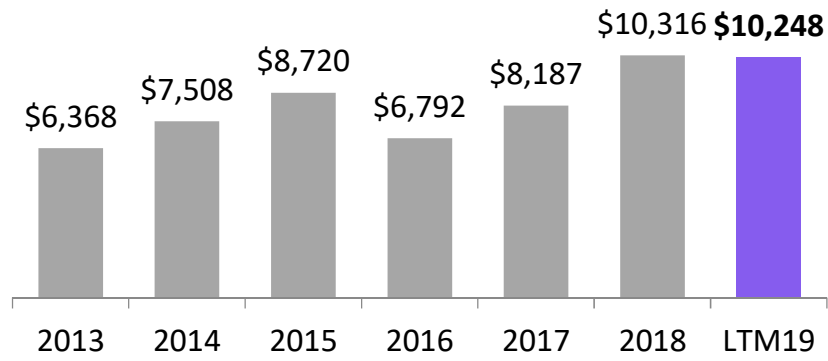
## Net Sales



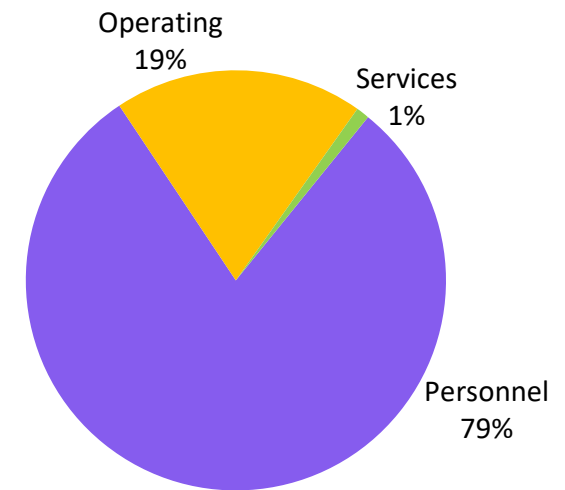
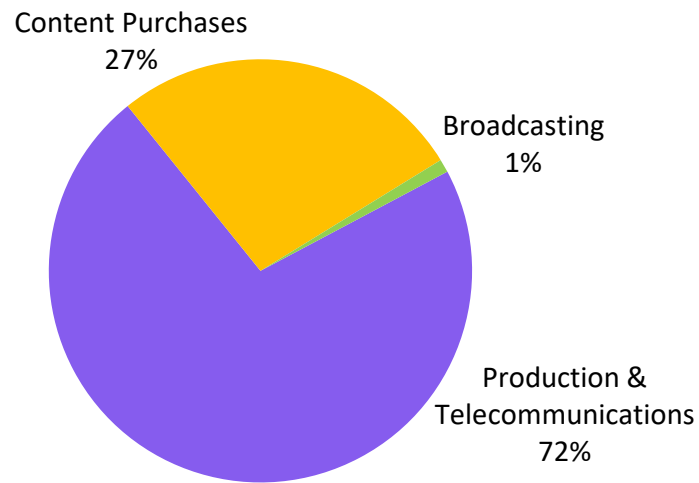
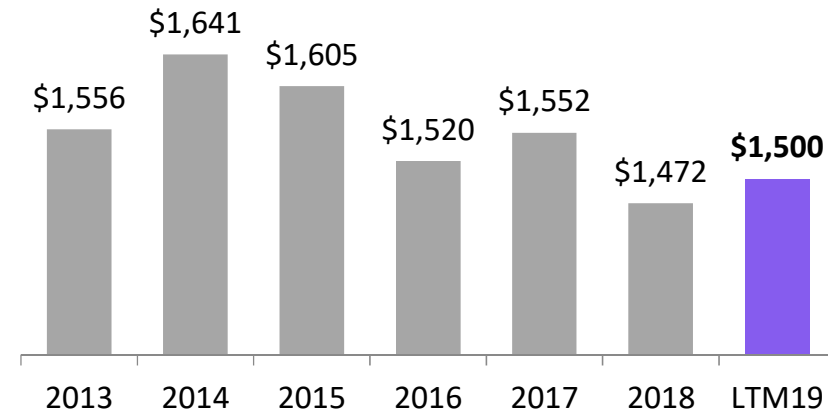
## Sales Breakdown



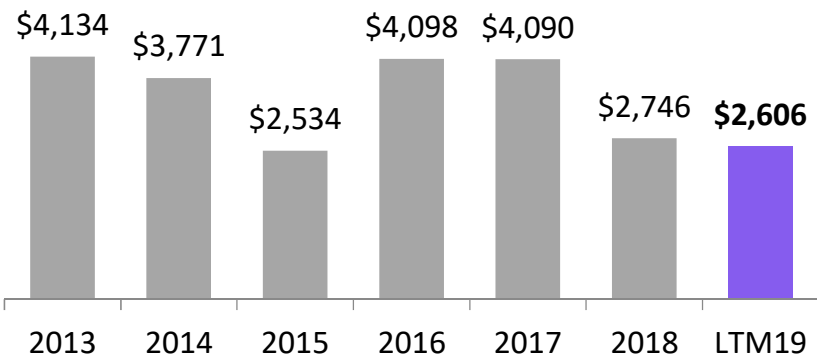
## Costs & Breakdown



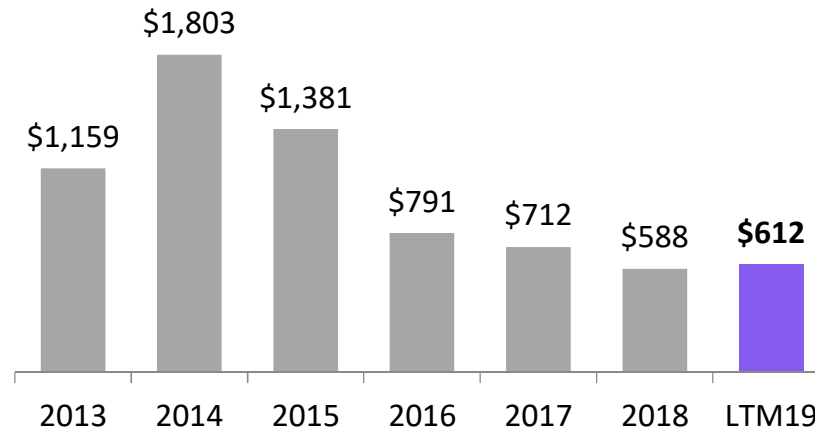
## SG&A Expenses & Breakdown



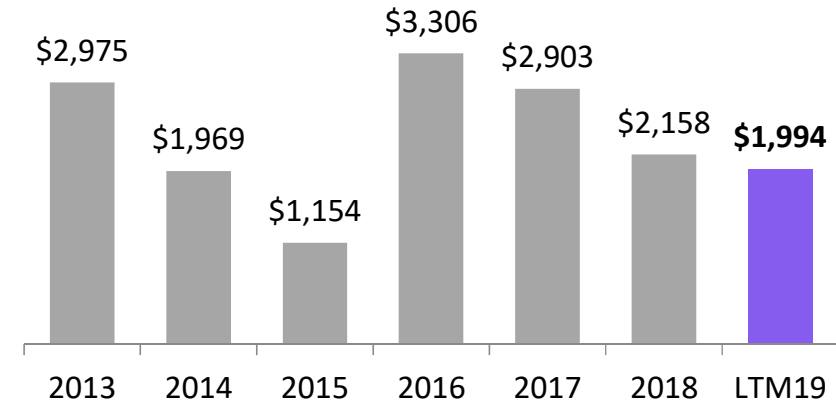
## EBITDA



## CAPEX

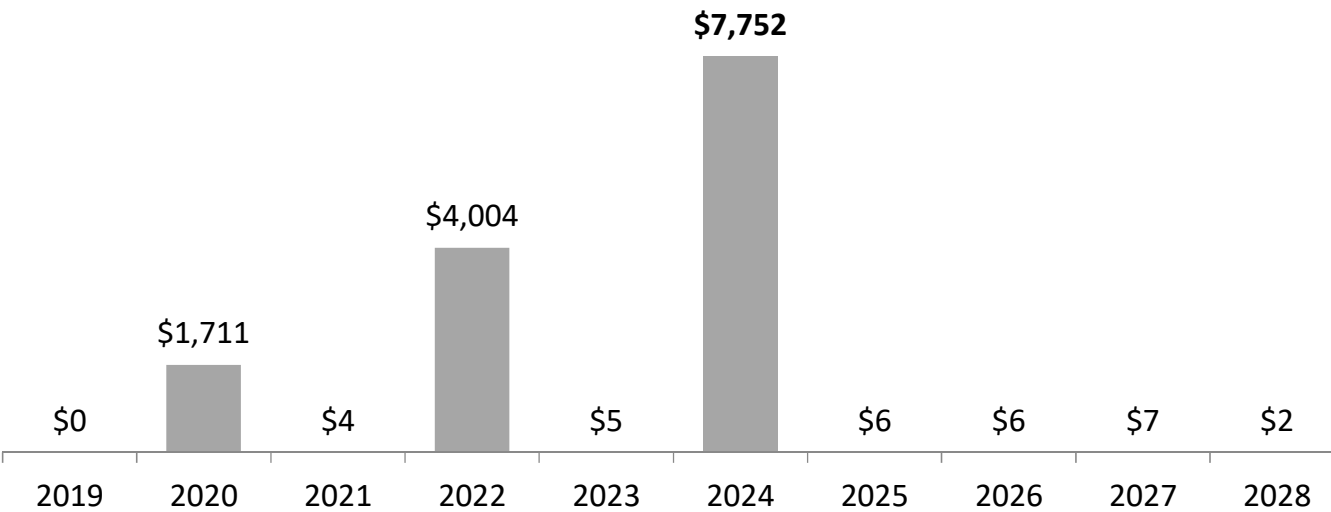


## Cashflow<sup>1</sup>



# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
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1. Senior Notes have a coverage that the interest rate in Pesos in 9.9%  
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**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
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- Increase proportion of live entertainment shows
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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+

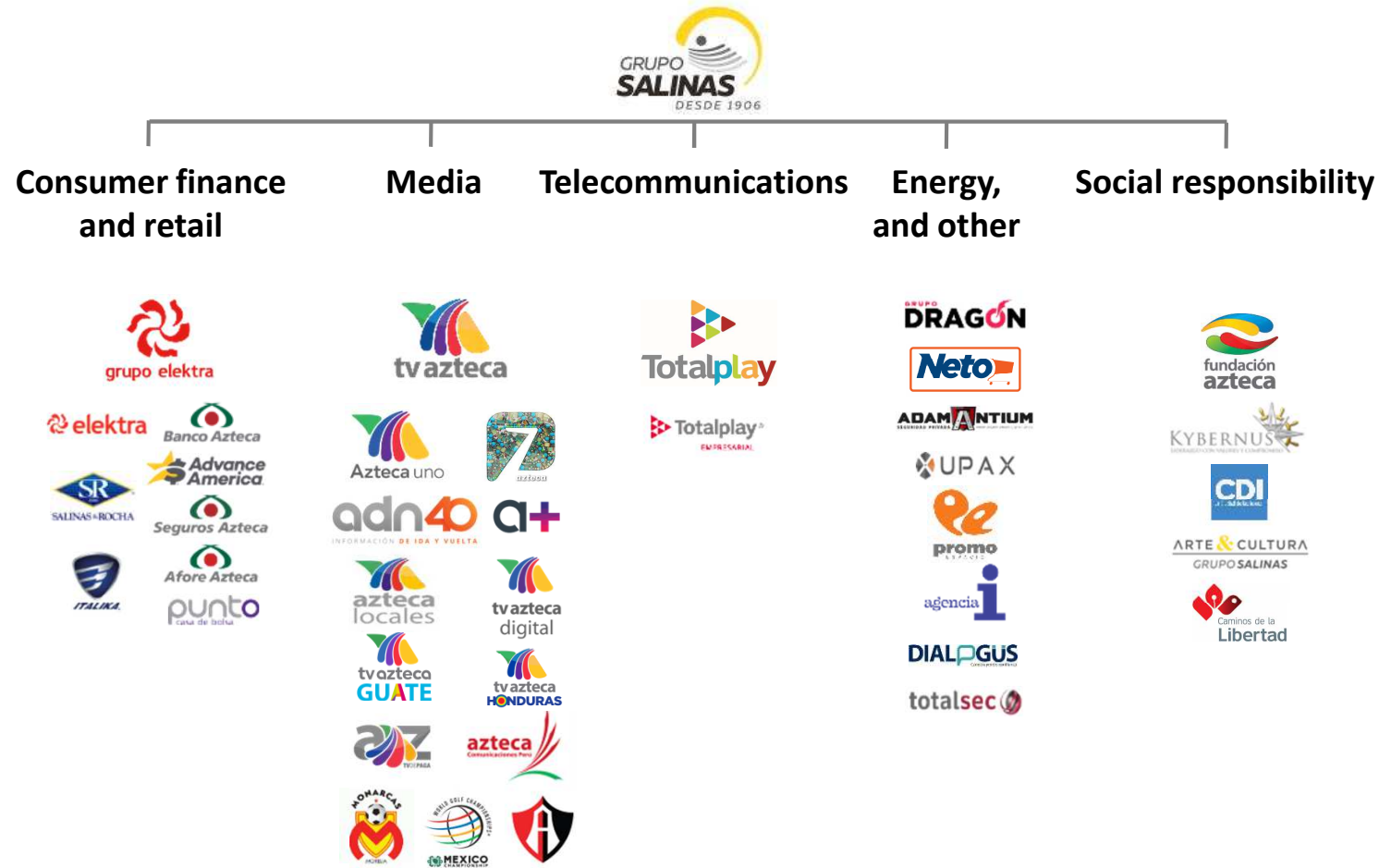


May 2019

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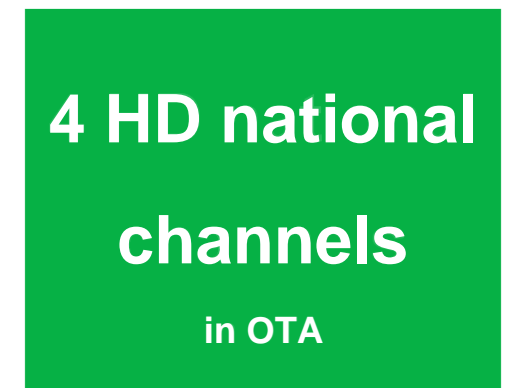
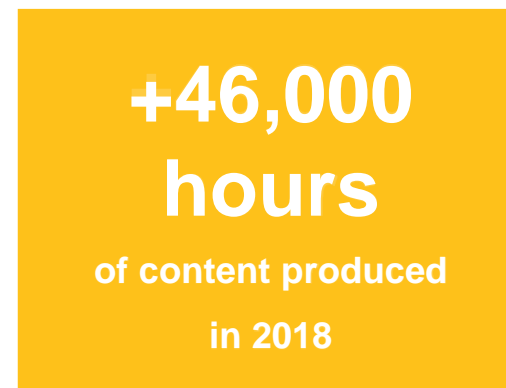
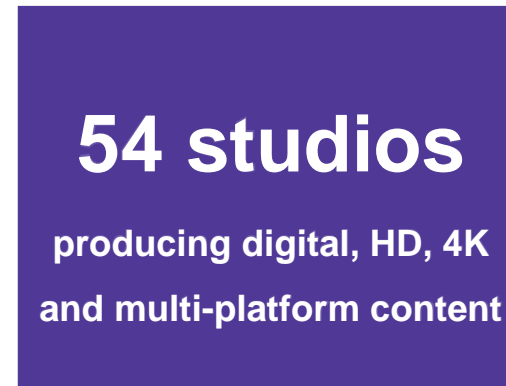
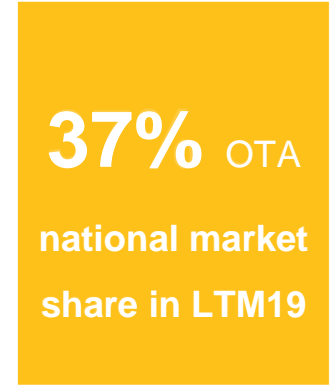
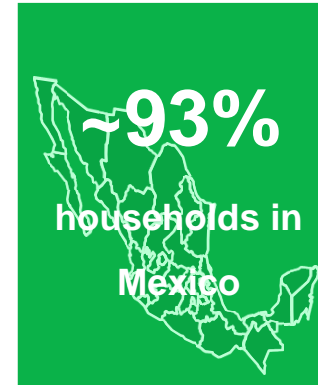
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  - ❑ Content has been sold in over 100 countries
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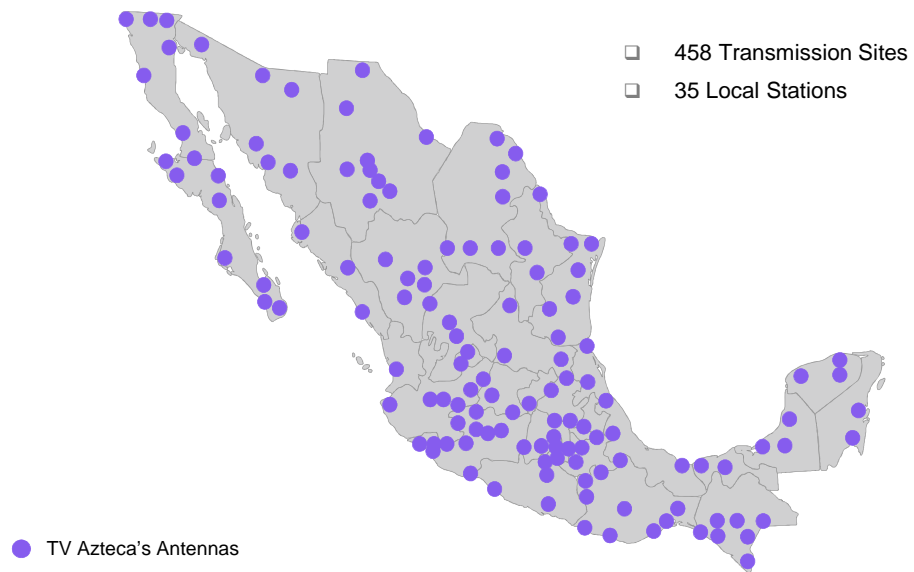


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- ❑ Using the latest technology in studios



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- ❑ Have a differentiated offer to compete with local media

**One-of-a kind technology**



Notes  
1. HD national channels  
2. Broadcasting channels

# Strong market position with strategies for improved momentum

## Solid underlying business

- ❑ Content broadcast OTA television is the most efficient media to tap mass market
- ❑ Improved market share (37% share in the Mexican national OTA television market in LTM19)
- ❑ Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

## Focus on TV Azteca's core business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ Innovative, high-quality live entertainment content closer to the viewer
- ❑ New forms of production including internal, co-productions, partnerships and independent production
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## Strengthening capital structure

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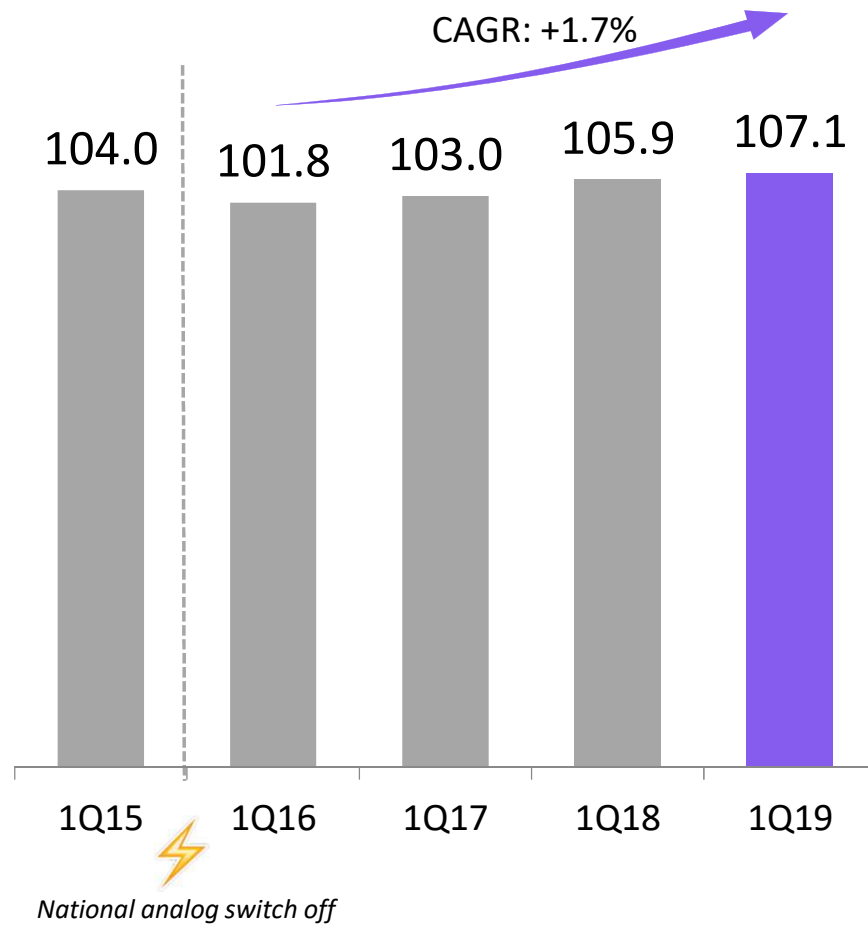
## Divestiture from nonstrategic assets

- ❑ Sale of Azteca America to HC2 Network Inc.
- ❑ Analyzing strategy of Peru fiber optic operations

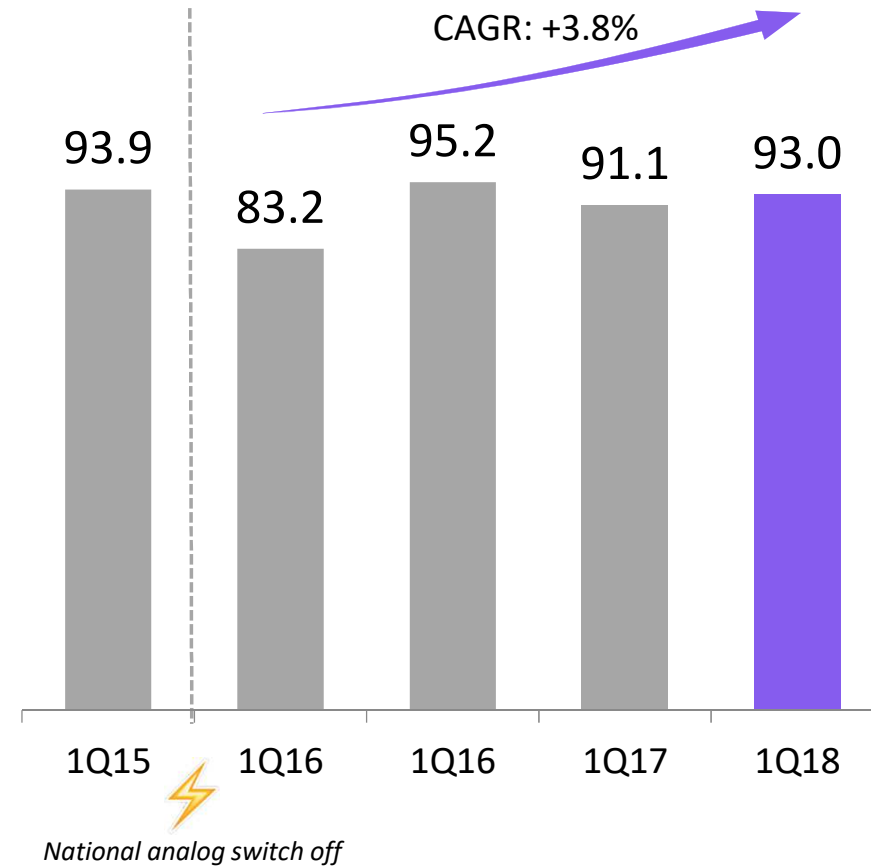
# Rising OTA TV viewership

Millions of people monthly

**Mexico's Total Viewership**



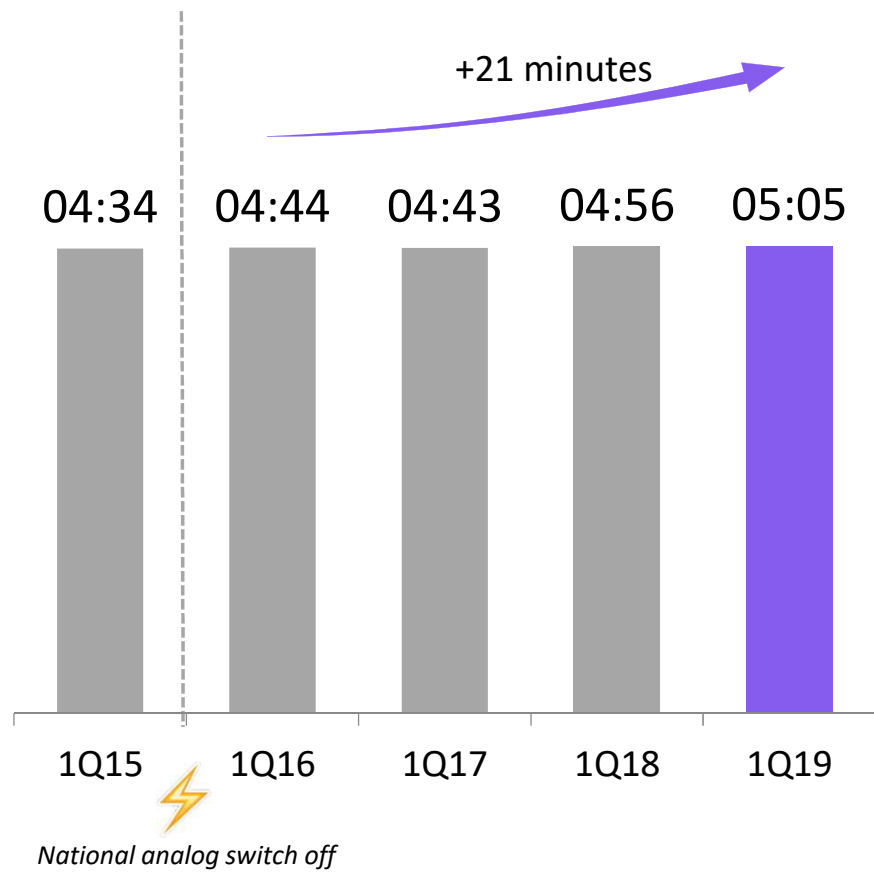
**TV Azteca's Total Viewership**



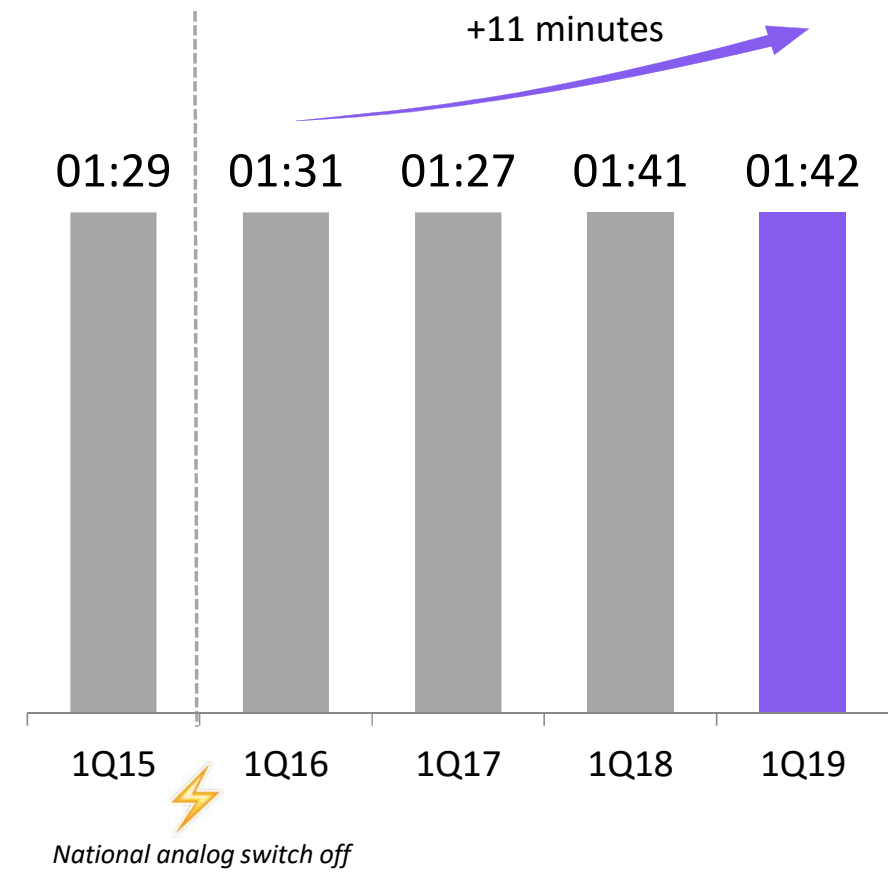
# Time spent watching OTA TV is also increasing

Daily Hours per household

## Mexico



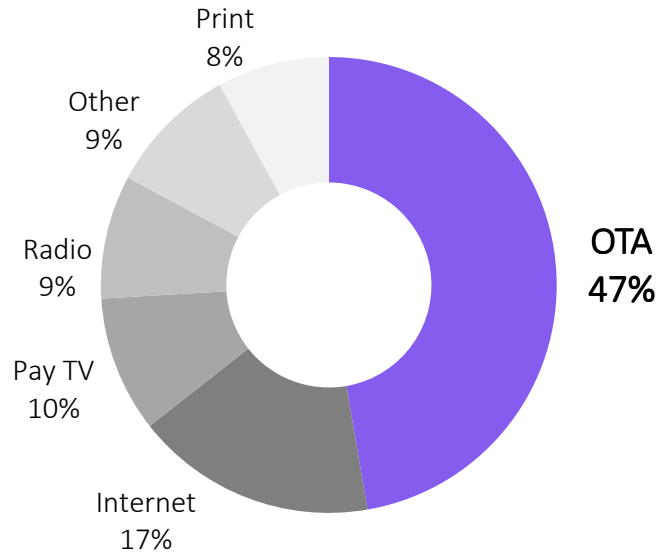
## TV Azteca



# OTA TV advertising market continues to grow

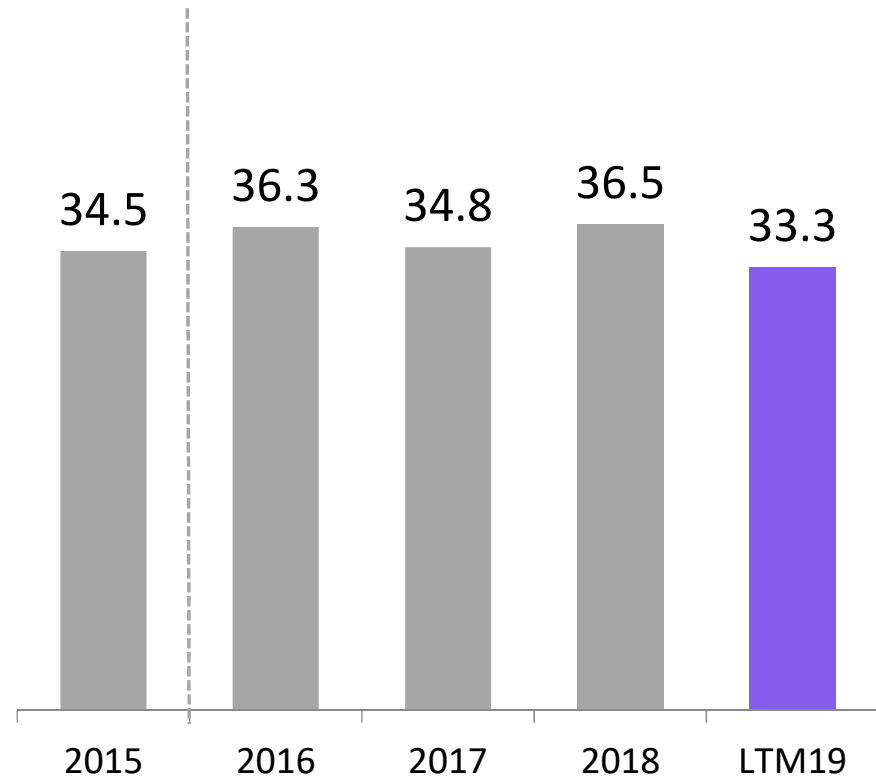
Ps. Billion

**2018e Total Media Advertising in Mexico**



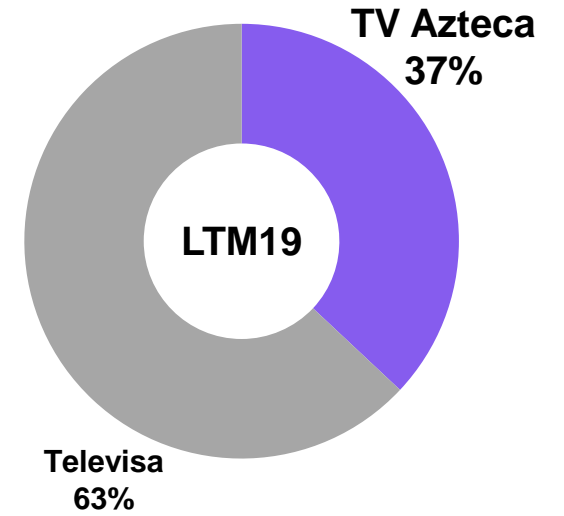
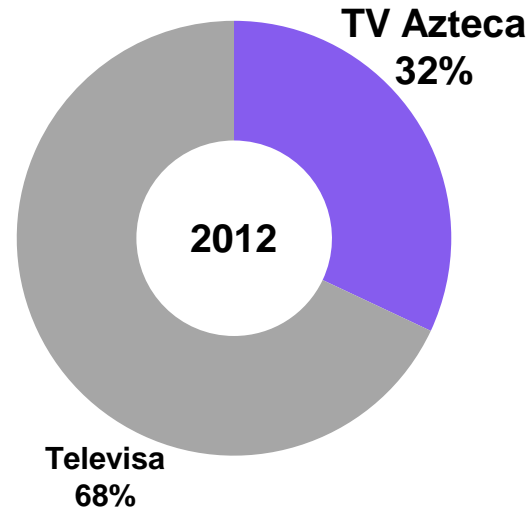
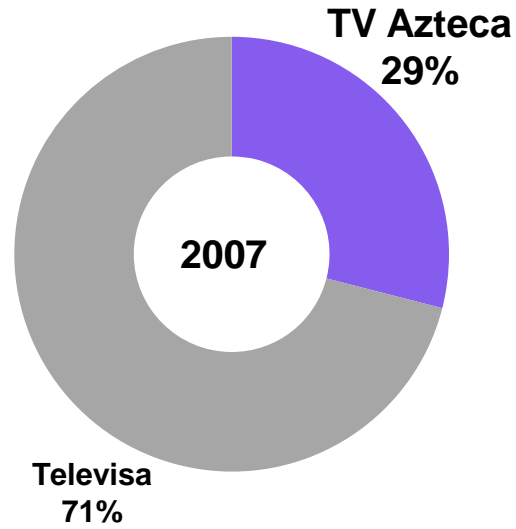
- ❑ Advertising spend in Mexico is ~**Ps\$ 78 Bn** or **0.40%** of Mexican GDP
- ❑ In the US, it represents **1.1% of US GDP**

**National Advertising Market of Two Main Broadcasters**

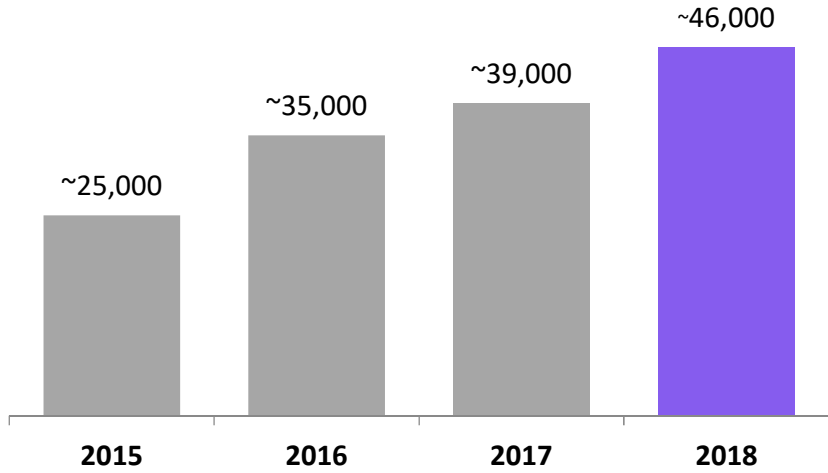


# Gaining market share from main competitor

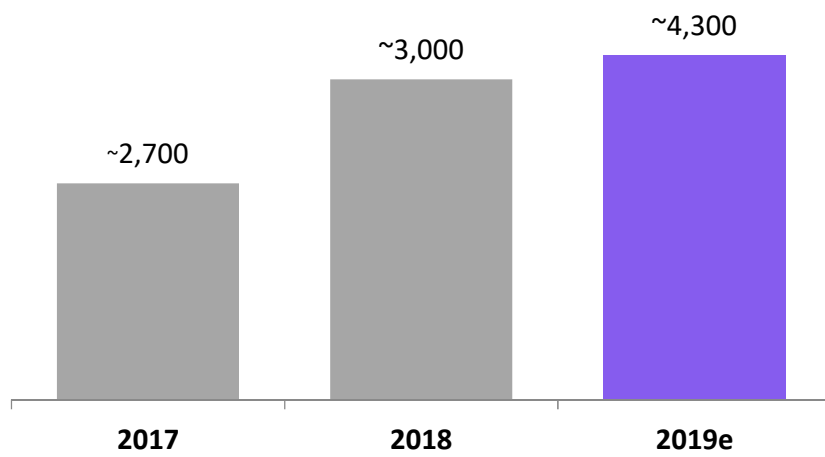
*OTA National Television Market Share in Mexico*



*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*



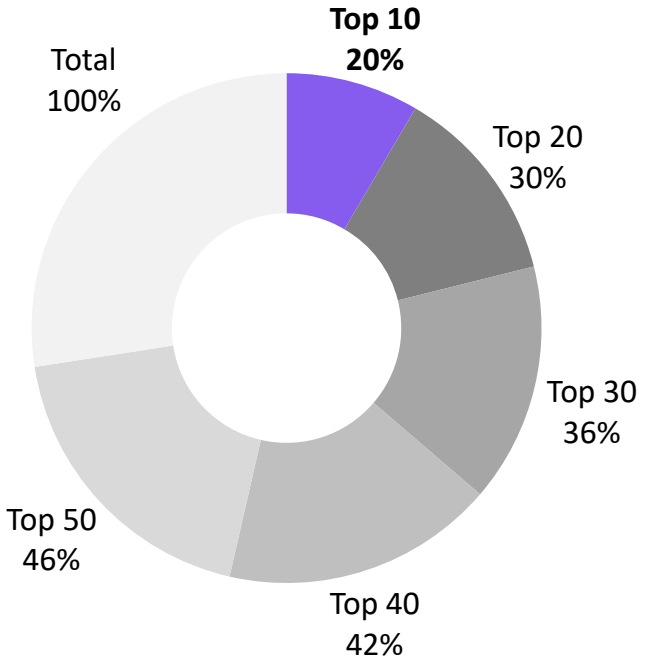
# Broad programming with premium innovative content



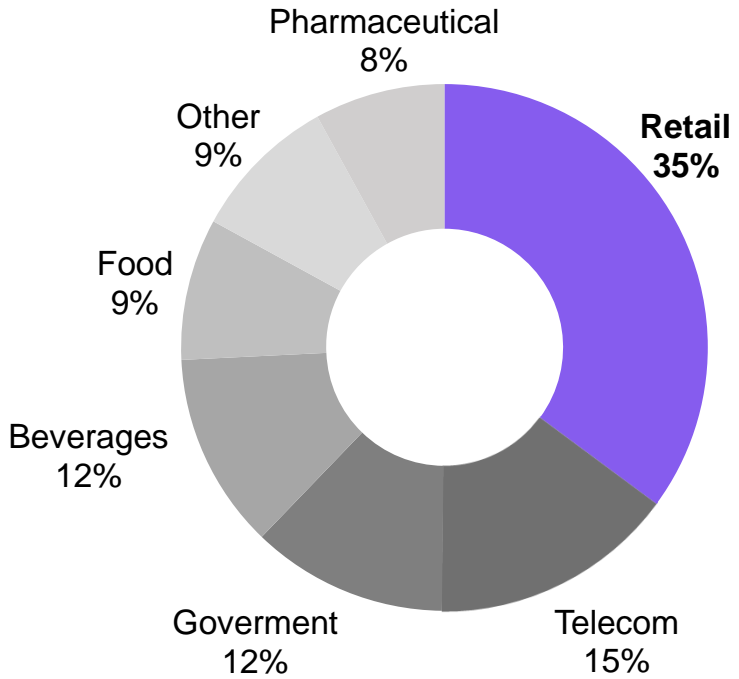


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## Recent clients



## Recent digital clients

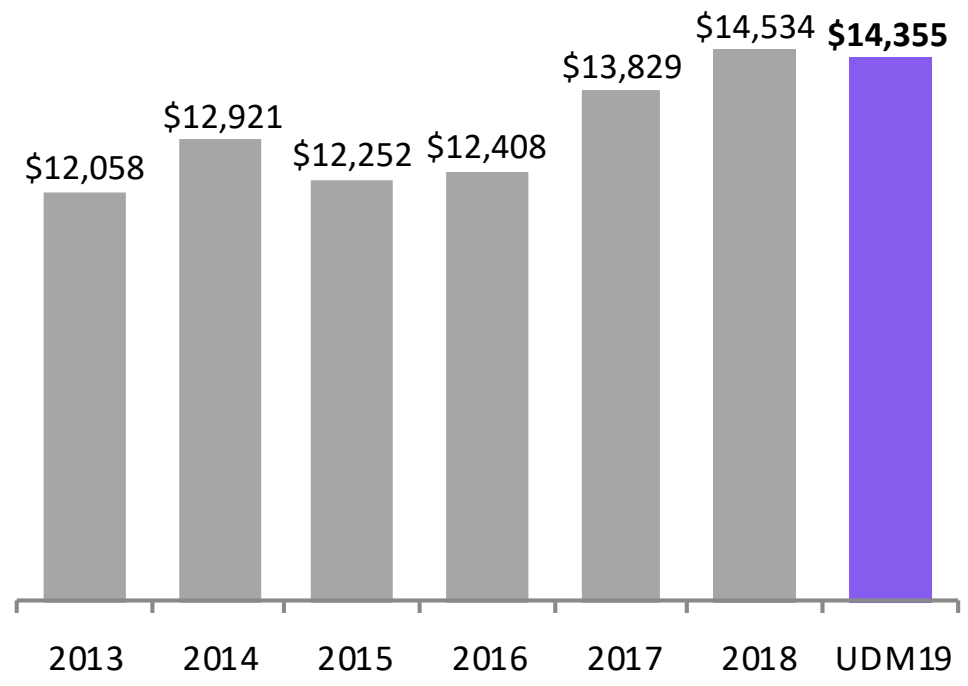


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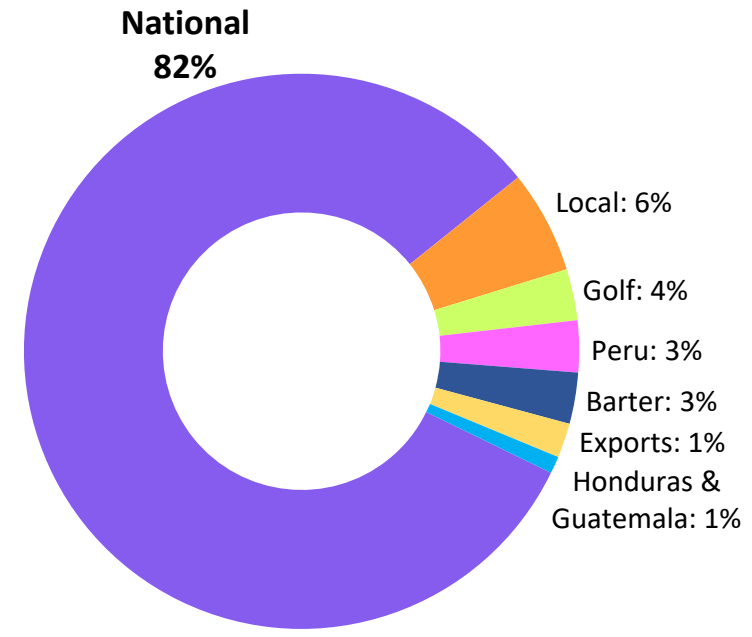


Ps. Million

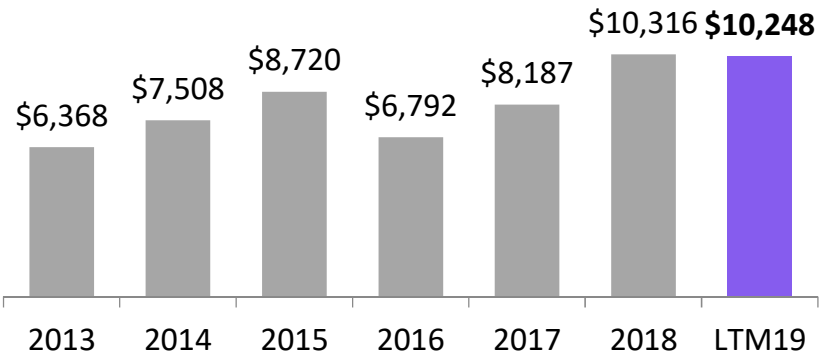
## Net Sales



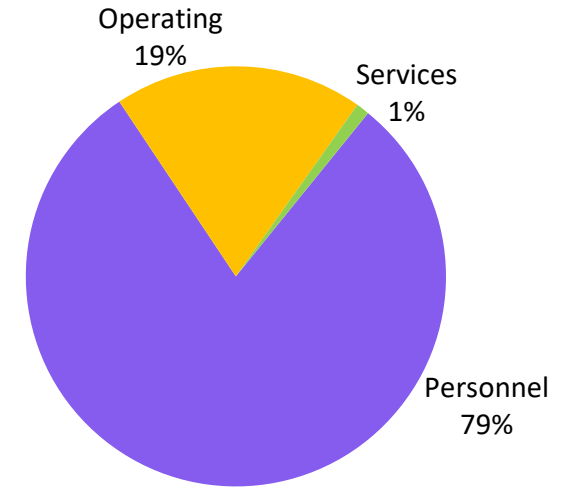
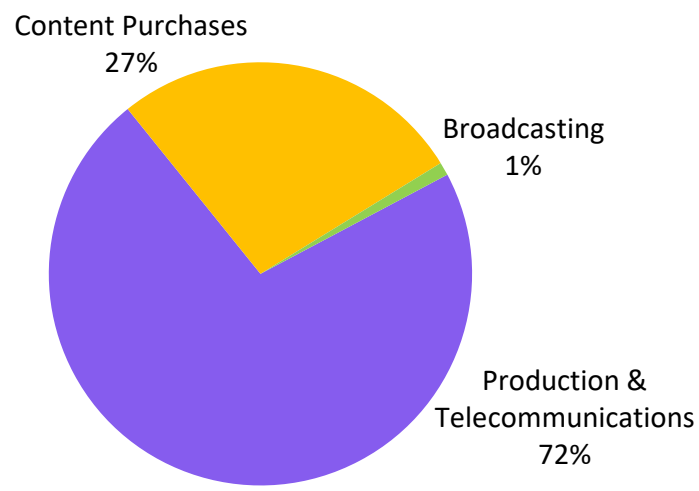
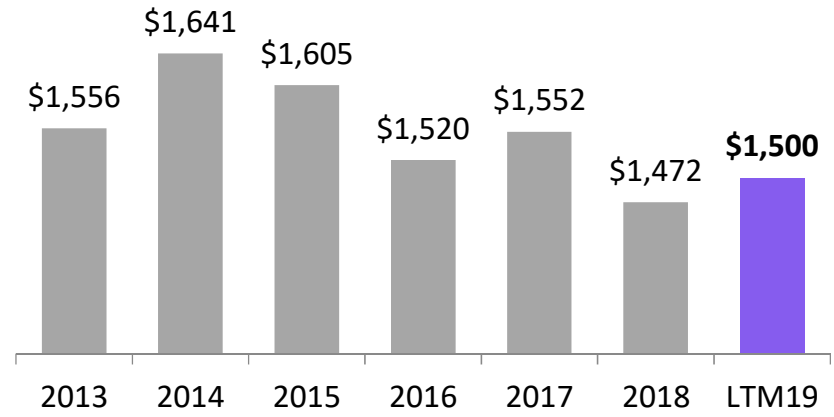
## Sales Breakdown



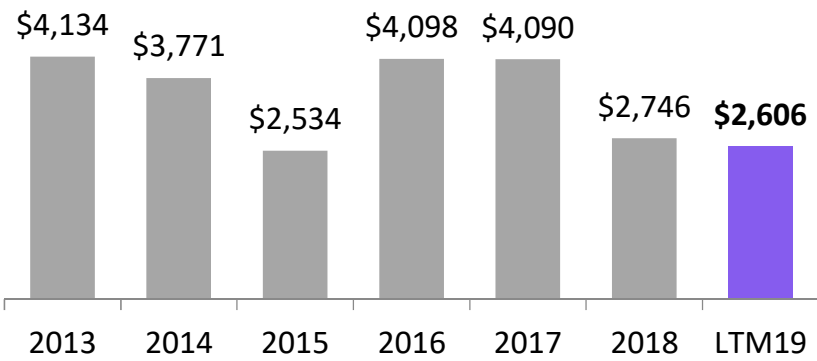
## Costs & Breakdown



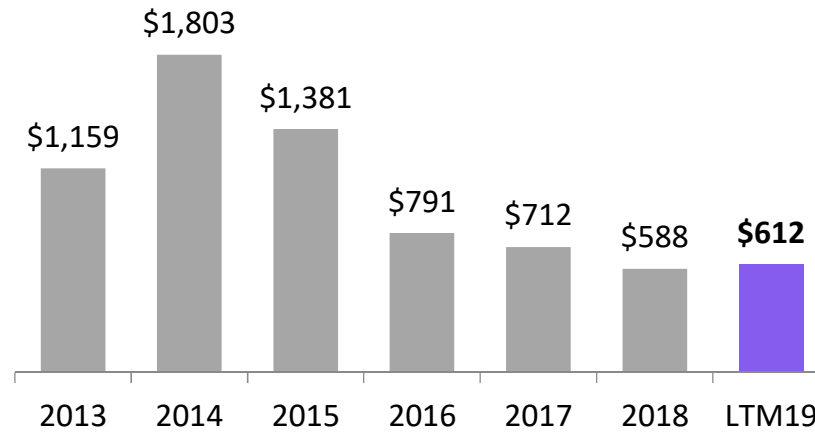
## SG&A Expenses & Breakdown



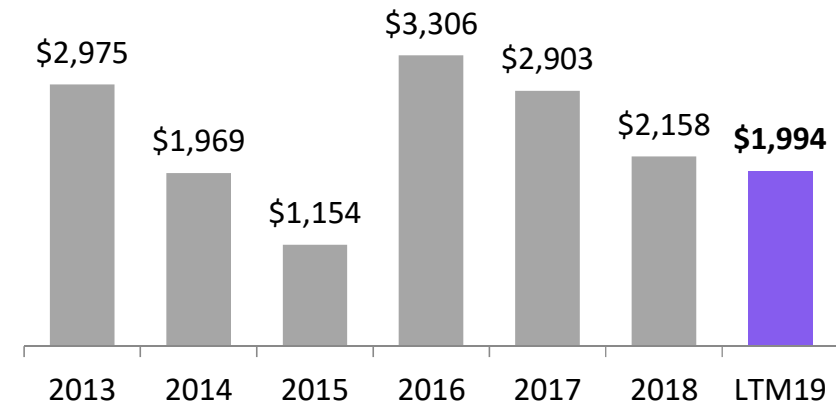
## EBITDA



## CAPEX

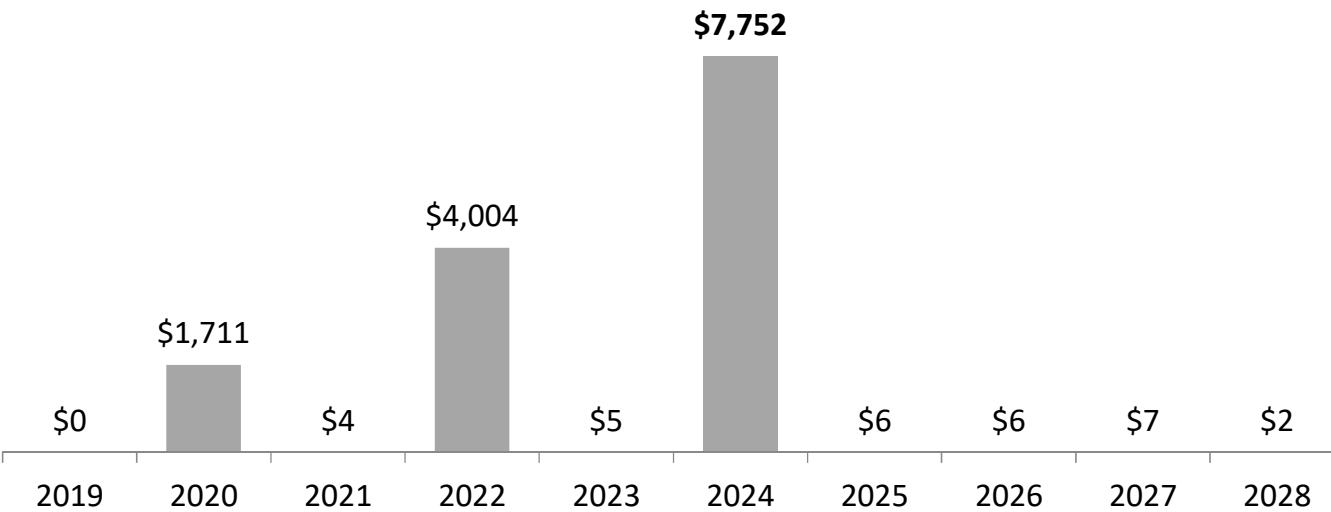


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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+

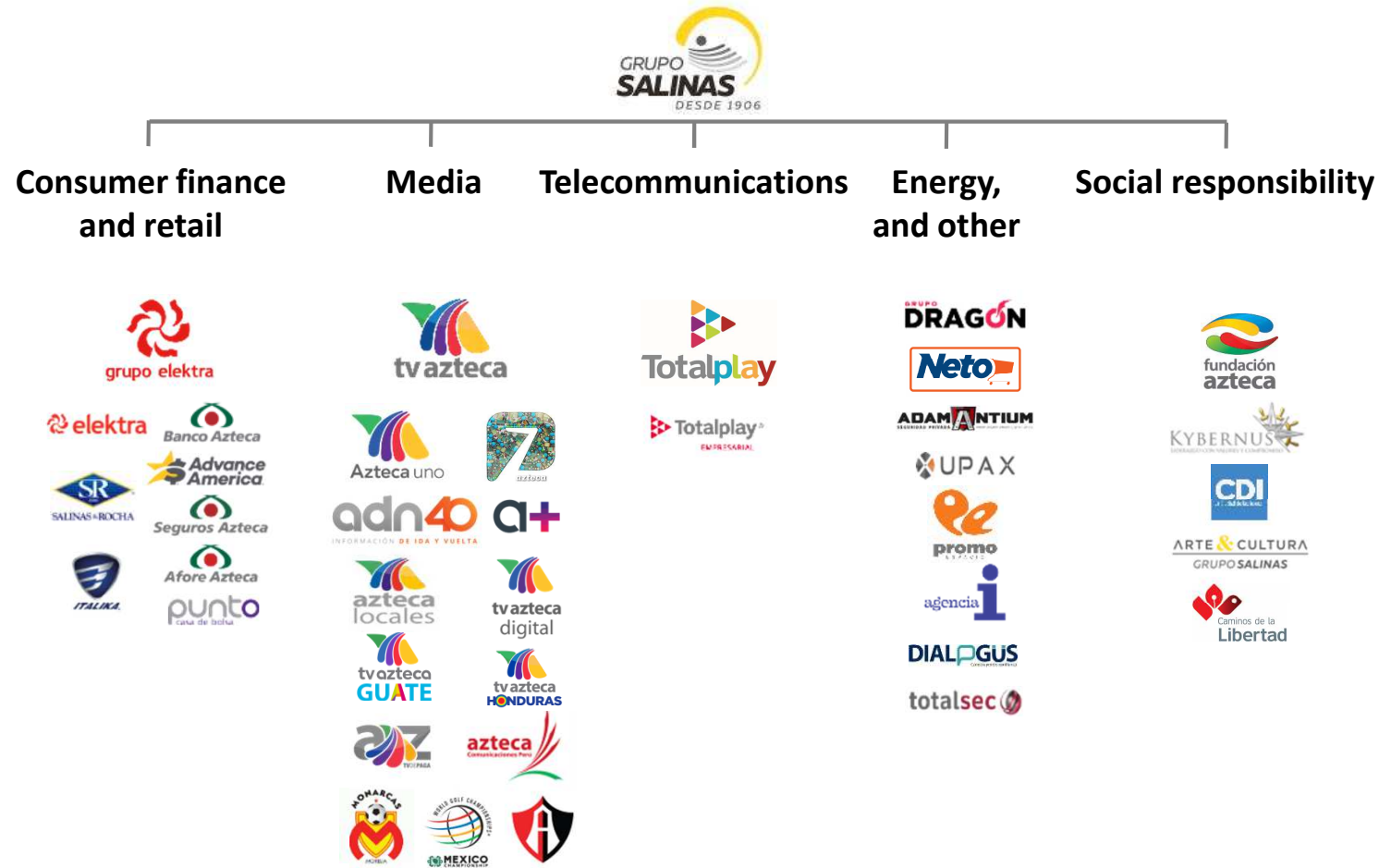


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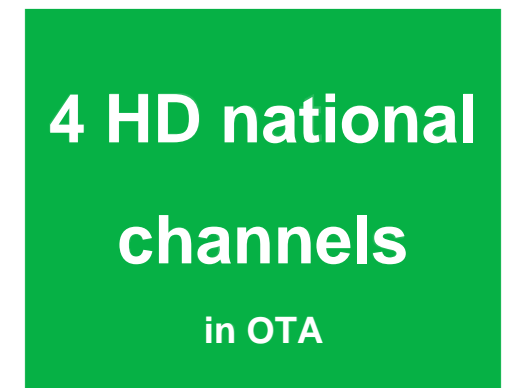
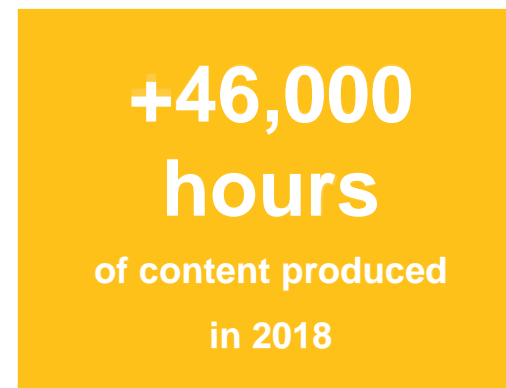
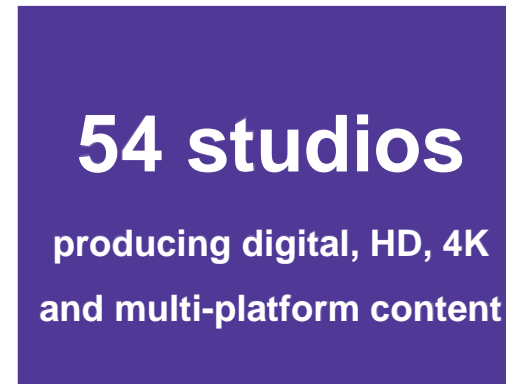
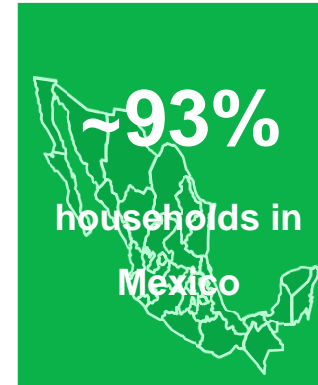
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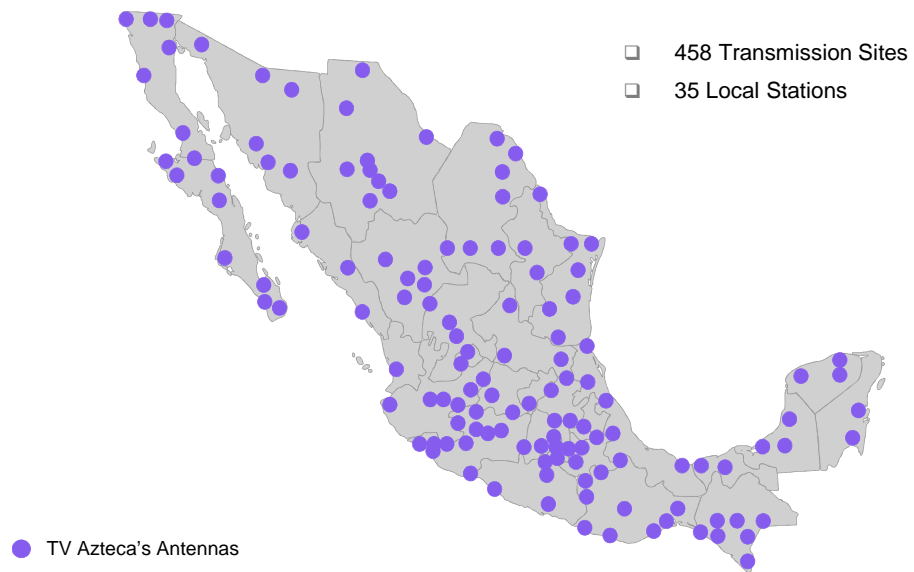


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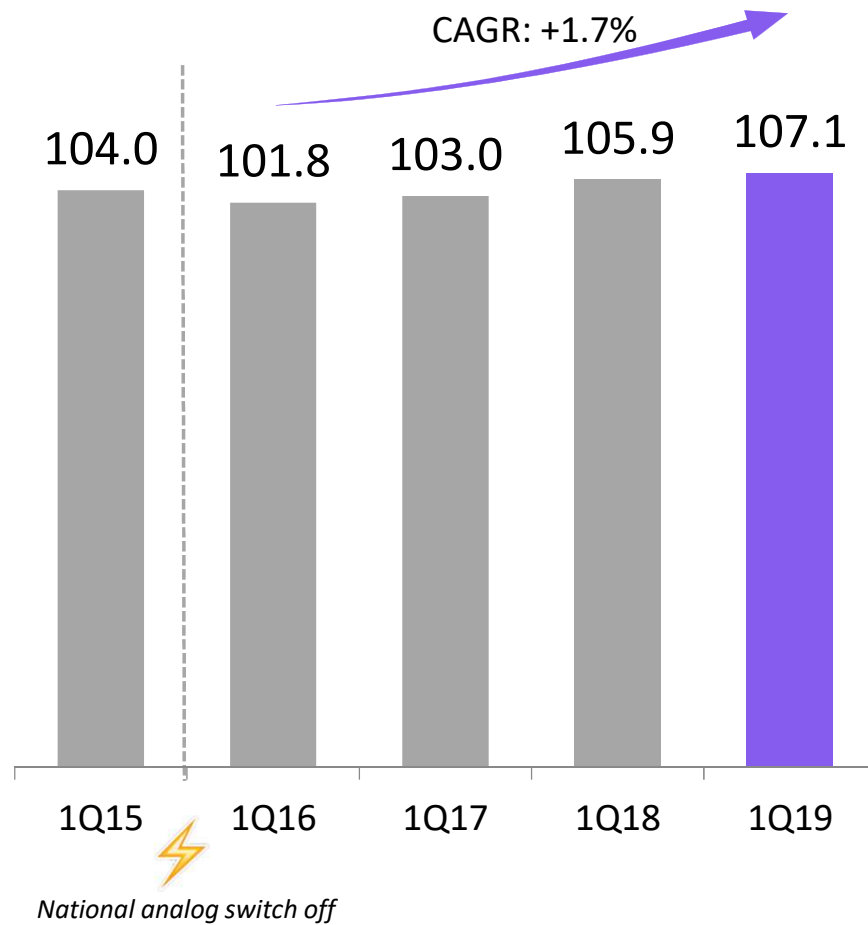
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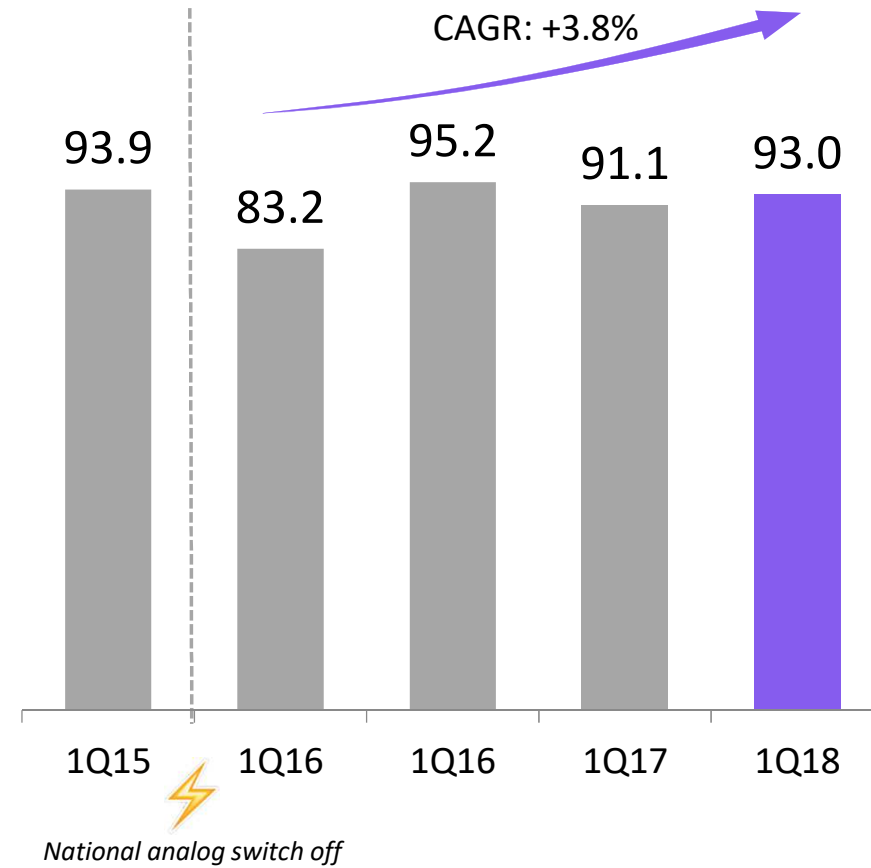
# Rising OTA TV viewership

Millions of people monthly

**Mexico's Total Viewership**



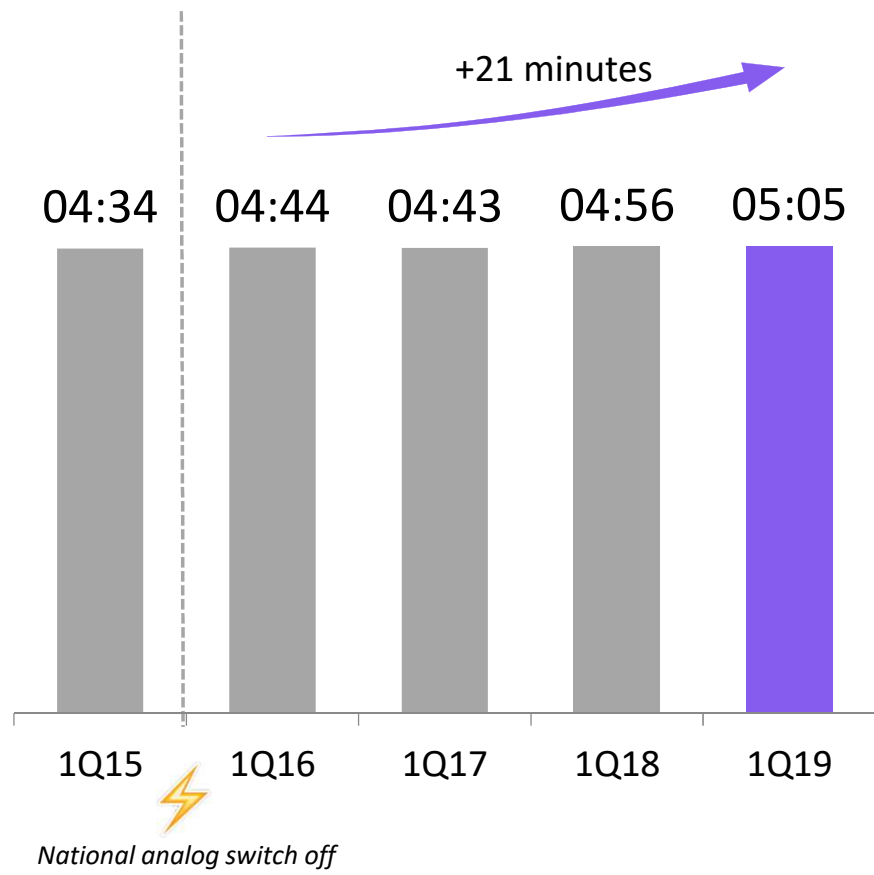
**TV Azteca's Total Viewership**



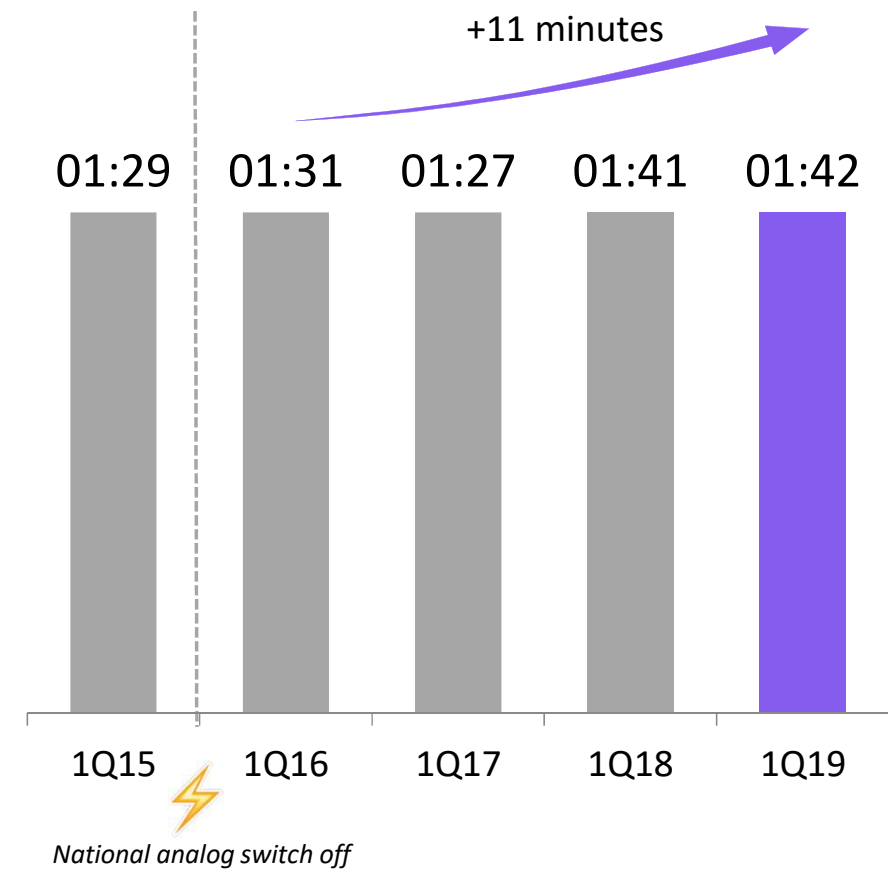
# Time spent watching OTA TV is also increasing

Daily Hours per household

## Mexico



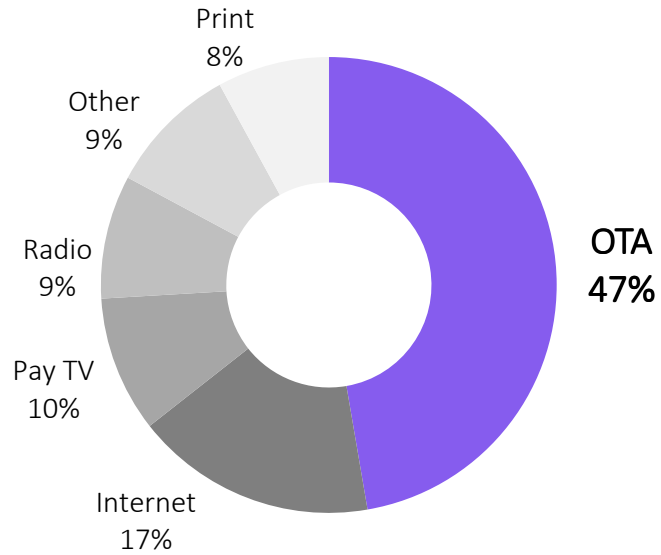
## TV Azteca



# OTA TV advertising market continues to grow

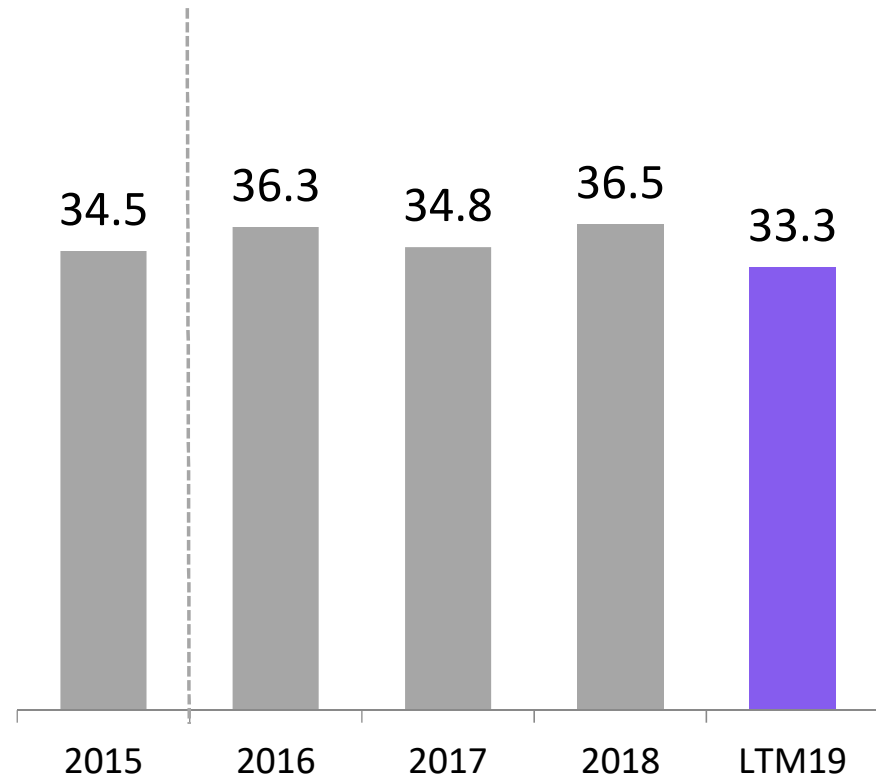
Ps. Billion

**2018e Total Media Advertising in Mexico**



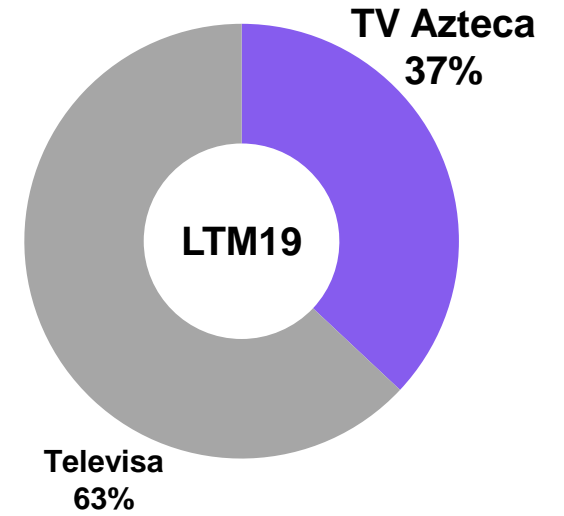
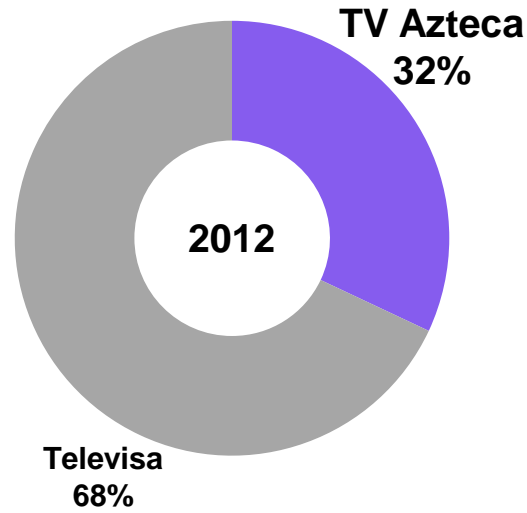
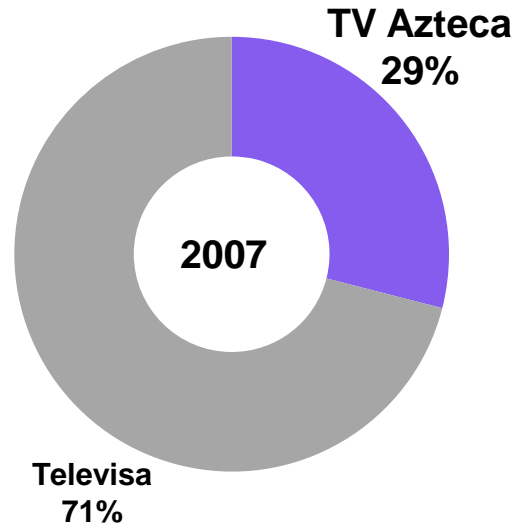
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**National Advertising Market of Two Main Broadcasters**

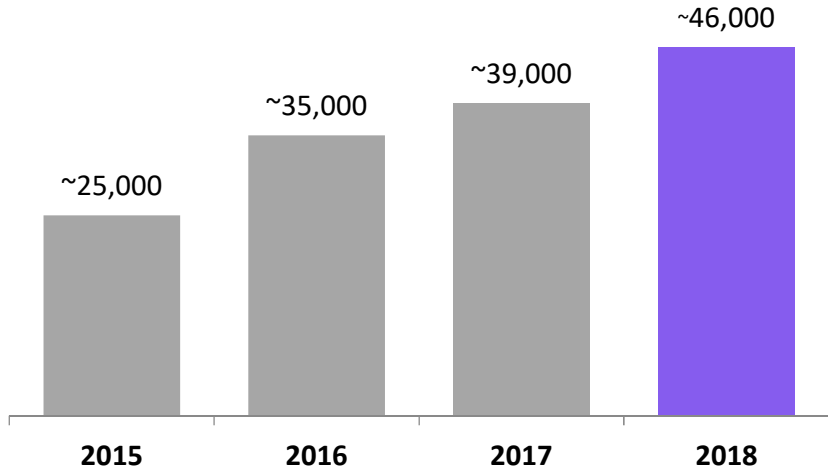


# Gaining market share from main competitor

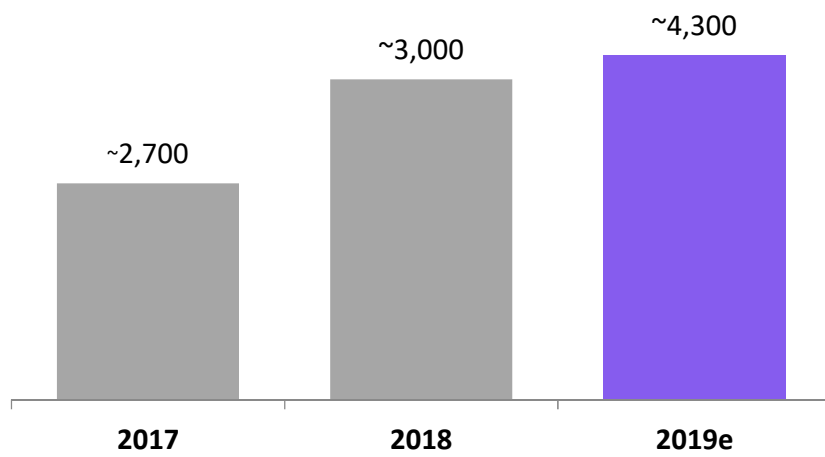
*OTA National Television Market Share in Mexico*



*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*

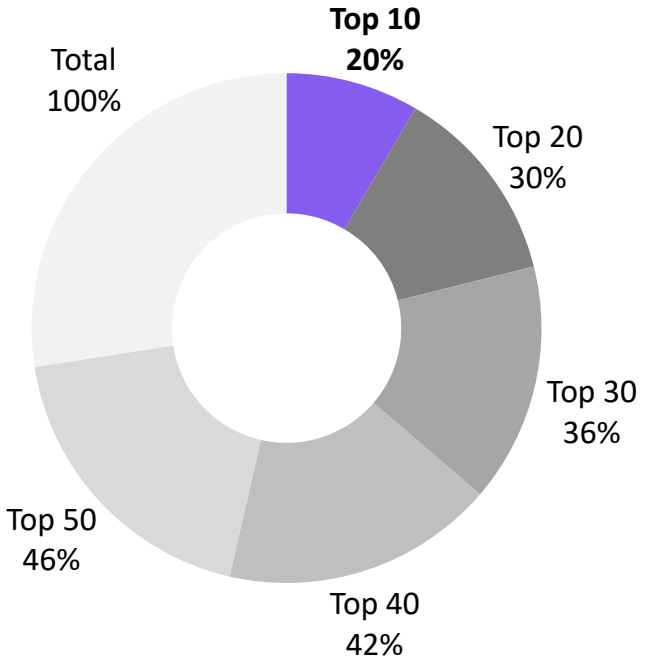


# Broad programming with premium innovative content

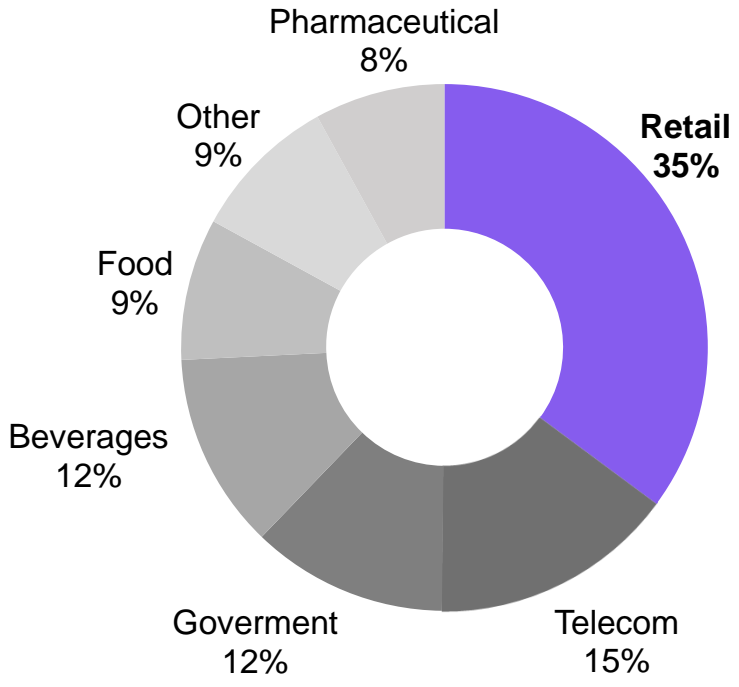


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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



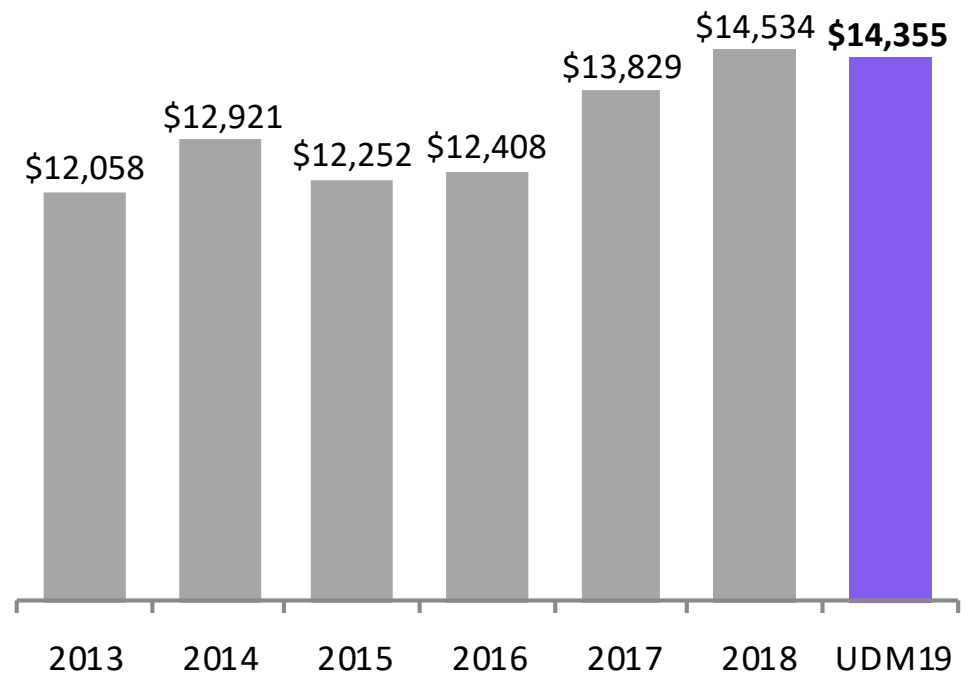
## Recent digital clients



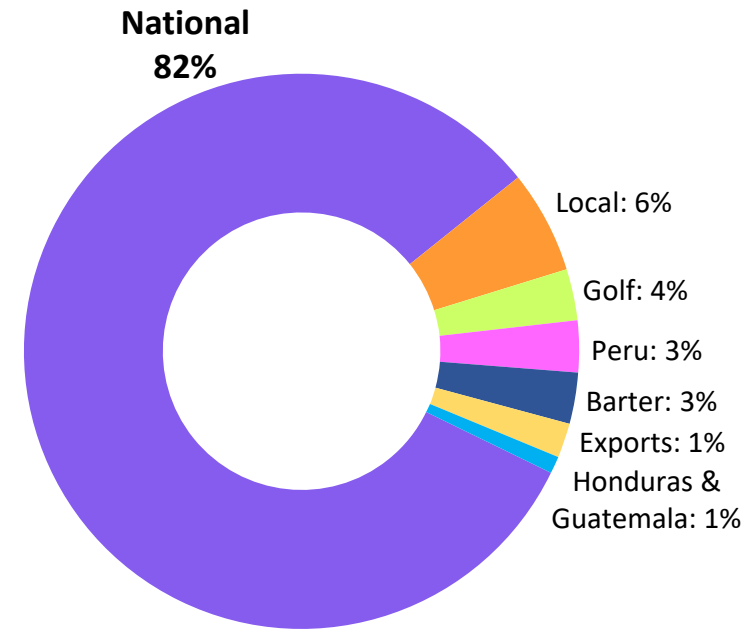
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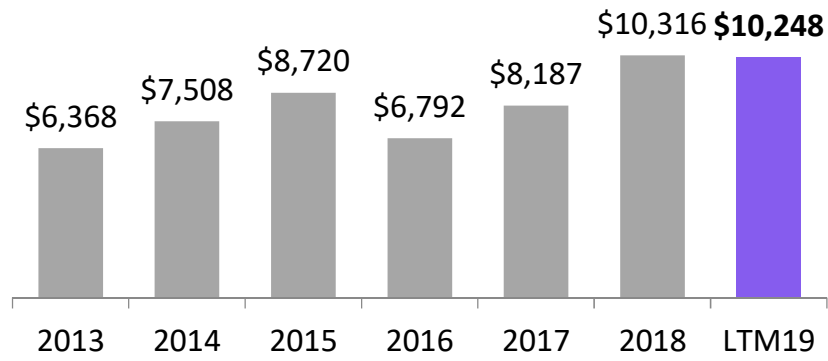
## Net Sales



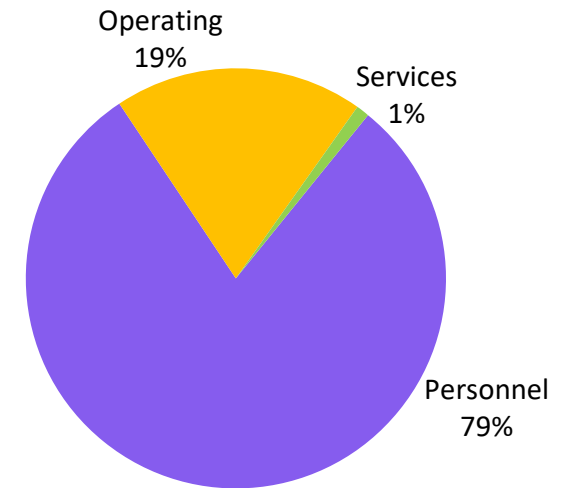
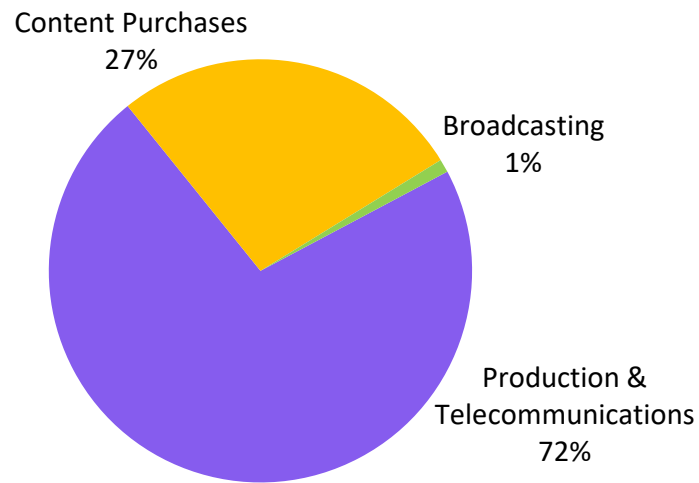
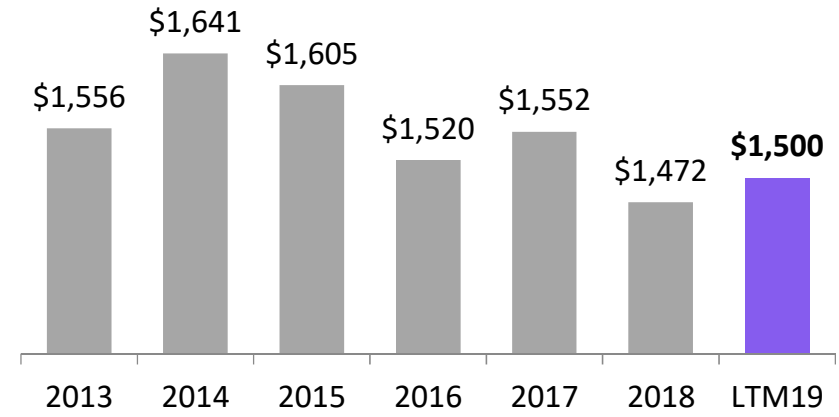
## Sales Breakdown



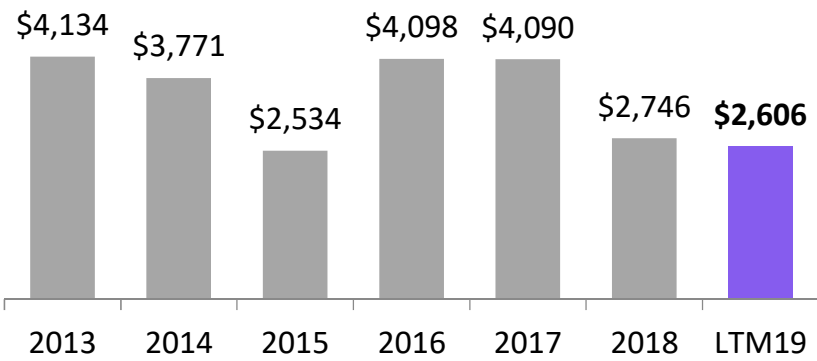
## Costs & Breakdown



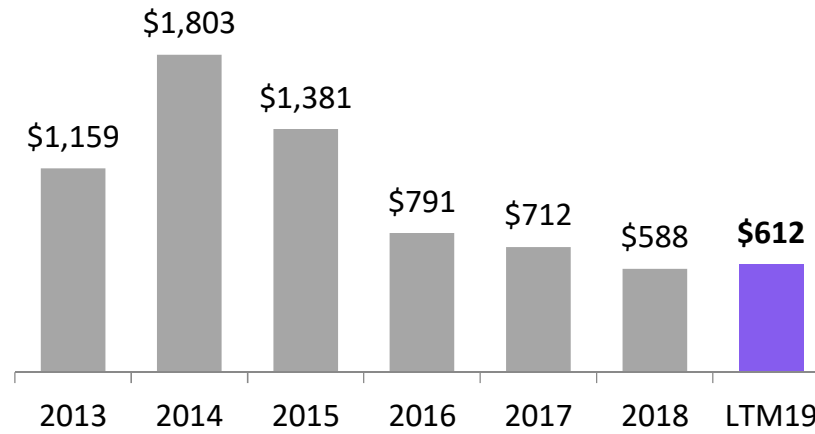
## SG&A Expenses & Breakdown



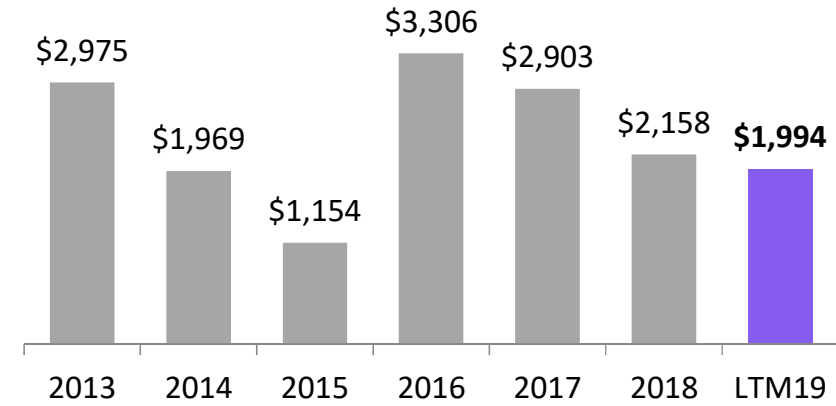
## EBITDA



## CAPEX

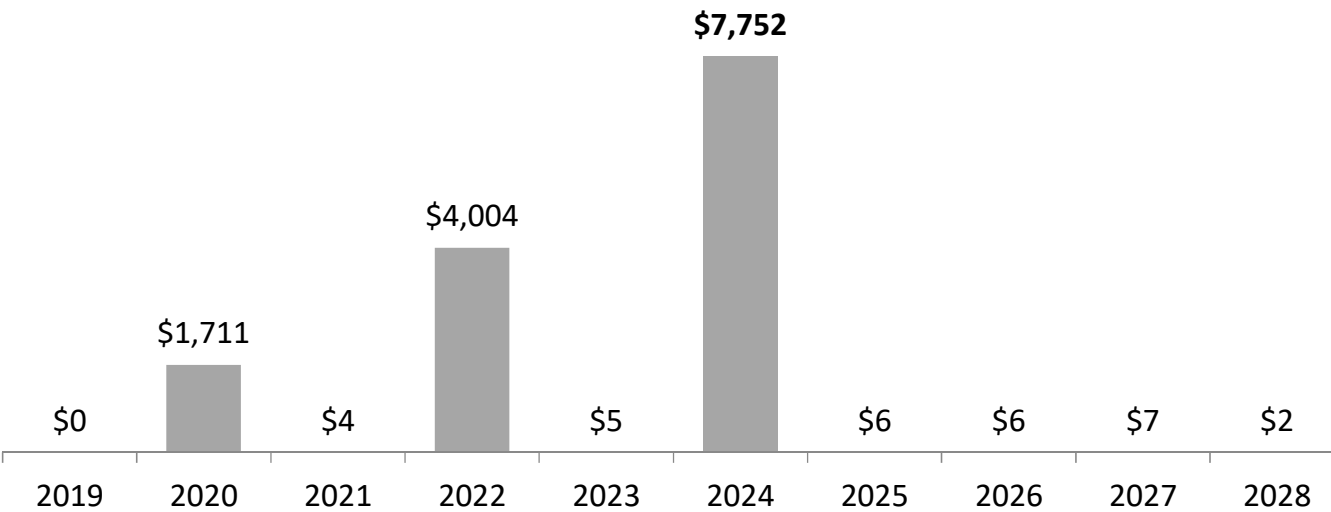


## Cashflow<sup>1</sup>



# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
Senior Notes US\$400 <sup>1*</sup>	\$7,752	8.25%	09/08/2024
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Banco Azteca	\$1,709	TIIIE+2%	09/03/2020
Private	\$36	10.50%	04/05/2028

**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**

- ❑ **28% 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.





- Increase proportion of live entertainment shows
- Innovative, inspirational and high quality formats, closer to the audience
- Productions, co-productions and strategic alliances to improve offer and the cost structure
- Increasing solid balance sheet
- Focus on free cash flow
- Creating long-term value



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40

Q+



tvazteca  
internacional



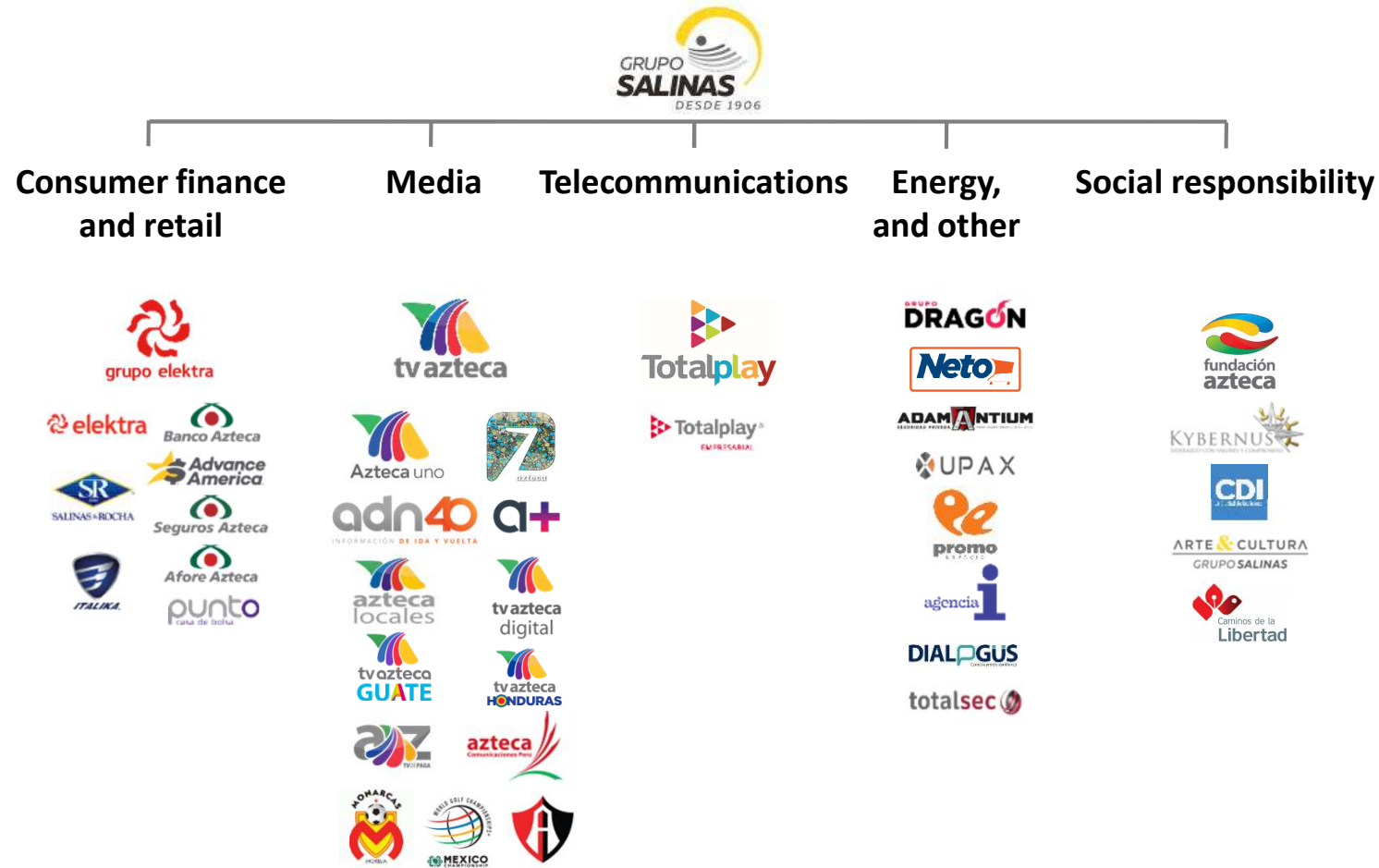
tvazteca  
digital

May 2019

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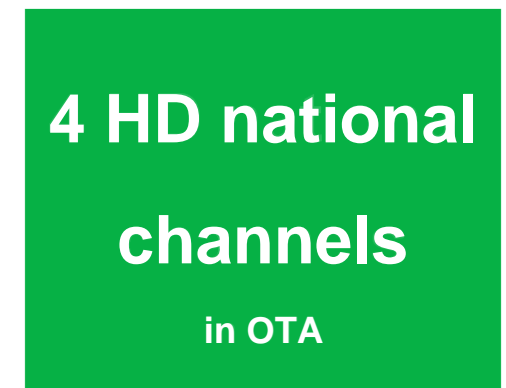
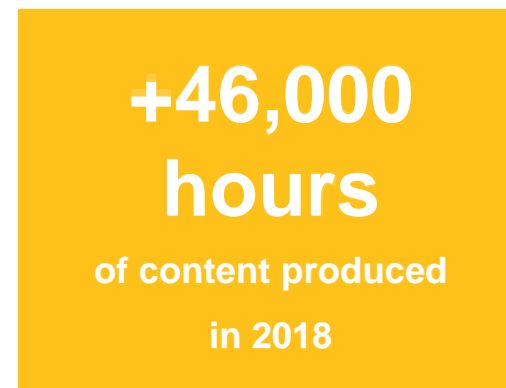
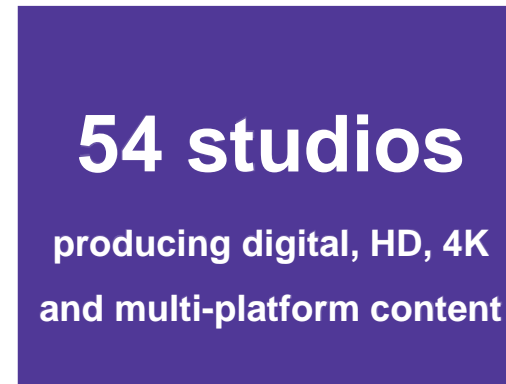
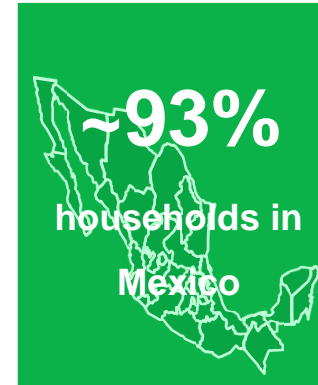
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- ❑ More than 104,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, El Salvador, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ 93 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)





- ❑ Thrilling live content
- ❑ Productions, co-productions and entertainment programs that are realistic and speak the language of their audience



- ❑ Innovative and high quality content that includes premium fiction series and sports, among others
- ❑ Focused on contemporary families to make them think, have fun and act

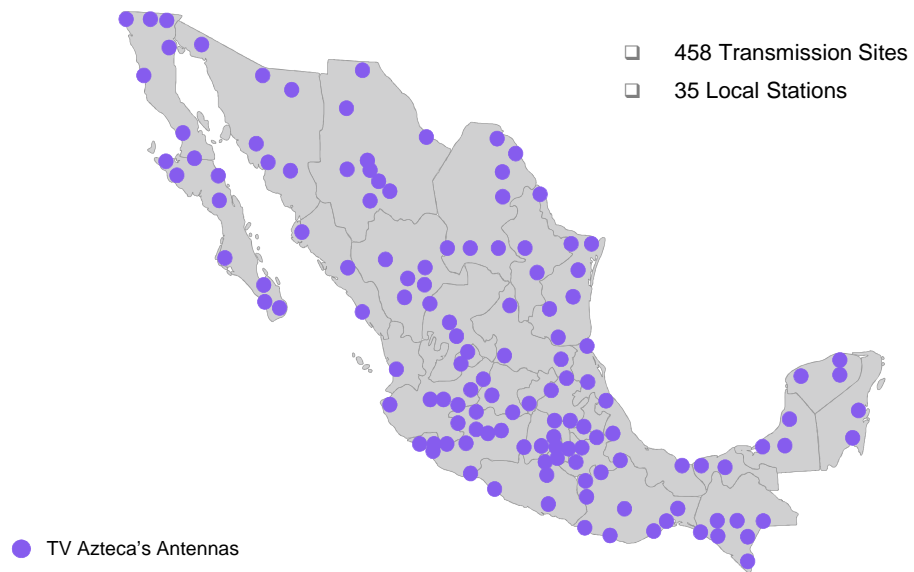


- ❑ The only news and opinion channel in Mexican broadcast television
- ❑ Dynamic visual style, interaction and conversation with audiences
- ❑ Using the latest technology in studios



- ❑ Generate greater local business opportunities through regionalization and community social service
- ❑ Have a differentiated offer to compete with local media

**One-of-a kind technology**



Notes  
1. HD national channels  
2. Broadcasting channels

# Strong market position with strategies for improved momentum

## Solid underlying business

- ❑ Content broadcast OTA television is the most efficient media to tap mass market
- ❑ Improved market share (37% share in the Mexican national OTA television market in LTM19)
- ❑ Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

## Focus on TV Azteca's core business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ Innovative, high-quality live entertainment content closer to the viewer
- ❑ New forms of production including internal, co-productions, partnerships and independent production
- ❑ Well positioned to benefit from Internet growth through diverse platform offerings

## Strengthening capital structure

- ❑ Continued debt reduction, 12% lower in comparison to December 31, 2015
- ❑ Prepaid its credit of US\$92 million, due in 2020, with American Tower Corporation
- ❑ Lower foreign currency exposure: From 100% at the end of 2015, to 57% as of March 2019
- ❑ Foreign exchange and interest rate coverage
- ❑ Improved maturity profile

## Divestiture from nonstrategic assets

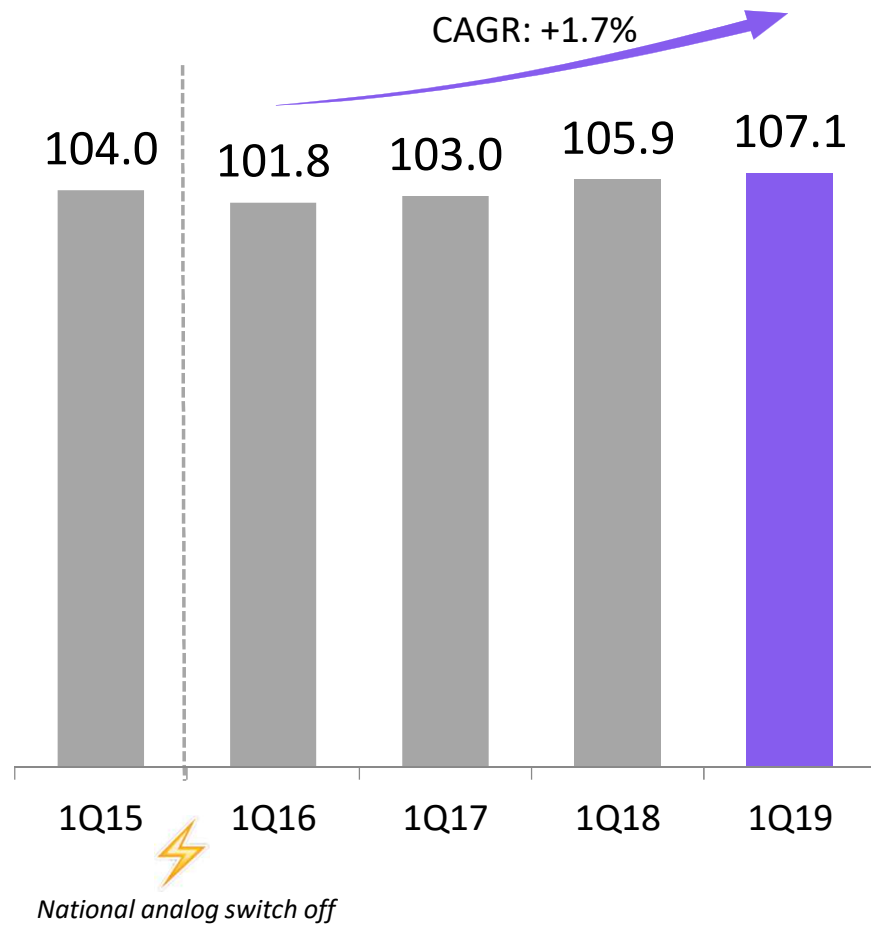
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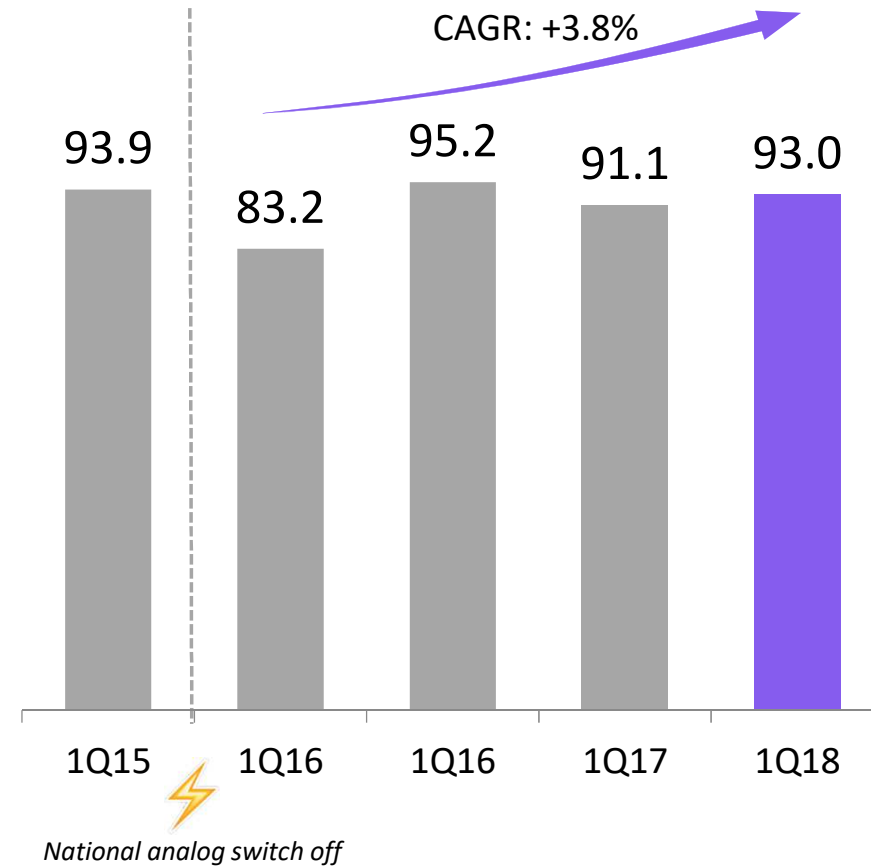
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**Mexico's Total Viewership**



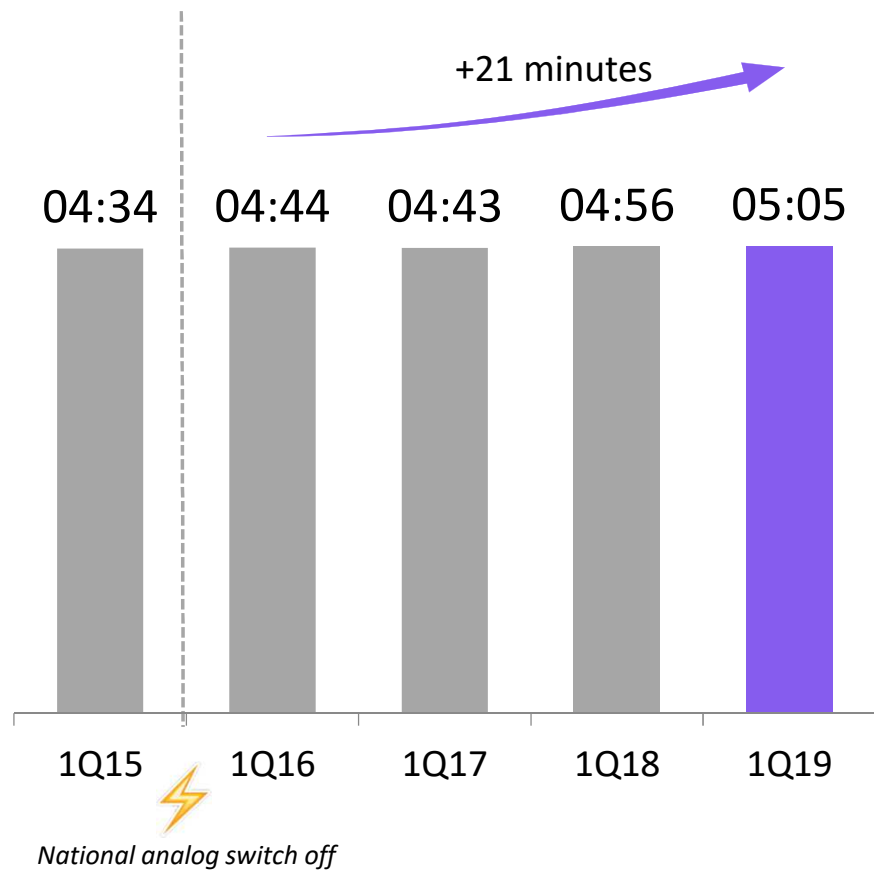
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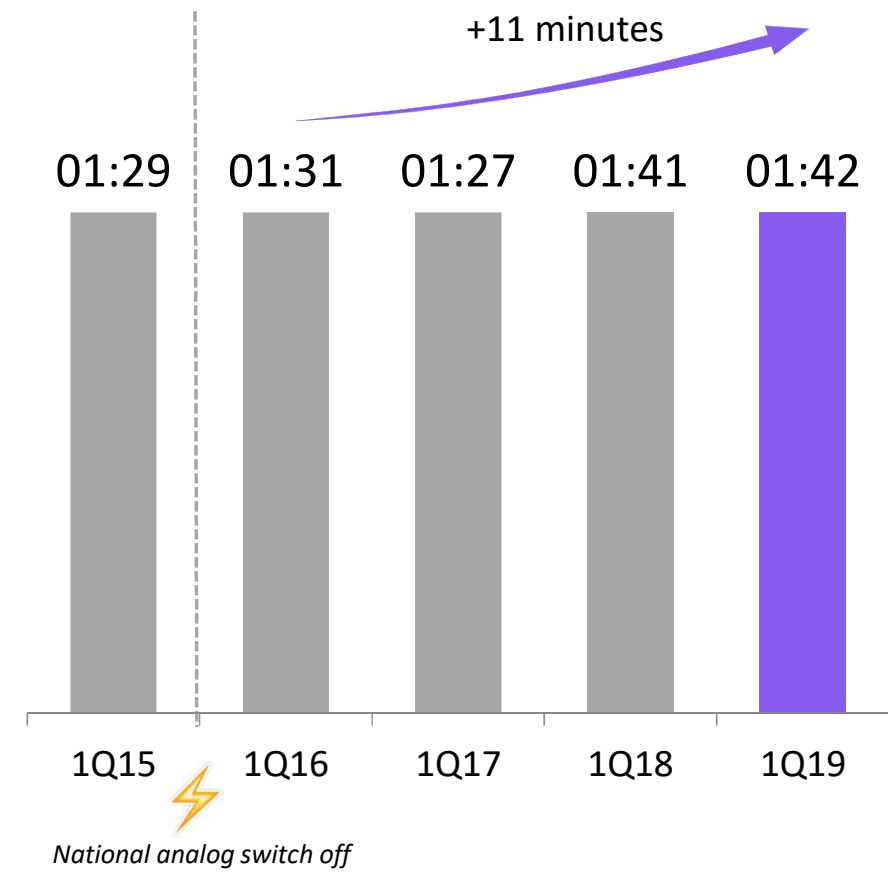
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Daily Hours per household

## Mexico



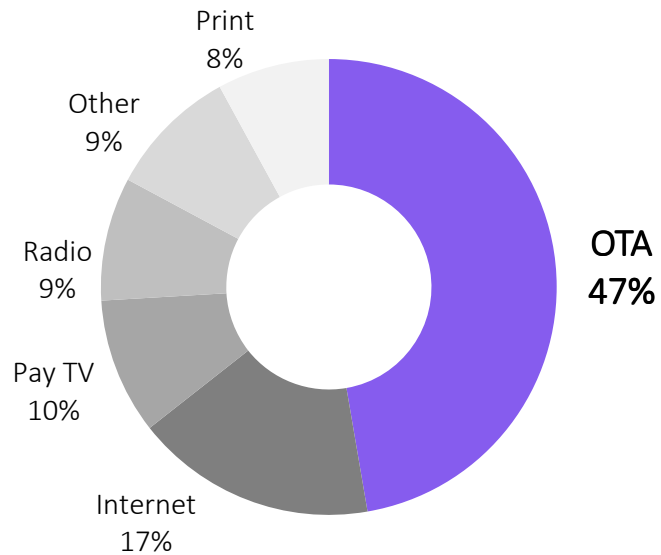
## TV Azteca



# OTA TV advertising market continues to grow

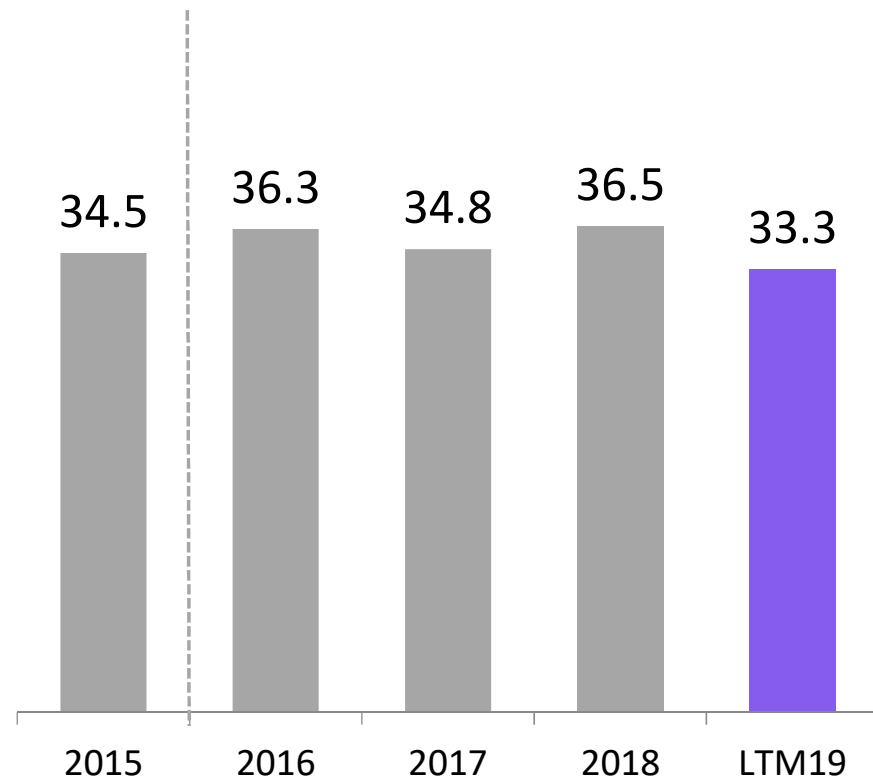
Ps. Billion

**2018e Total Media Advertising in Mexico**



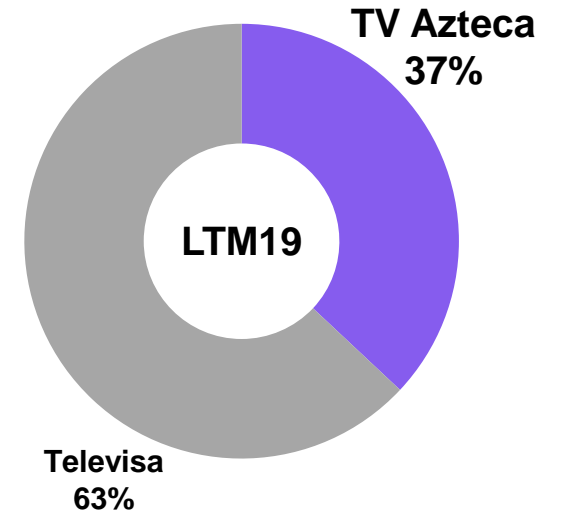
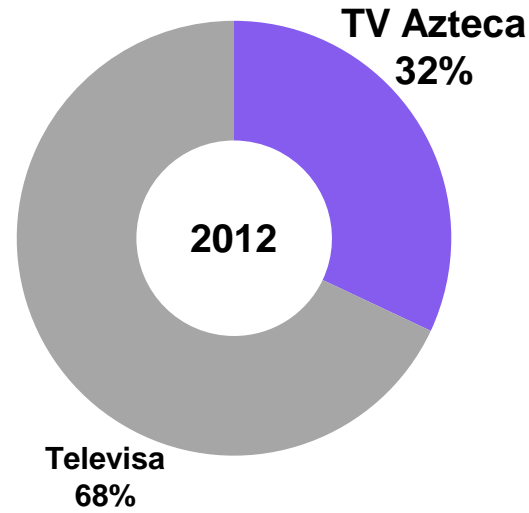
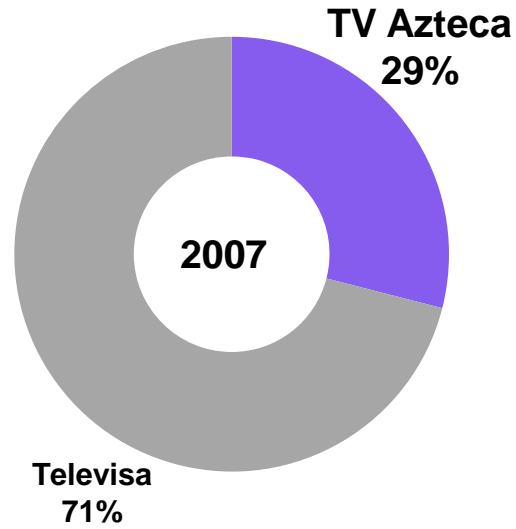
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**National Advertising Market of Two Main Broadcasters**

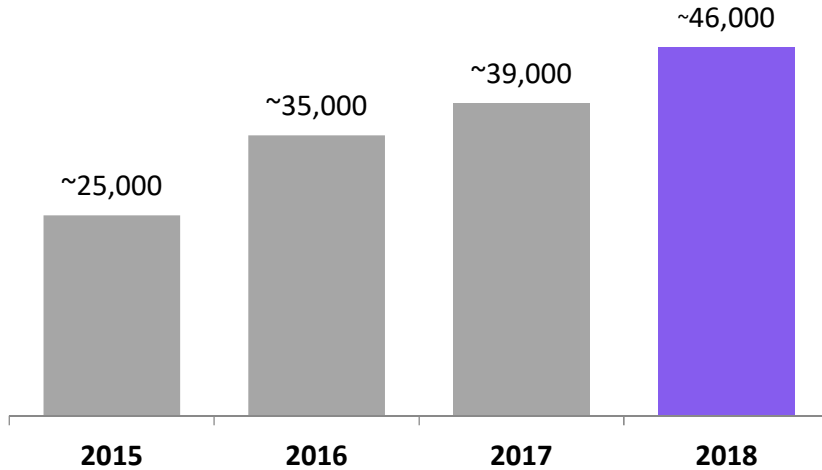


# Gaining market share from main competitor

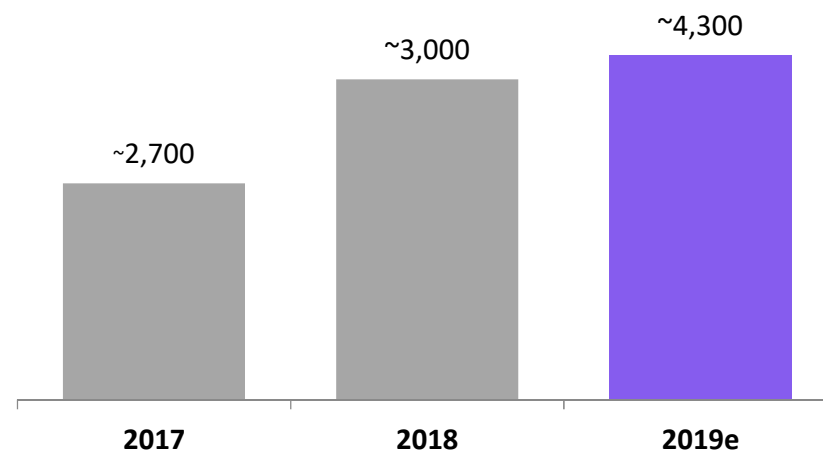
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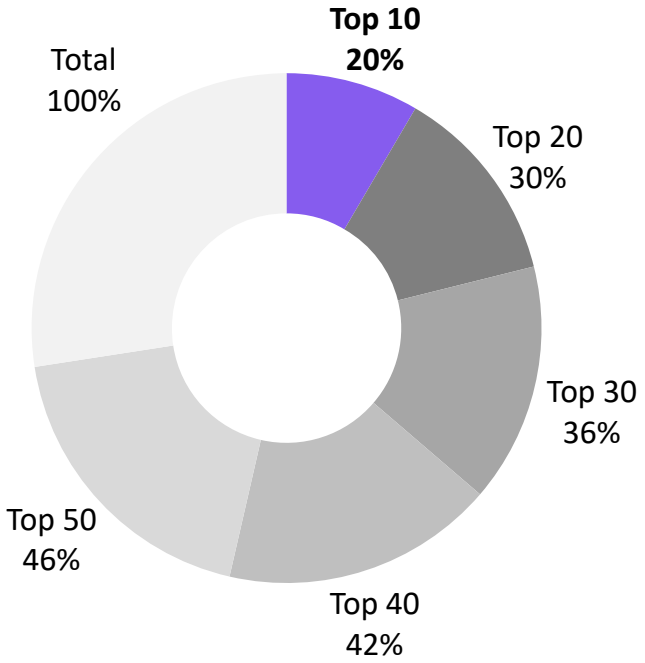


# Broad programming with premium innovative content

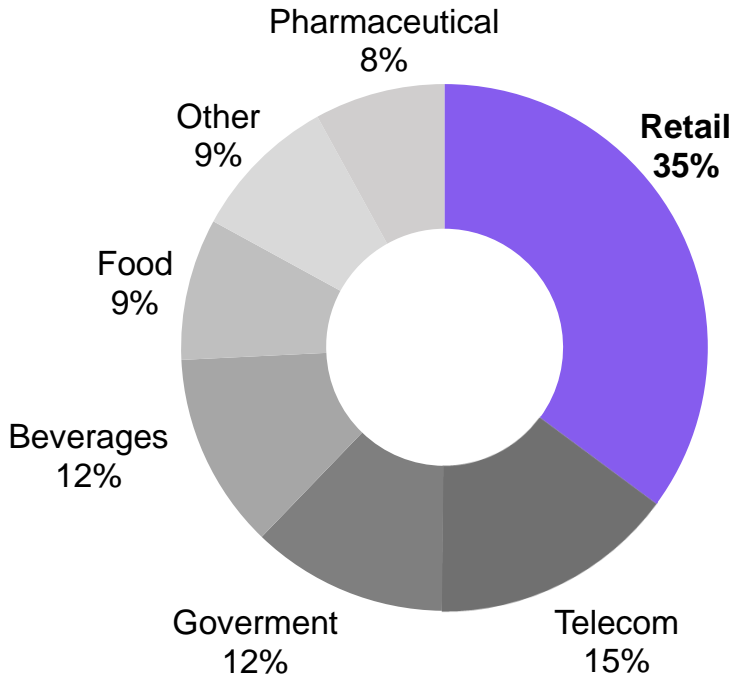


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ Well diversified client base by economic sector
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# New clients reaching the mass market through TV Azteca

## Recent clients



## Recent digital clients

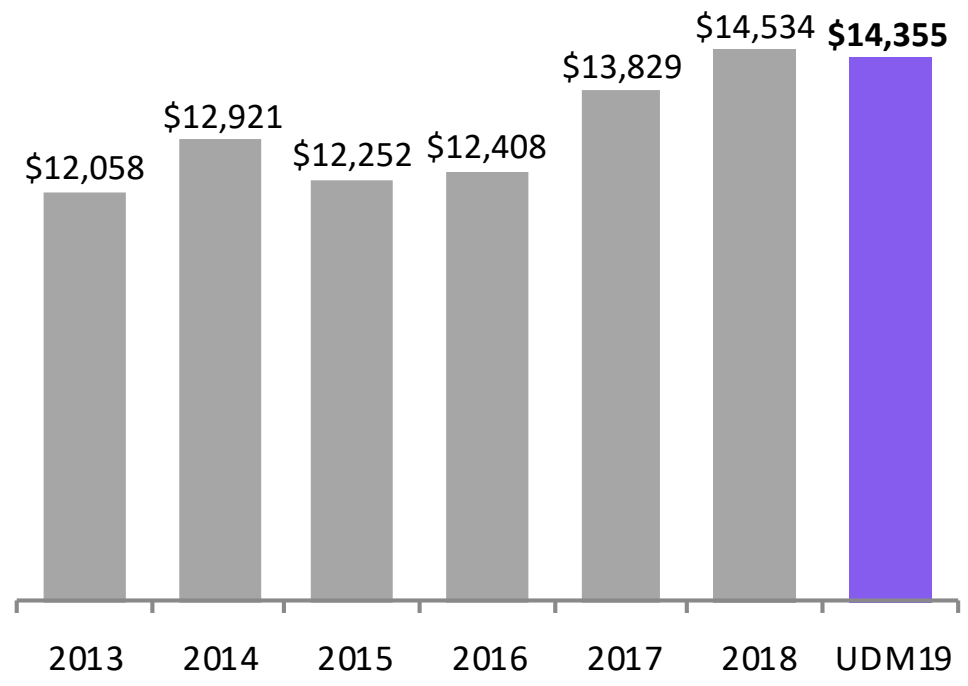




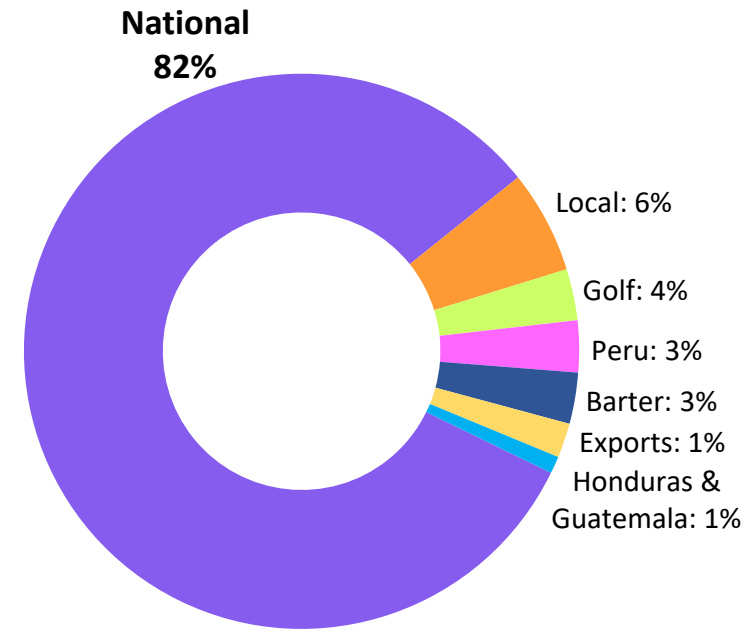
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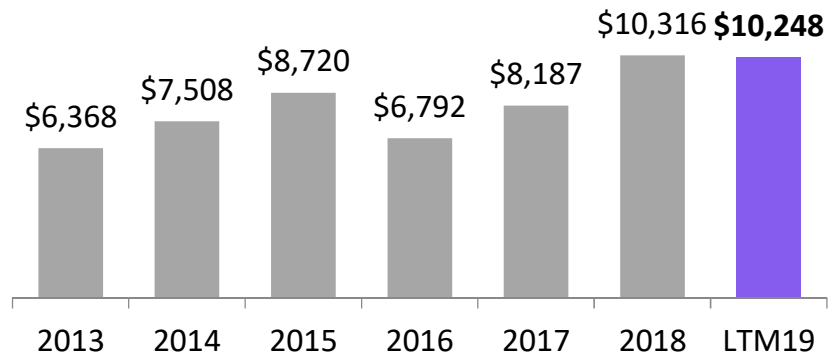
## Net Sales



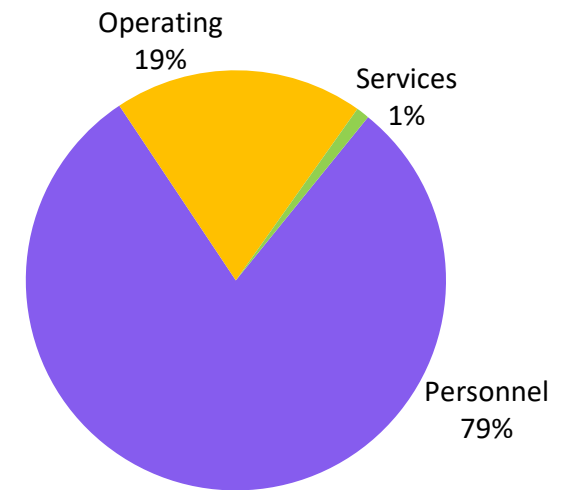
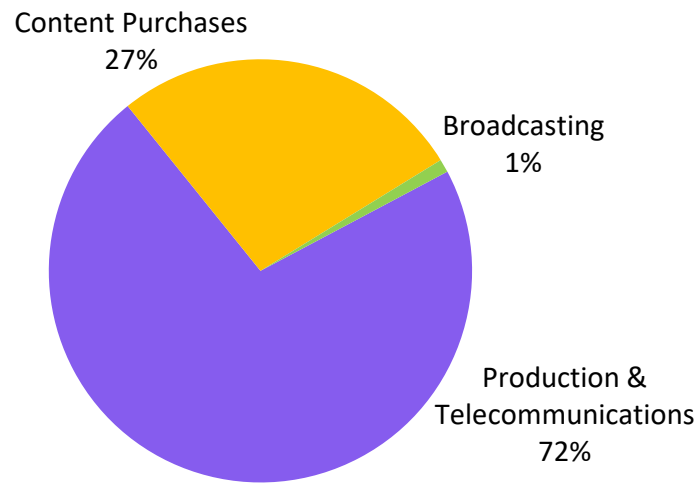
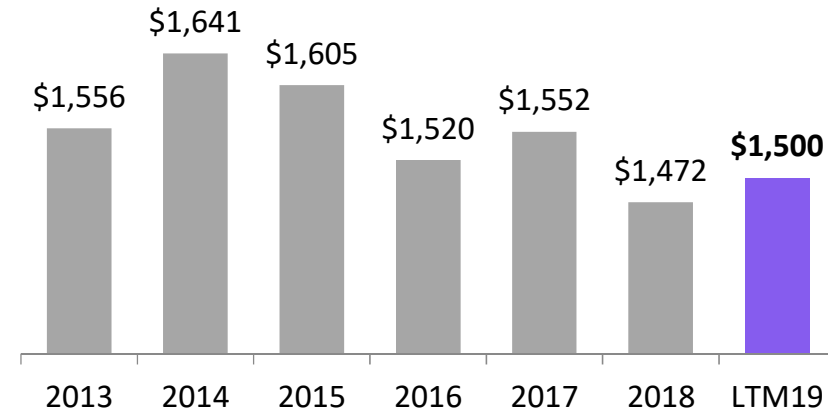
## Sales Breakdown



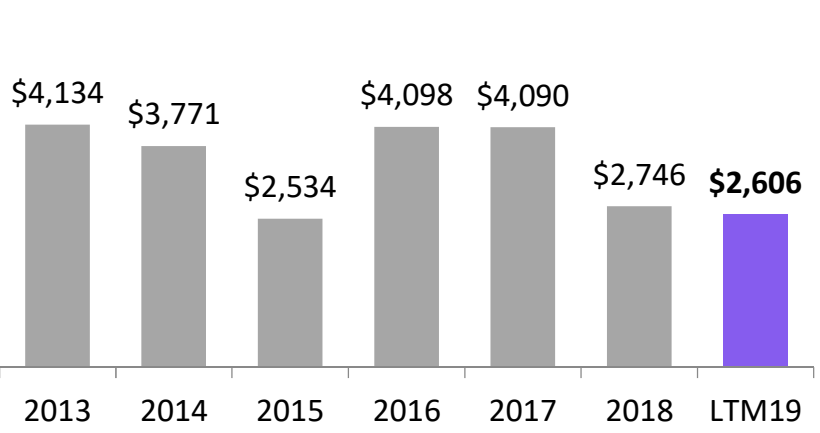
## Costs & Breakdown



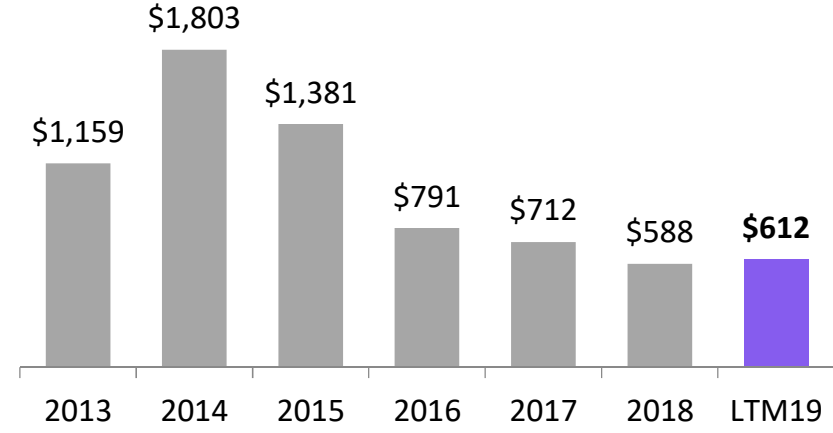
## SG&A Expenses & Breakdown



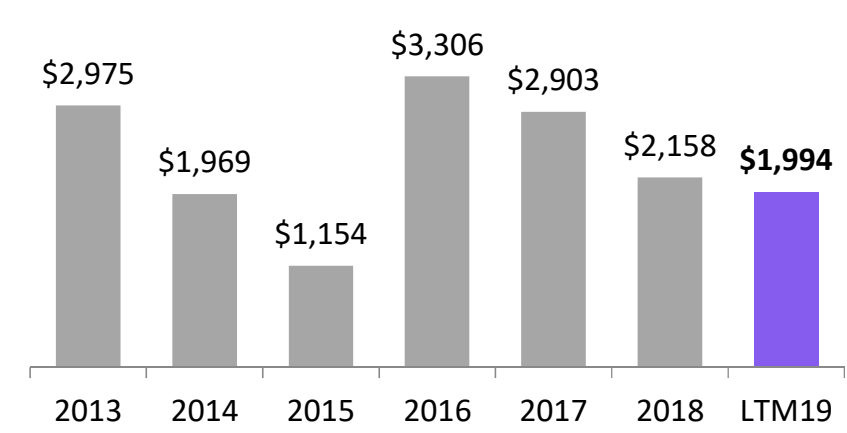
## EBITDA



## CAPEX



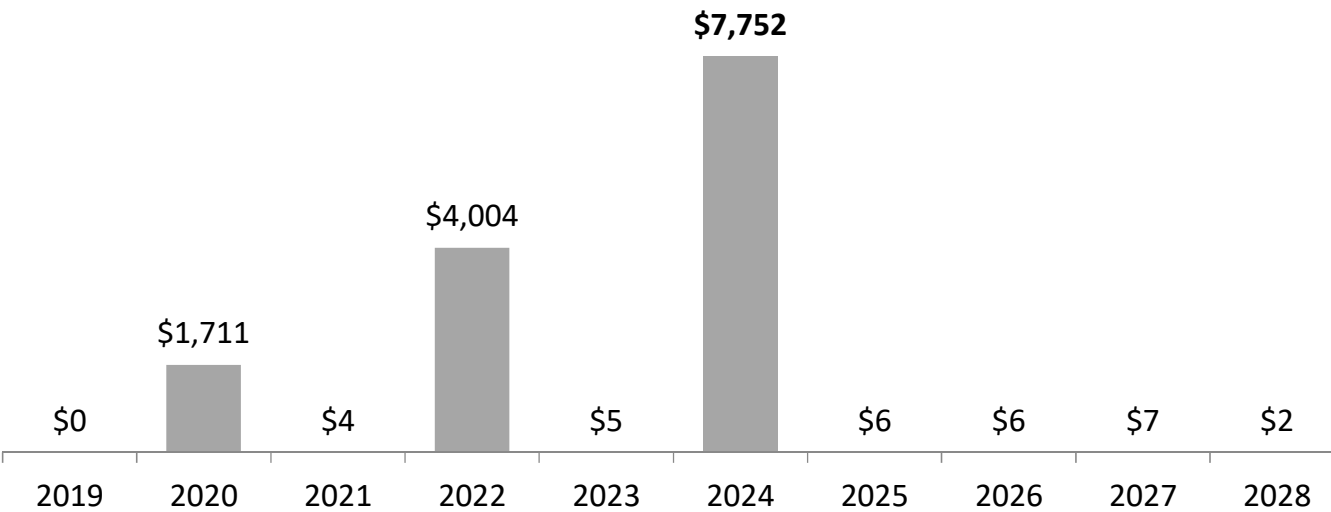
## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
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CEBURES <sup>2</sup>	\$4,000	TIIIE+2.9%	20/09/2022
Banco Azteca	\$1,709	TIIIE+2%	09/03/2020
Private	\$36	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.19.38 / US\$

**Social**

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- ❑ Recognized for the first time as a **Socially Responsible Company**
- ❑ Human Capital of **+6,100 employees**, diversified by gender, age, origin, etc.
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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ

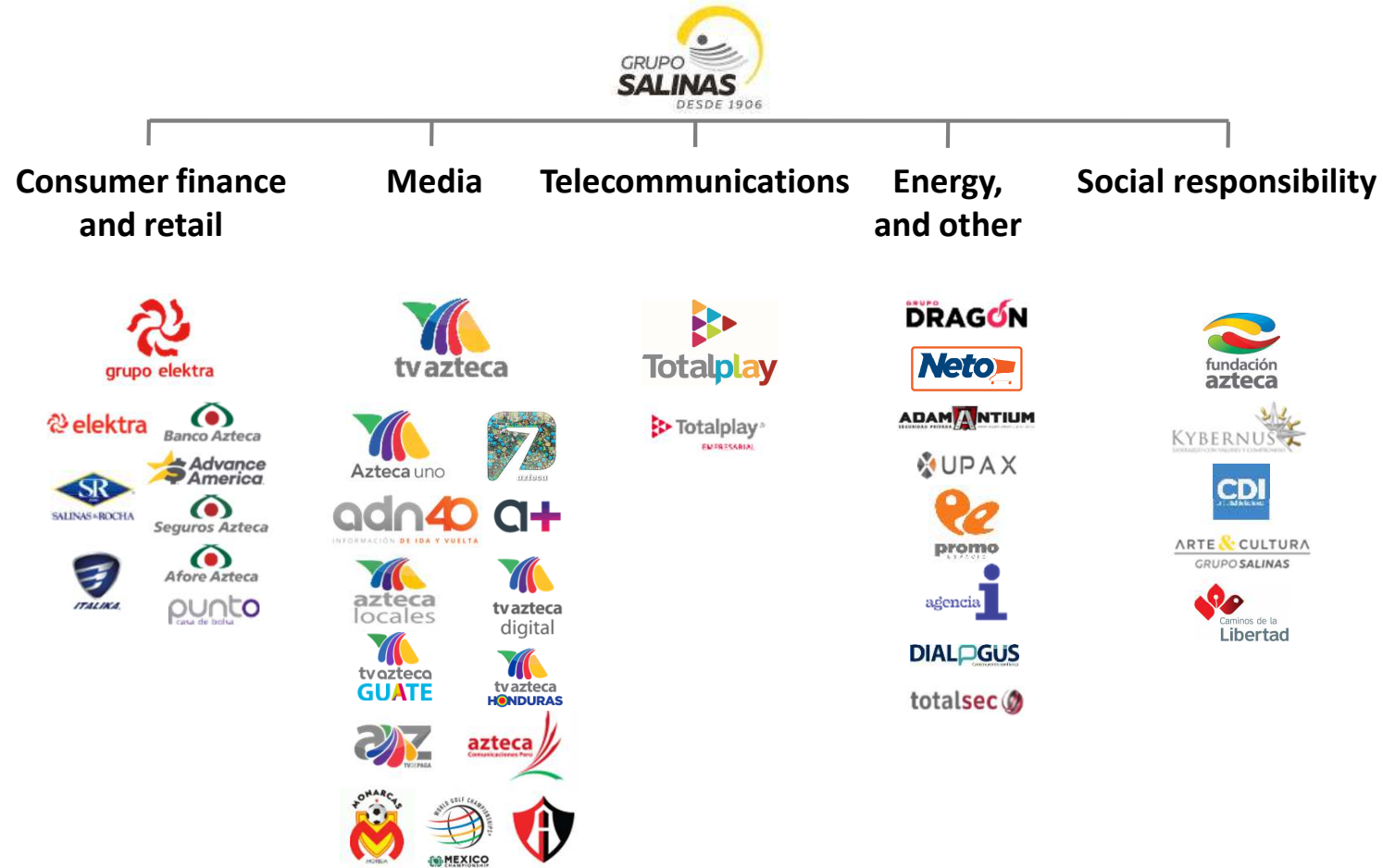


May 2019

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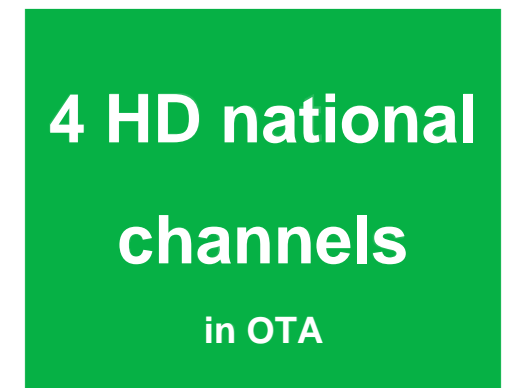
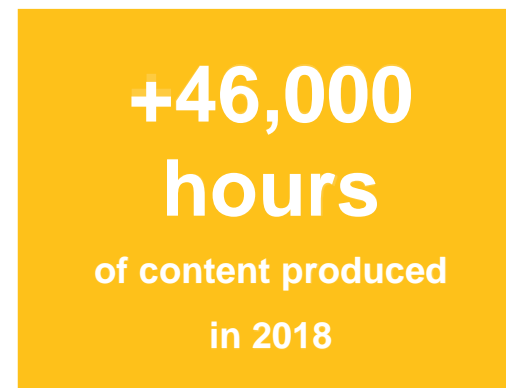
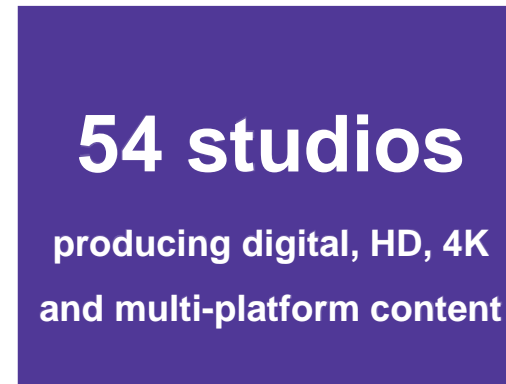
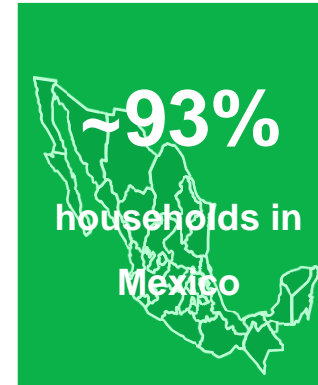
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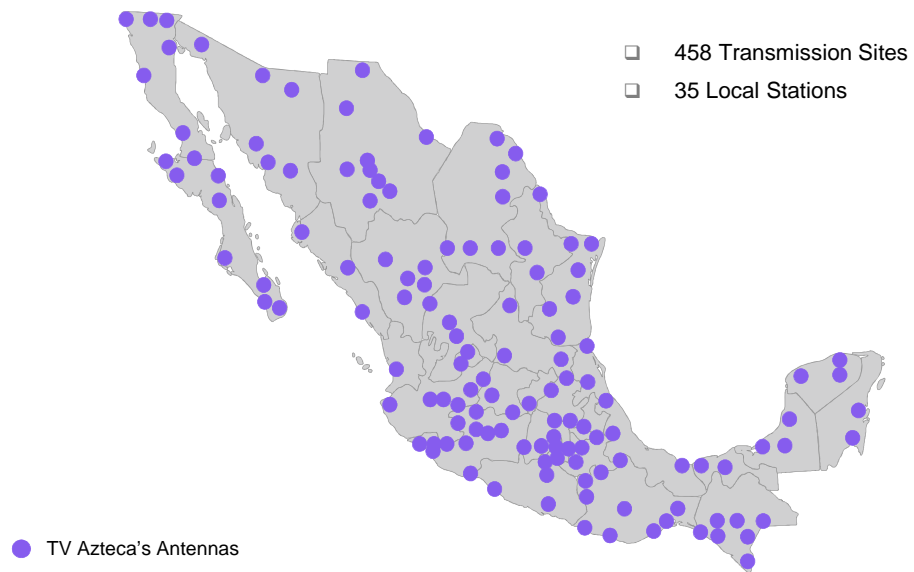


- ❑ The only news and opinion channel in Mexican broadcast television
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- ❑ Generate greater local business opportunities through regionalization and community social service
- ❑ Have a differentiated offer to compete with local media

**One-of-a kind technology**



Notes  
1. HD national channels  
2. Broadcasting channels

# Strong market position with strategies for improved momentum

## Solid underlying business

- ❑ Content broadcast OTA television is the most efficient media to tap mass market
- ❑ Improved market share (37% share in the Mexican national OTA television market in LTM19)
- ❑ Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

## Focus on TV Azteca's core business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ Innovative, high-quality live entertainment content closer to the viewer
- ❑ New forms of production including internal, co-productions, partnerships and independent production
- ❑ Well positioned to benefit from Internet growth through diverse platform offerings

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- ❑ Improved maturity profile

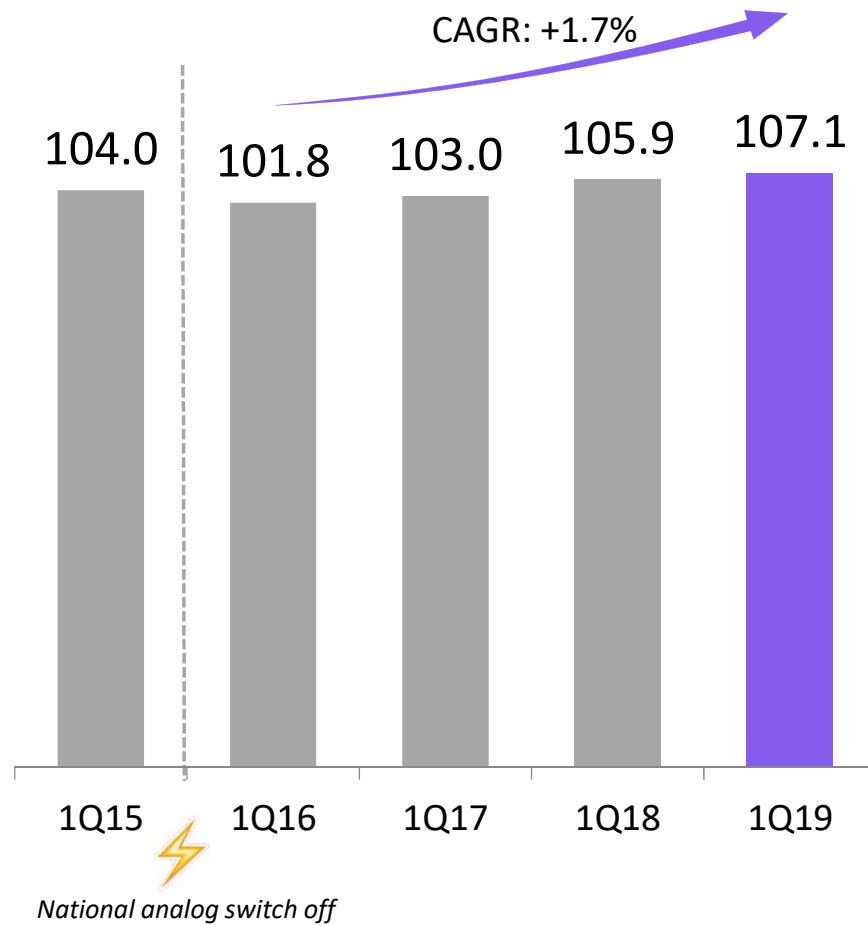
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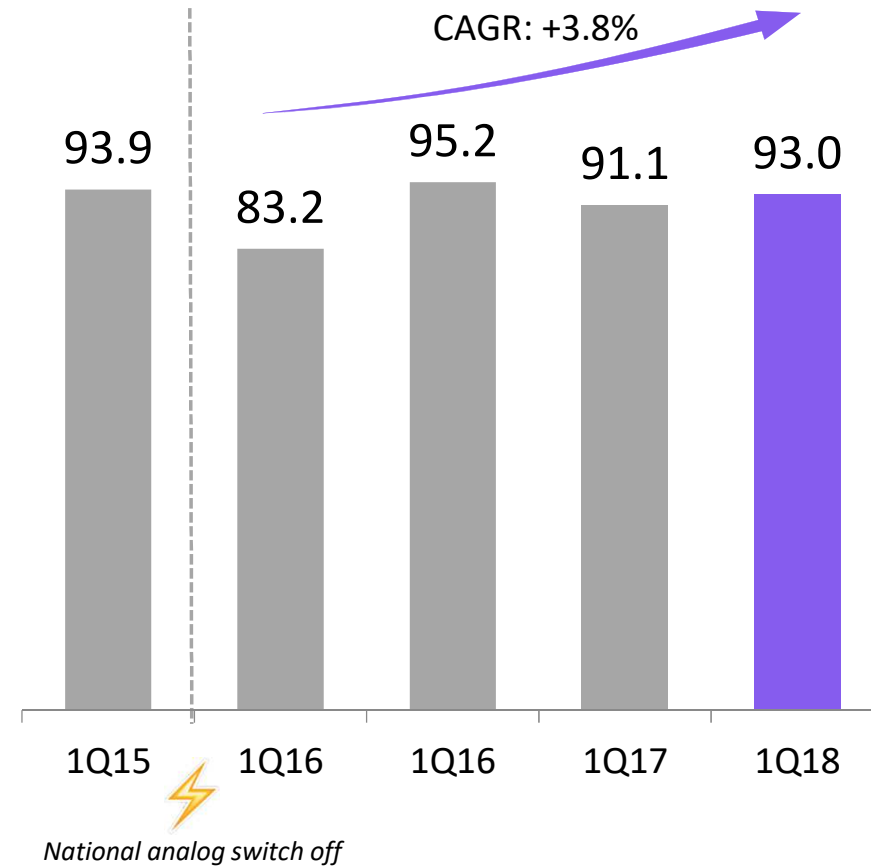
# Rising OTA TV viewership

Millions of people monthly

**Mexico's Total Viewership**



**TV Azteca's Total Viewership**

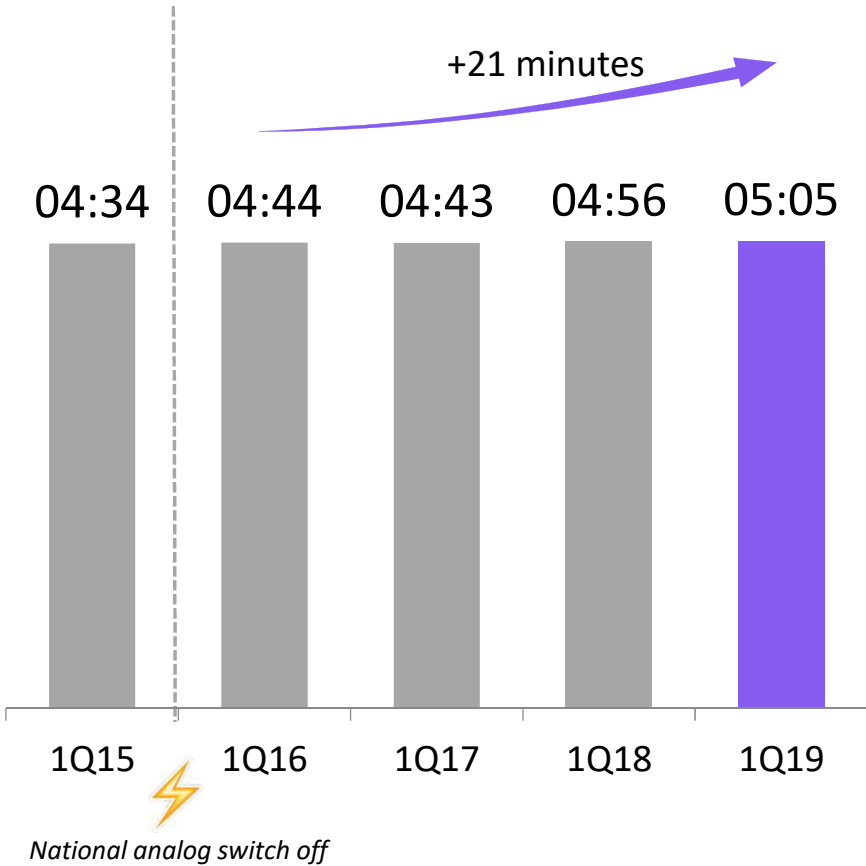




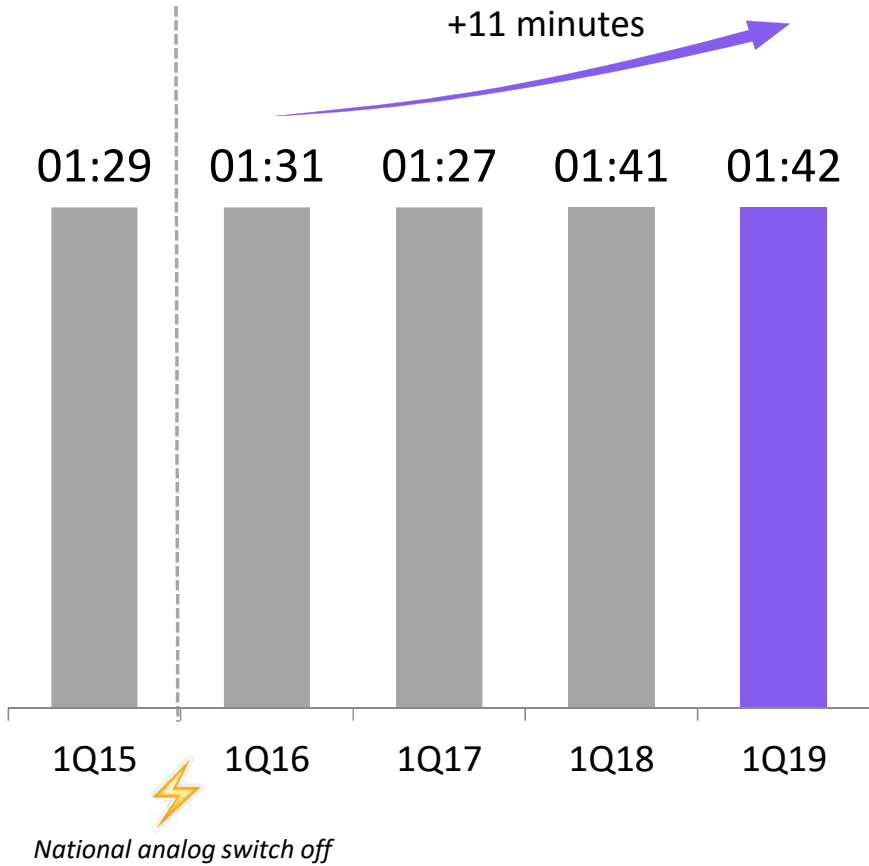
# Time spent watching OTA TV is also increasing

Daily Hours per household

## Mexico



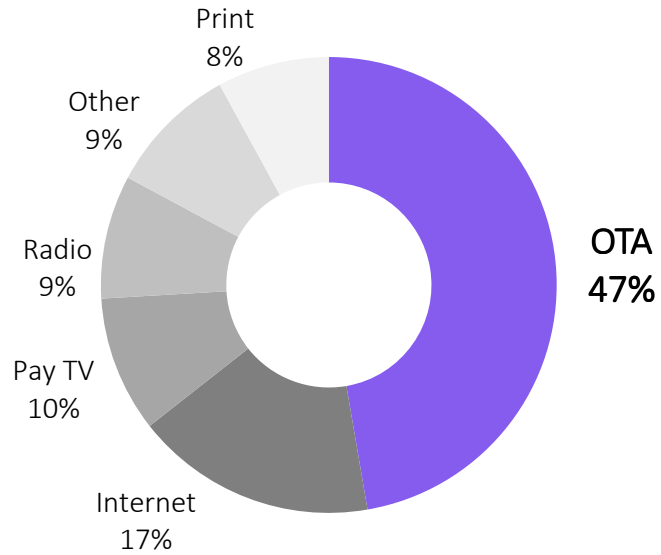
## TV Azteca



# OTA TV advertising market continues to grow

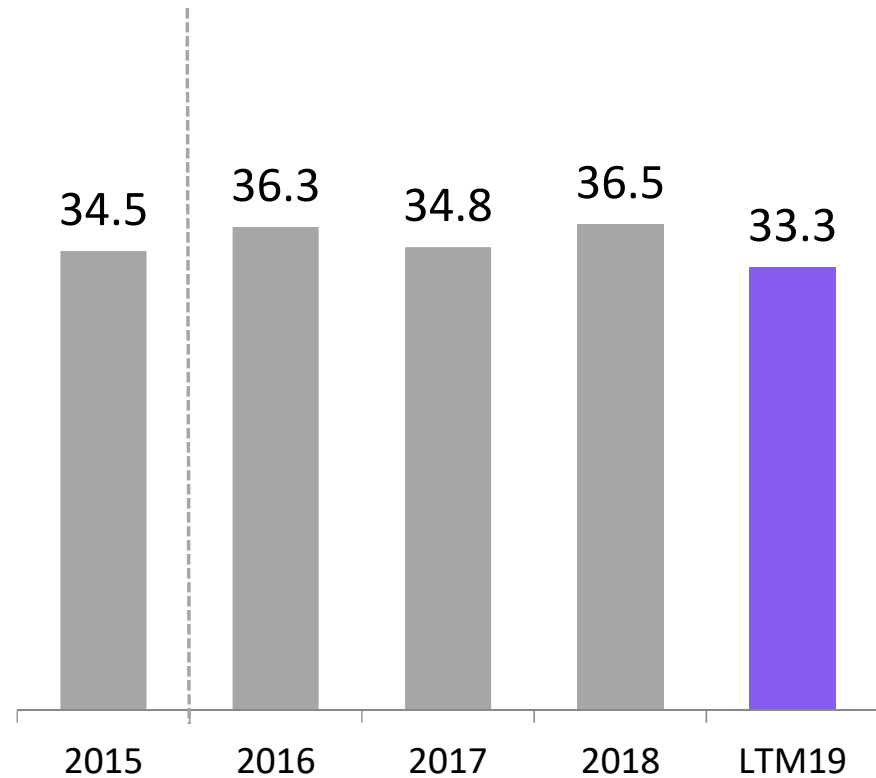
Ps. Billion

**2018e Total Media Advertising in Mexico**



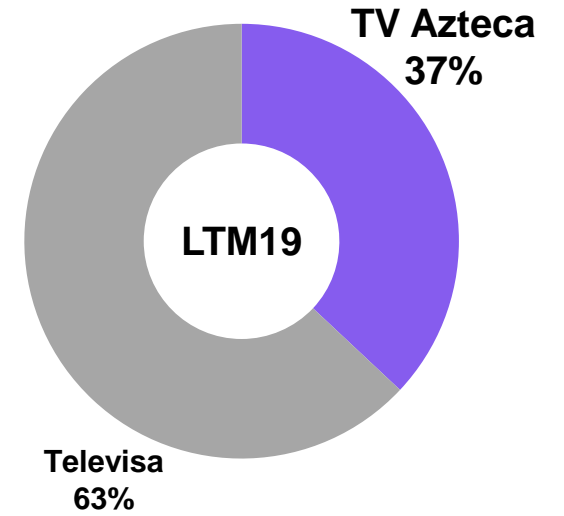
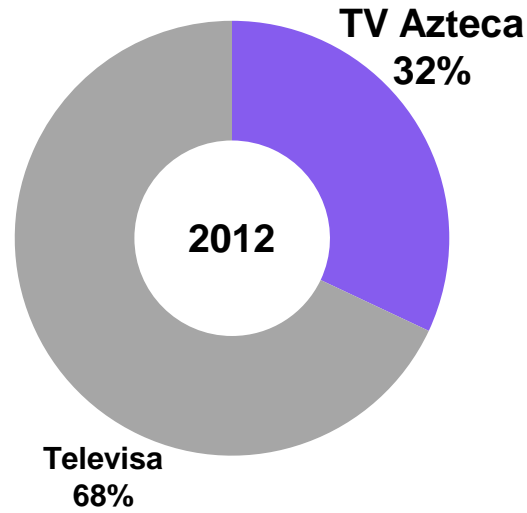
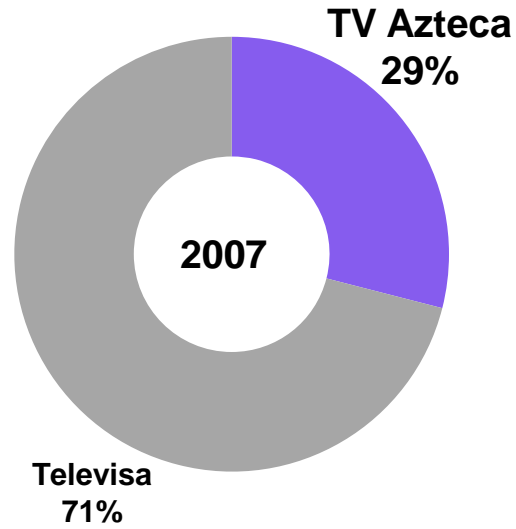
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- ❑ In the US, it represents **1.1% of US GDP**

**National Advertising Market of Two Main Broadcasters**

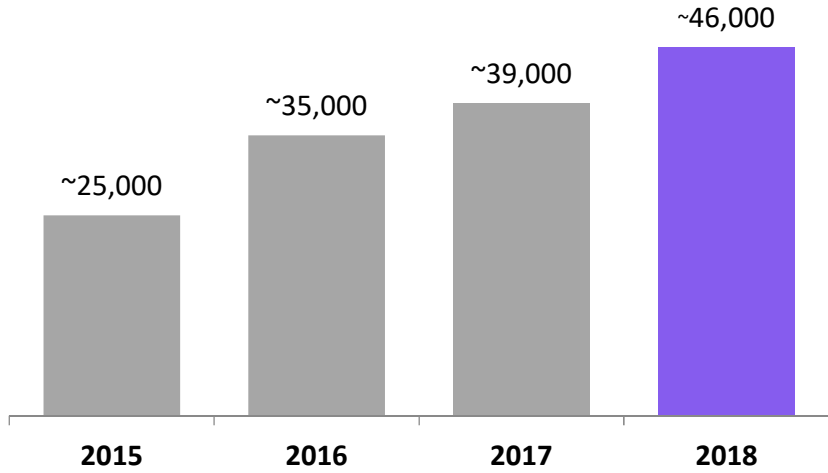


# Gaining market share from main competitor

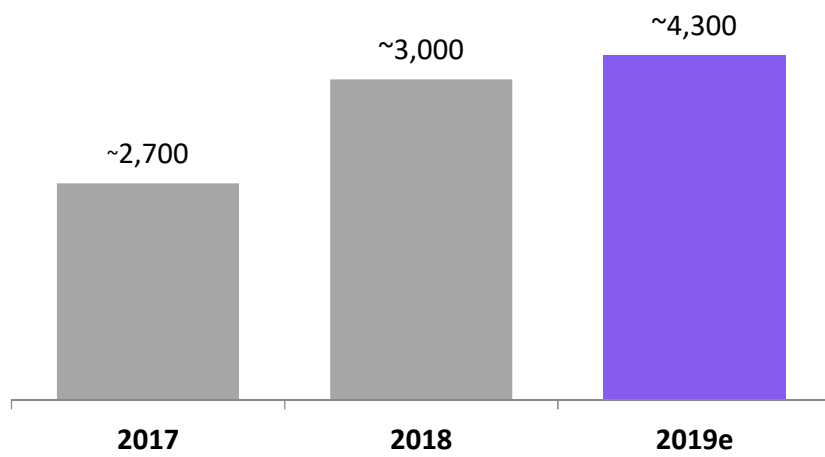
**OTA National Television Market Share in Mexico**



*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*

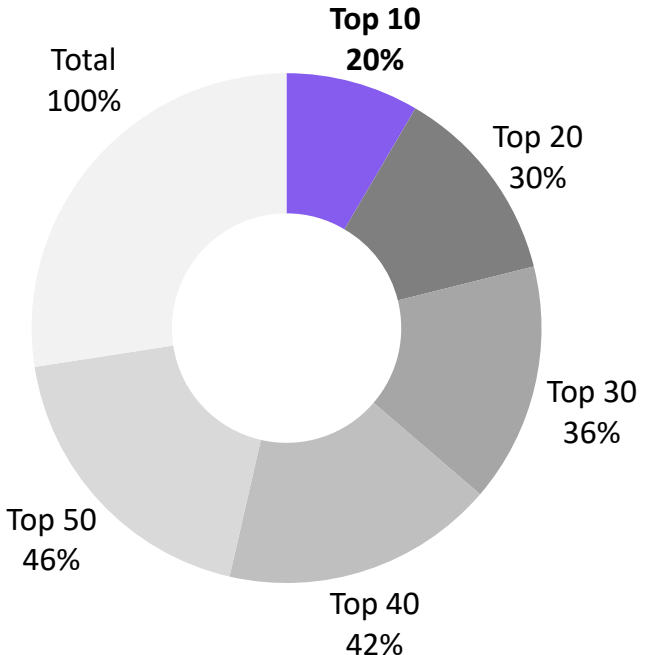


# Broad programming with premium innovative content

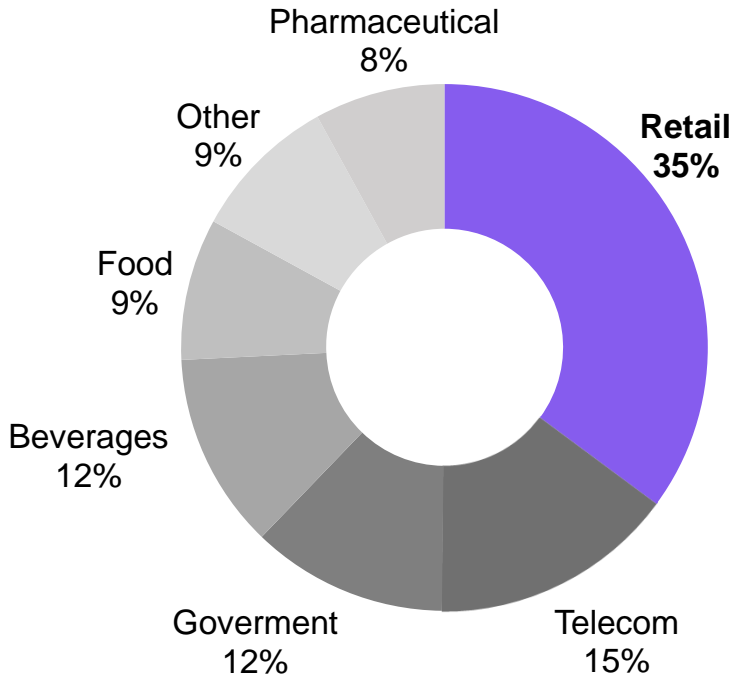


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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



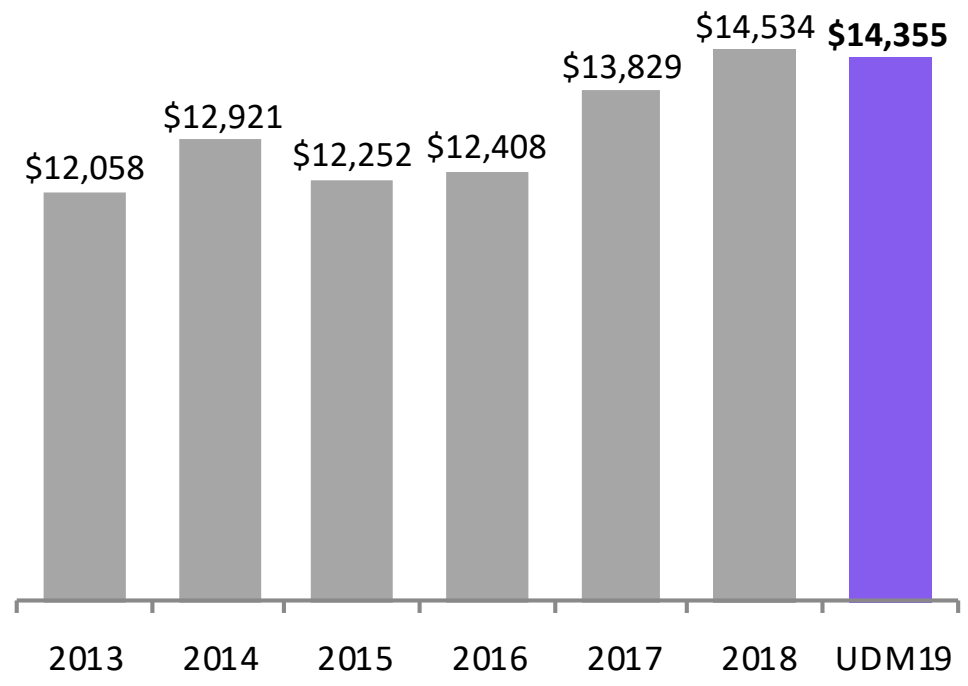
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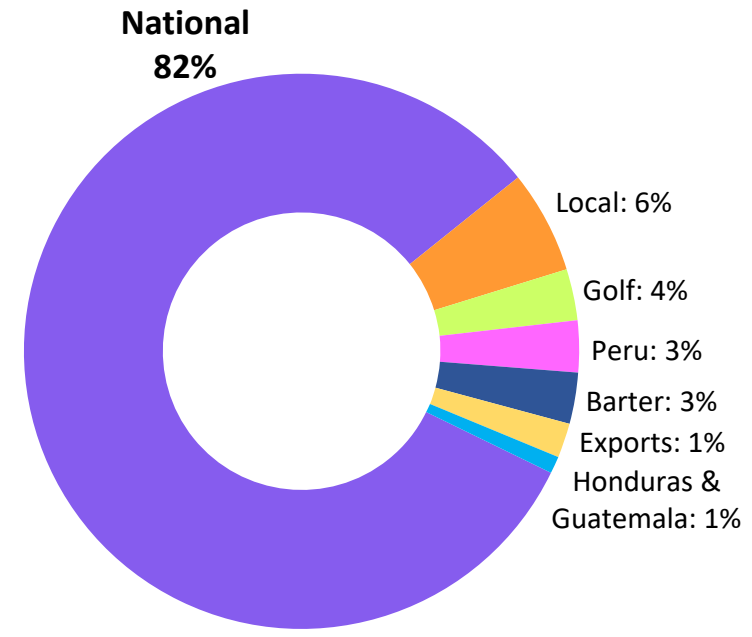


Ps. Million

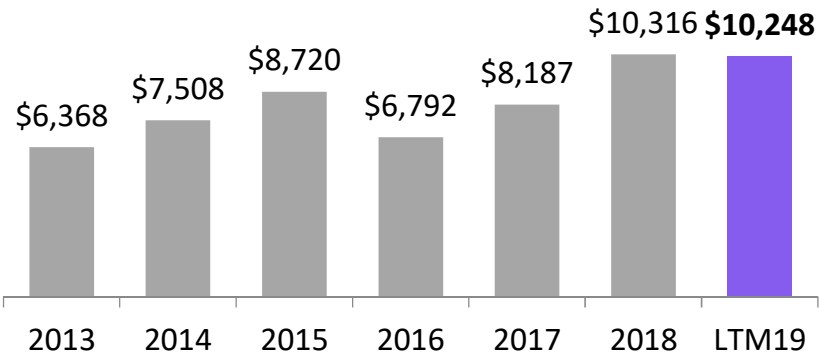
## Net Sales



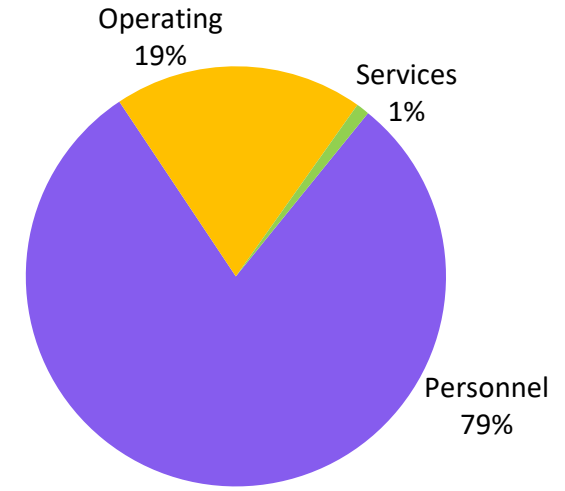
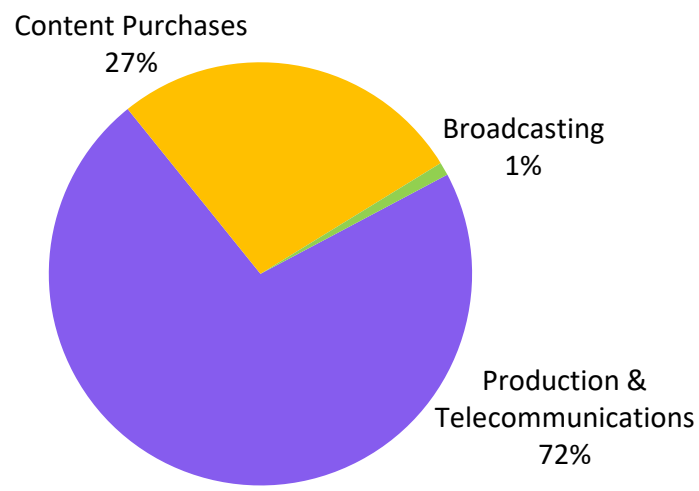
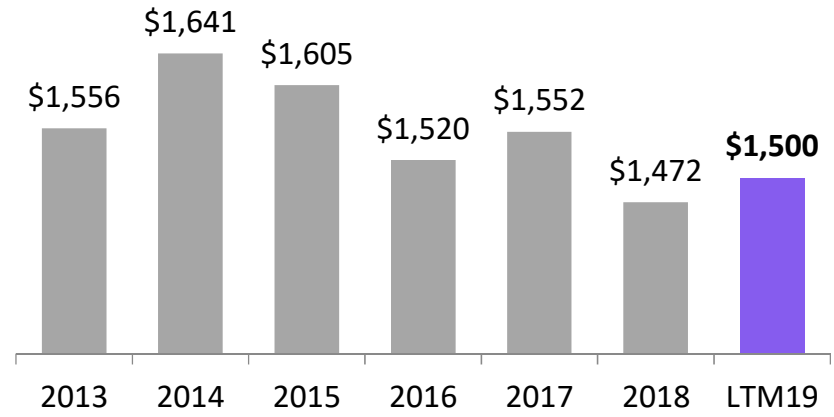
## Sales Breakdown



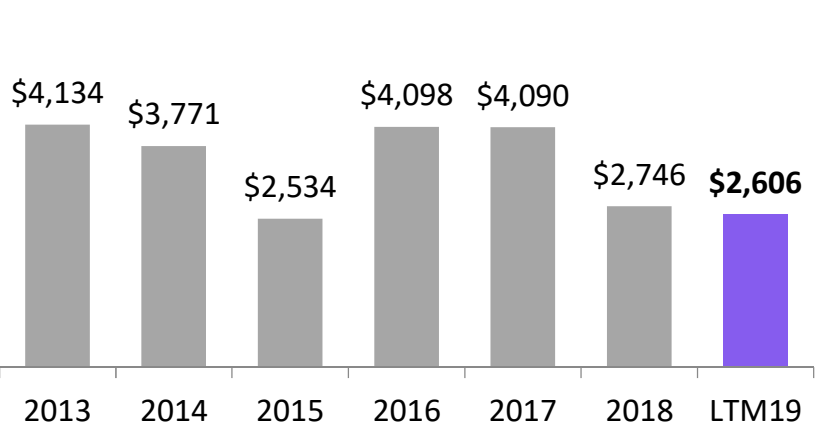
## Costs & Breakdown



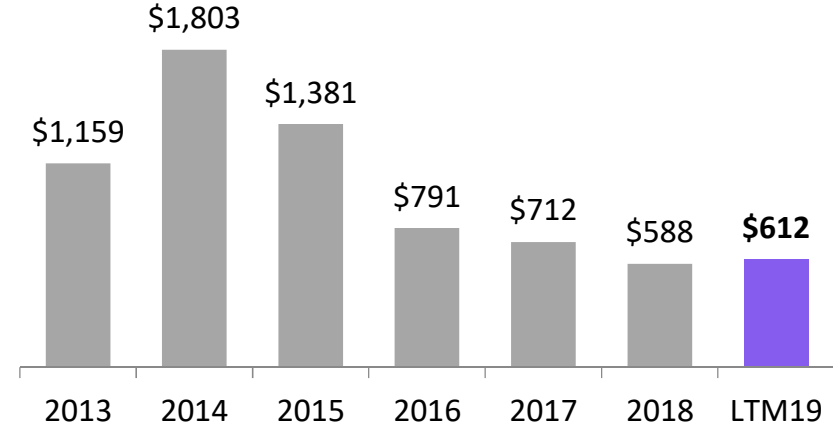
## SG&A Expenses & Breakdown



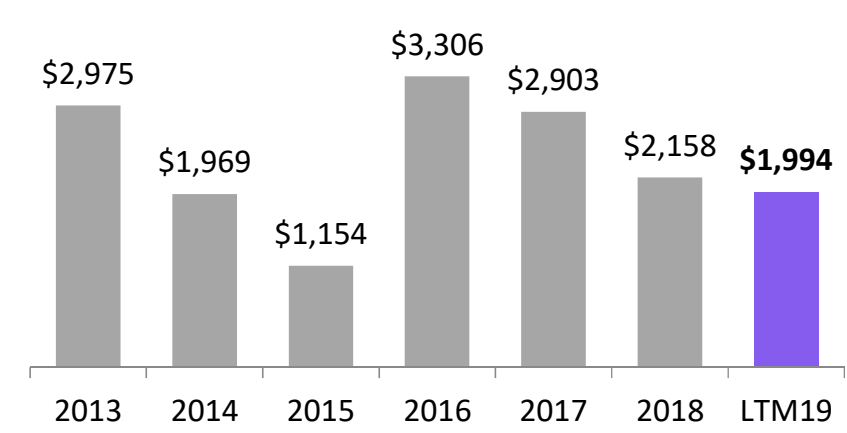
## EBITDA



## CAPEX



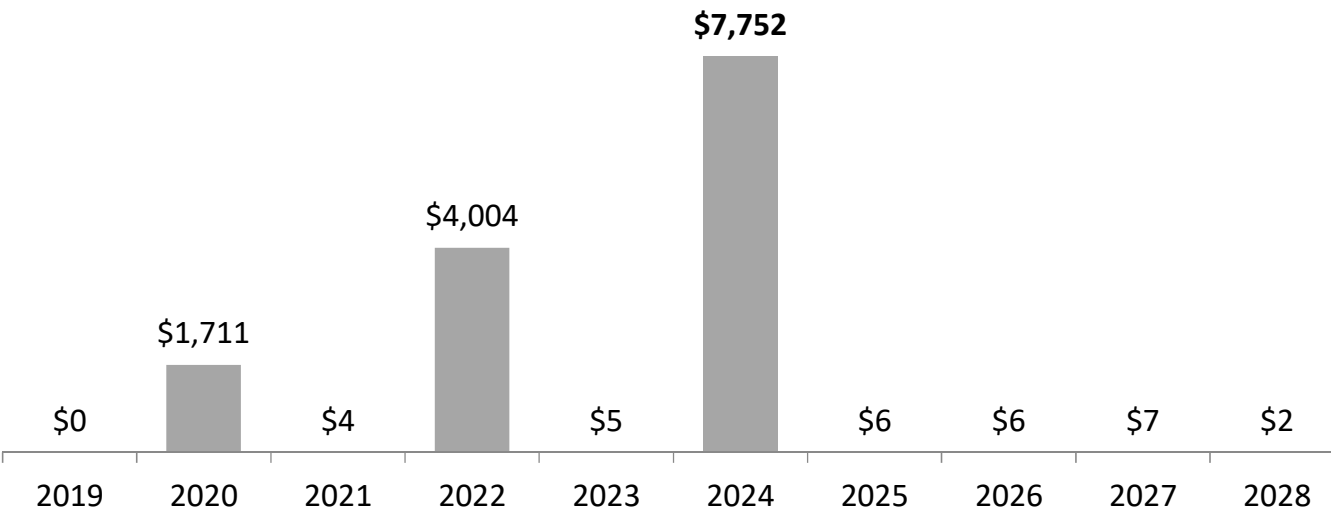
## Cashflow<sup>1</sup>



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# Debt profile and structure

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	Amount	Rate	Due date
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Banco Azteca	\$1,709	TIIIE+2%	09/03/2020
Private	\$36	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.19.38 / 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**

- ❑ **28% 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.



- Increase proportion of live entertainment shows
- Innovative, inspirational and high quality formats, closer to the audience
- Productions, co-productions and strategic alliances to improve offer and the cost structure
- Increasing solid balance sheet
- Focus on free cash flow
- Creating long-term value



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019





# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



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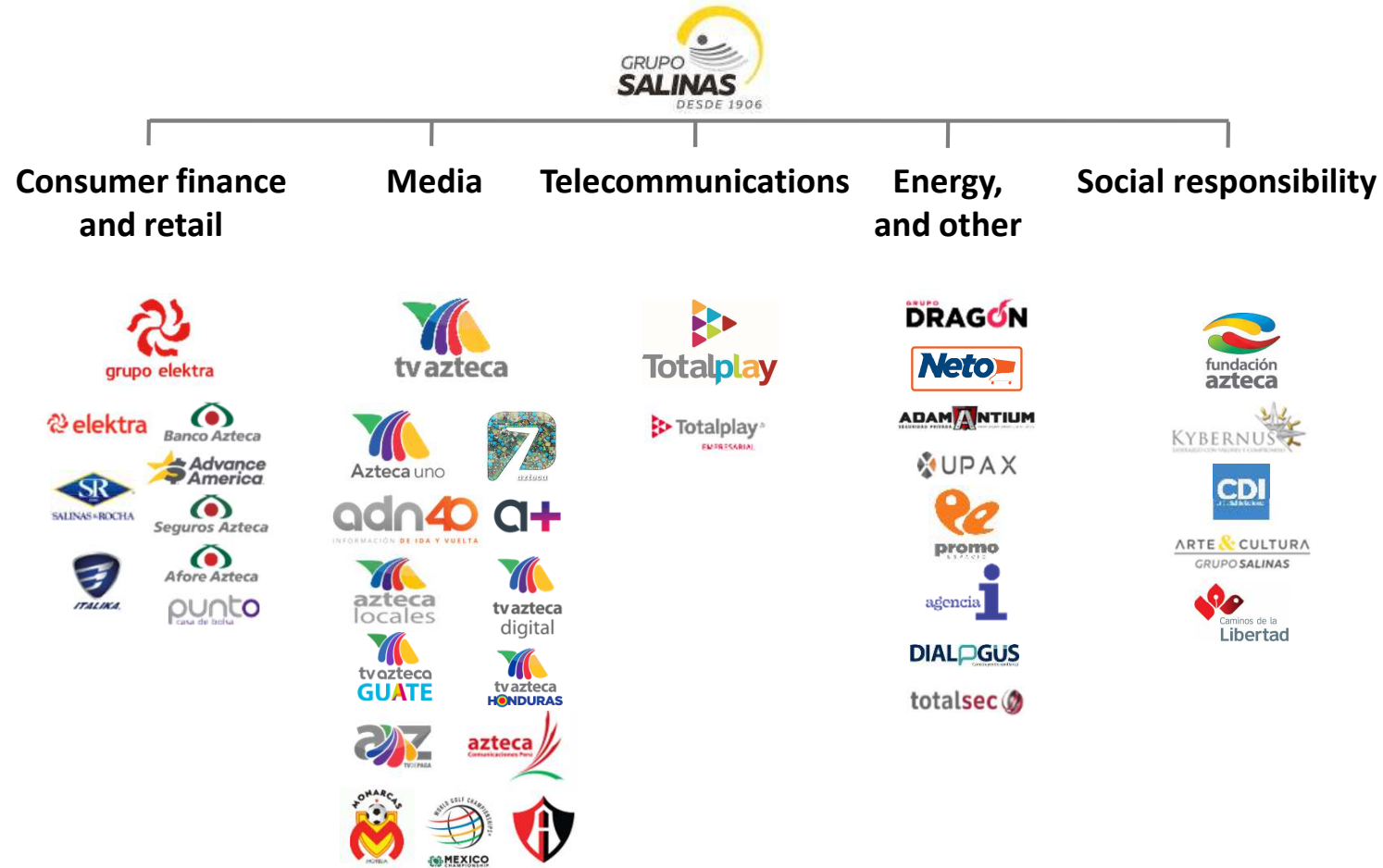


May 2019

*The following information contains or may be deemed to contain, “forward-looking statements”. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The future results of the issuer may vary from the results expressed in, or implied by, the following forward-looking statements, possibly to a material degree. TV Azteca, S.A.B. de C.V. (“Azteca” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.*

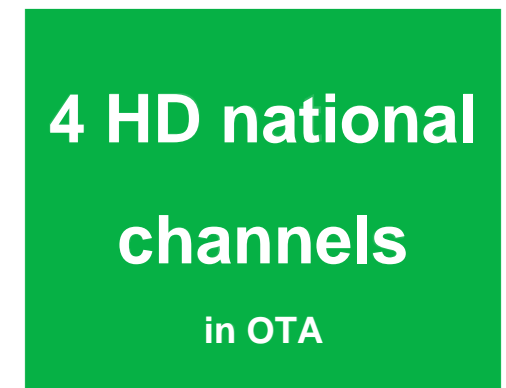
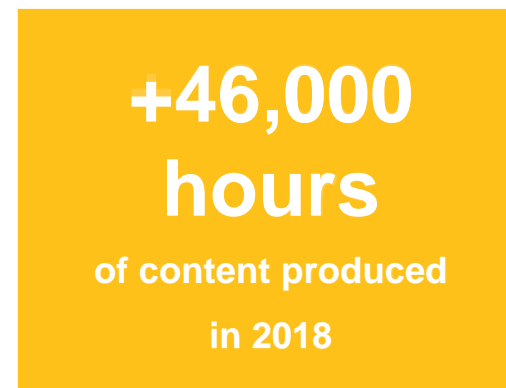
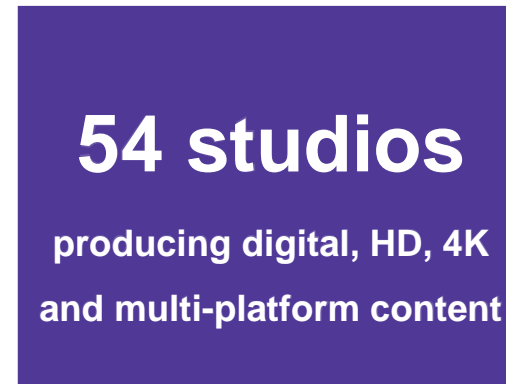
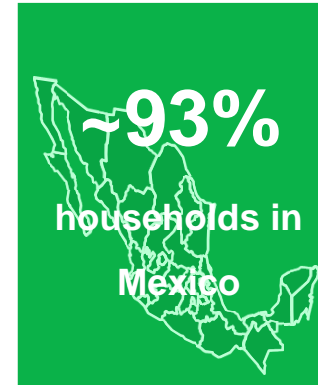
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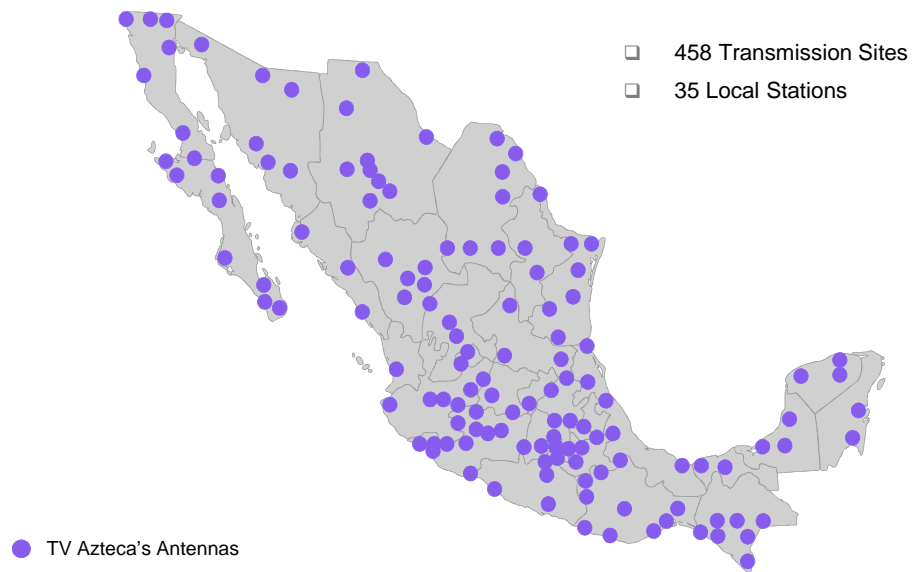


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**One-of-a kind technology**



Notes  
1. HD national channels  
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# Strong market position with strategies for improved momentum

## Solid underlying business

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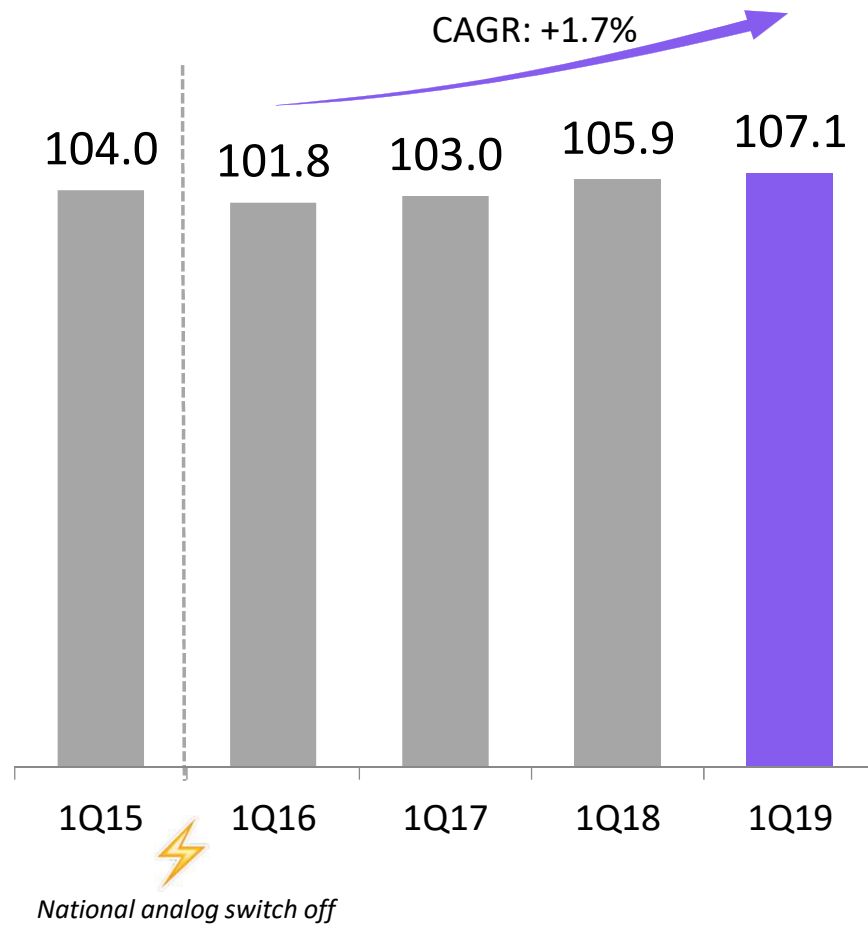
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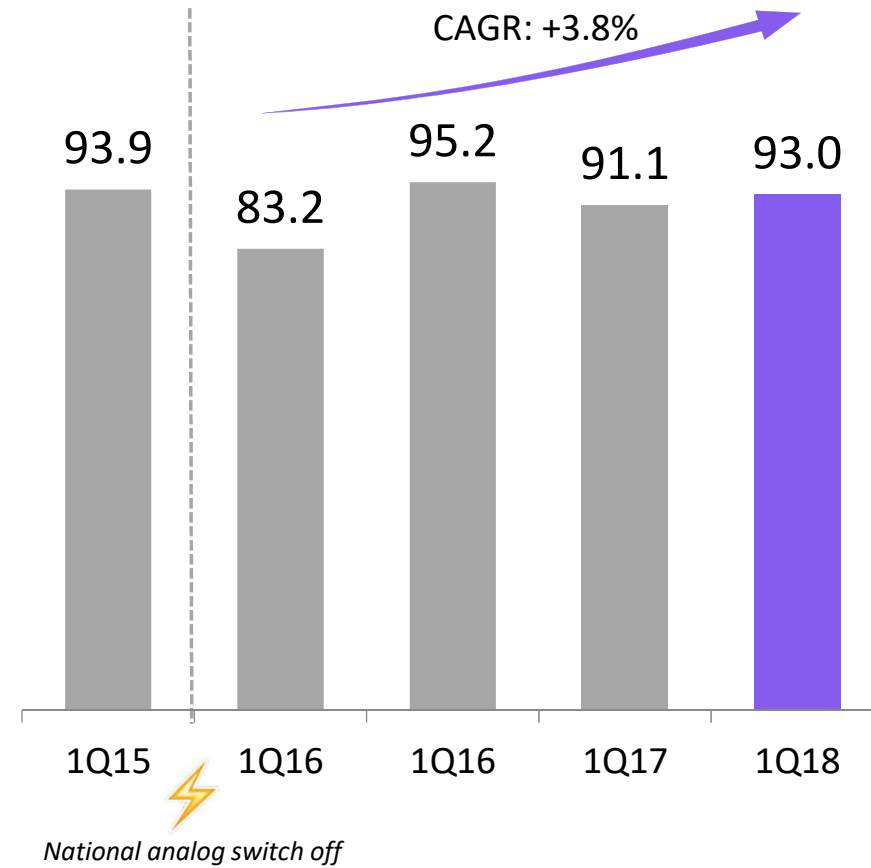
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Millions of people monthly

**Mexico's Total Viewership**



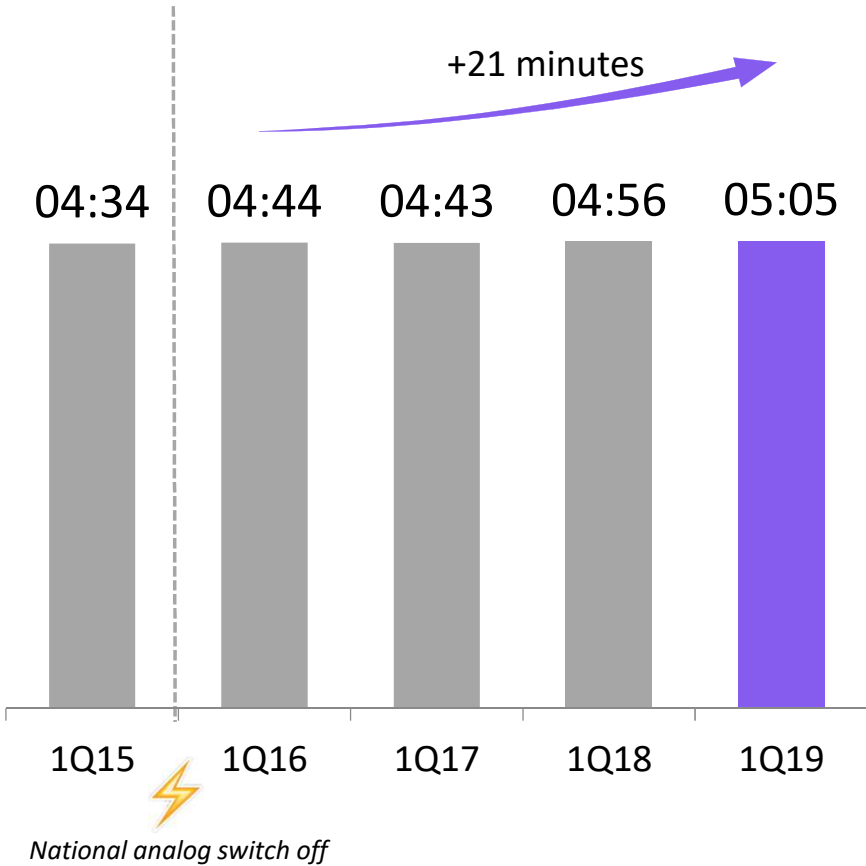
**TV Azteca's Total Viewership**



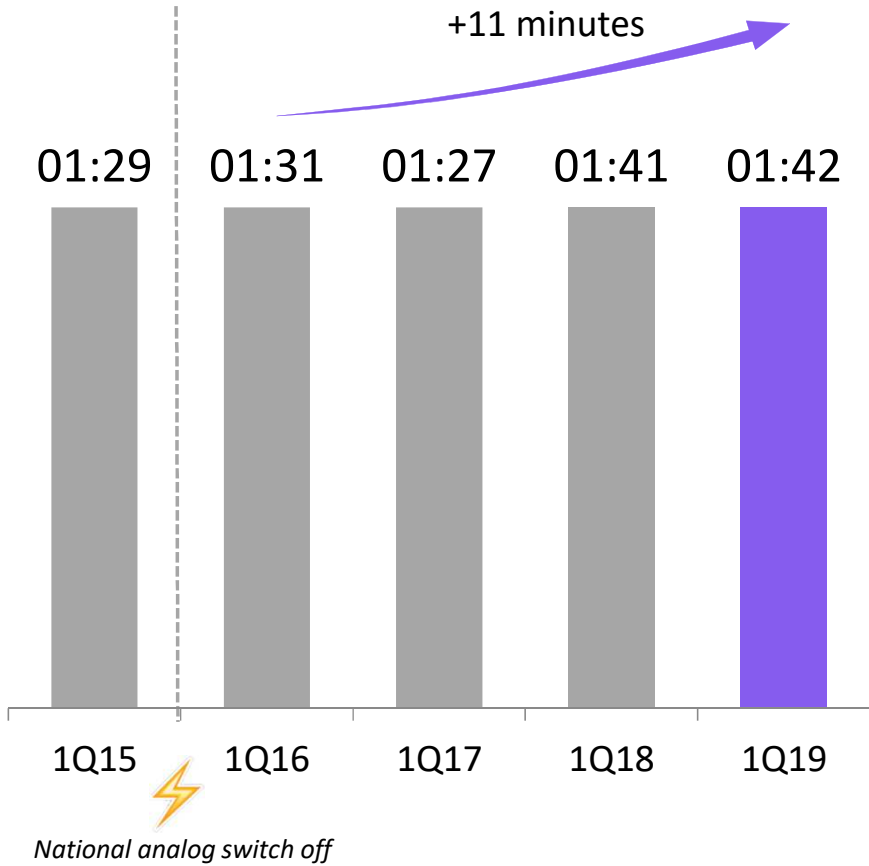
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Daily Hours per household

## Mexico



## TV Azteca

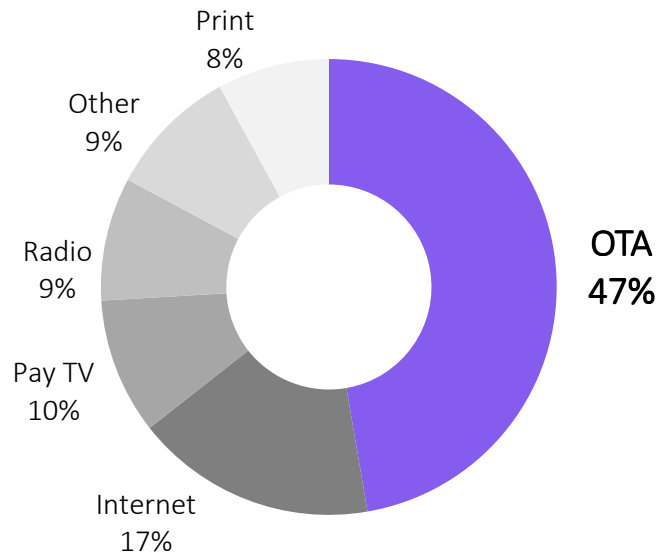




# OTA TV advertising market continues to grow

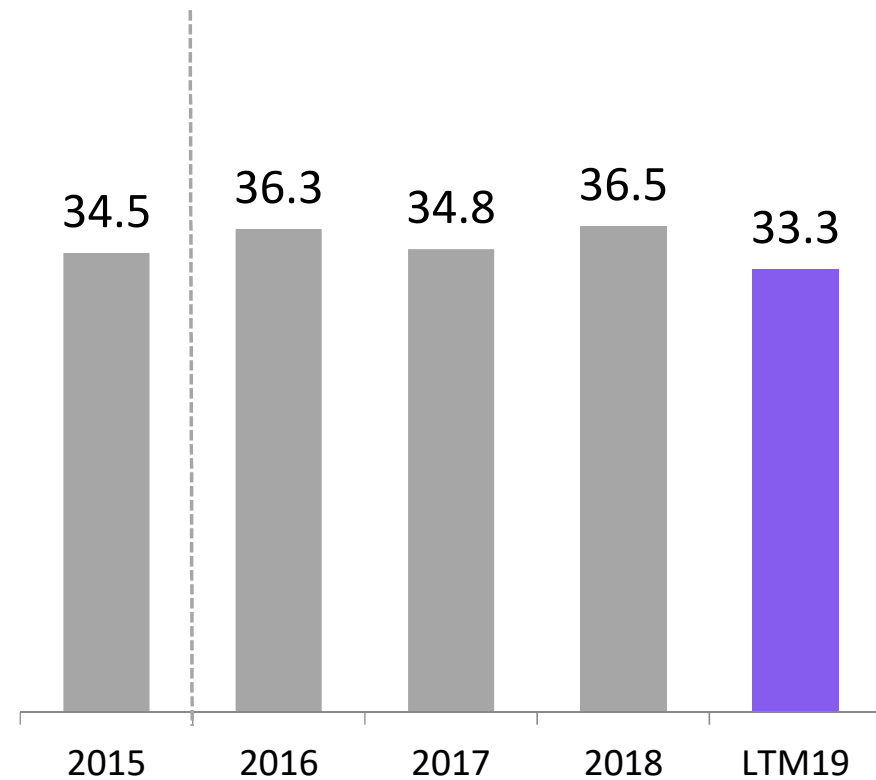
Ps. Billion

**2018e Total Media Advertising in Mexico**



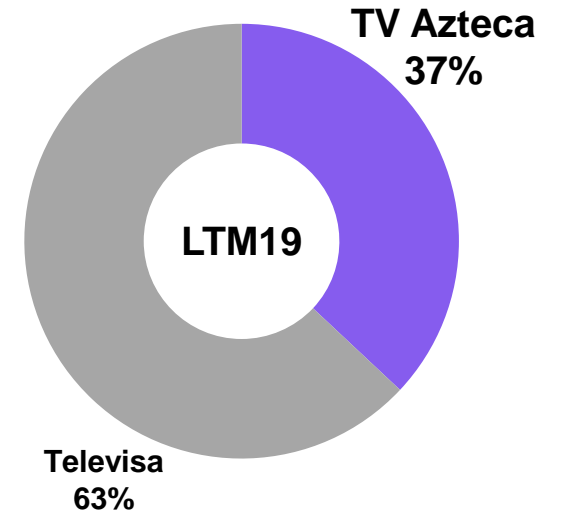
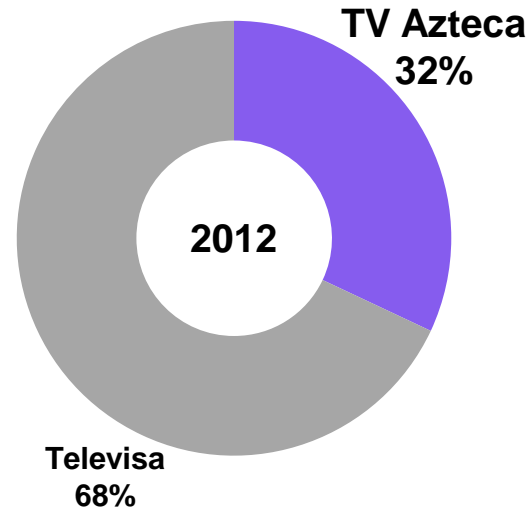
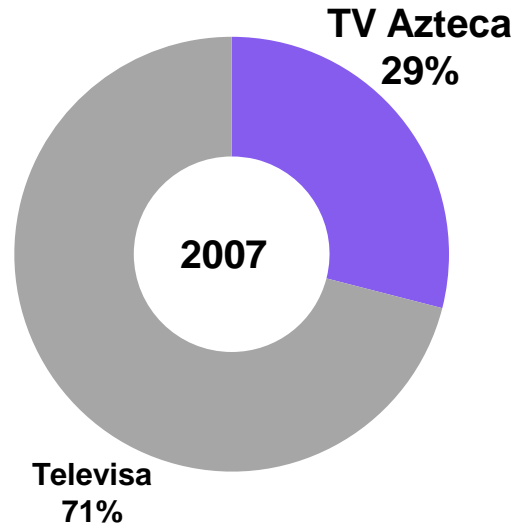
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**National Advertising Market of Two Main Broadcasters**

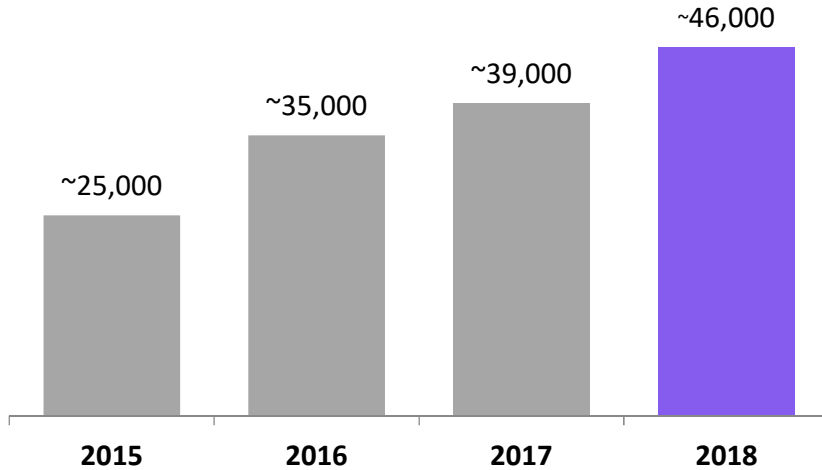


# Gaining market share from main competitor

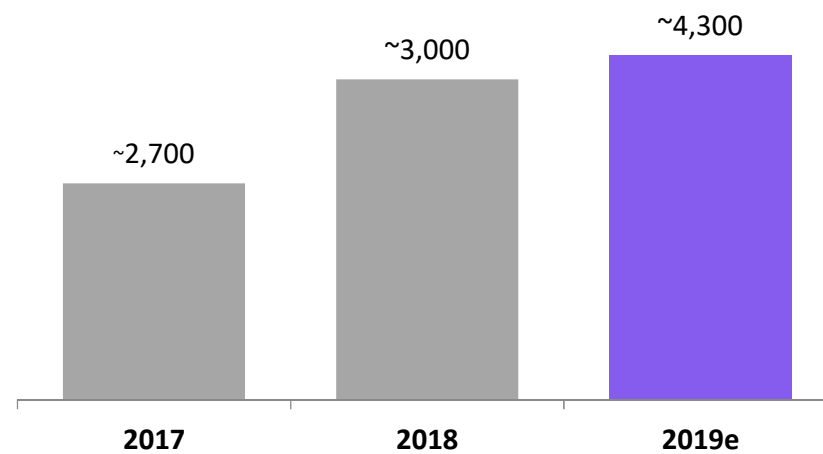
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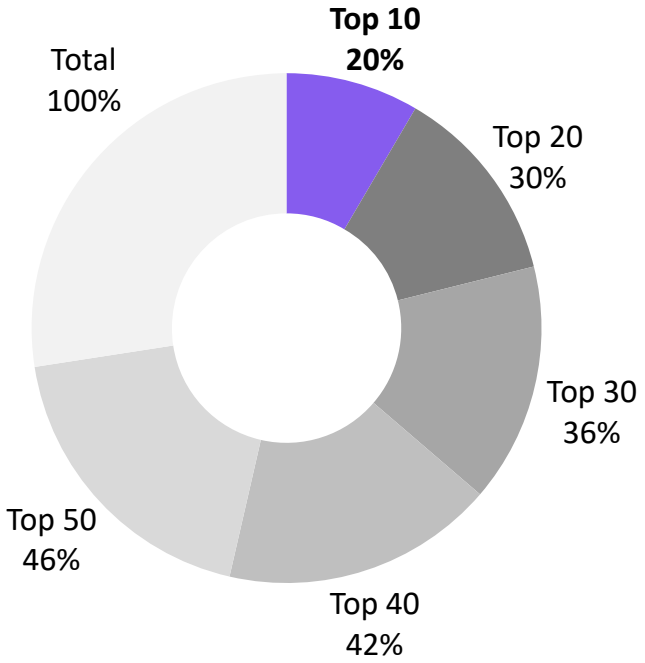


# Broad programming with premium innovative content

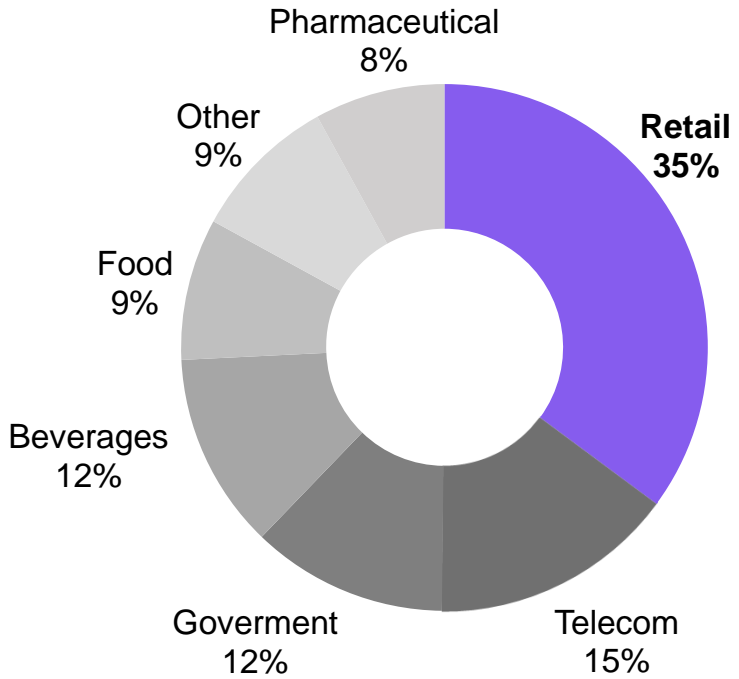


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**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



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# New clients reaching the mass market through TV Azteca

## Recent clients



## Recent digital clients

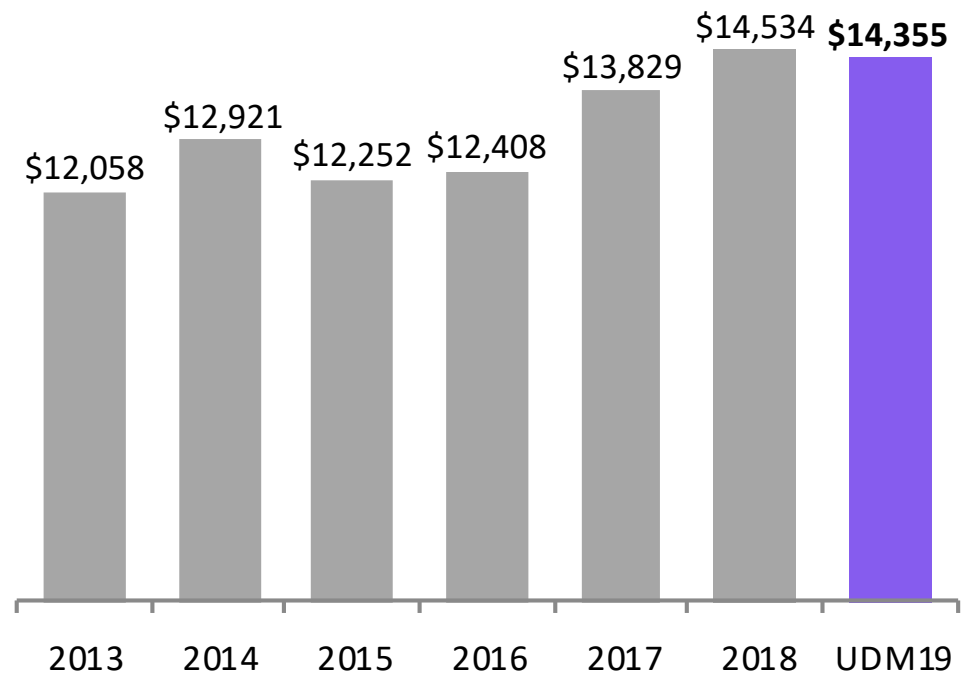


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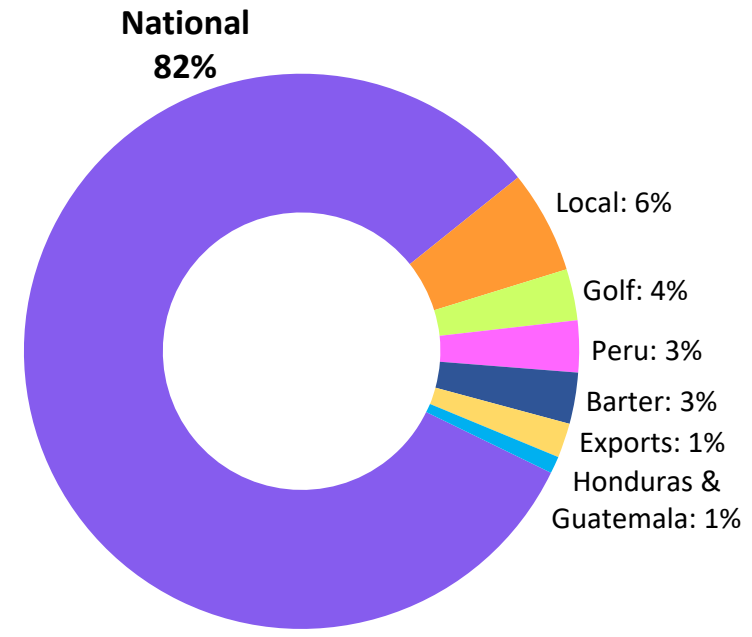


Ps. Million

## Net Sales

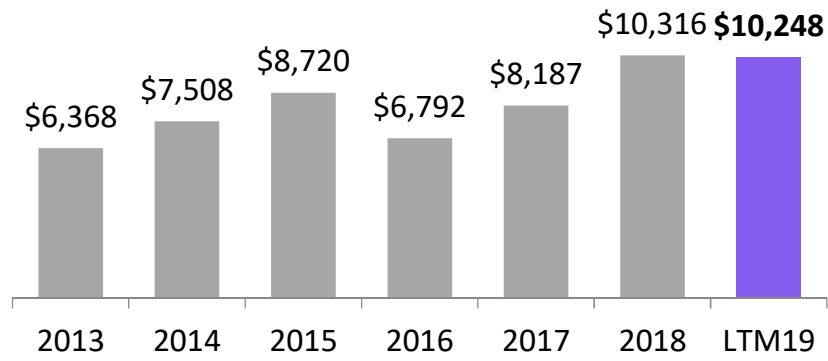


## Sales Breakdown

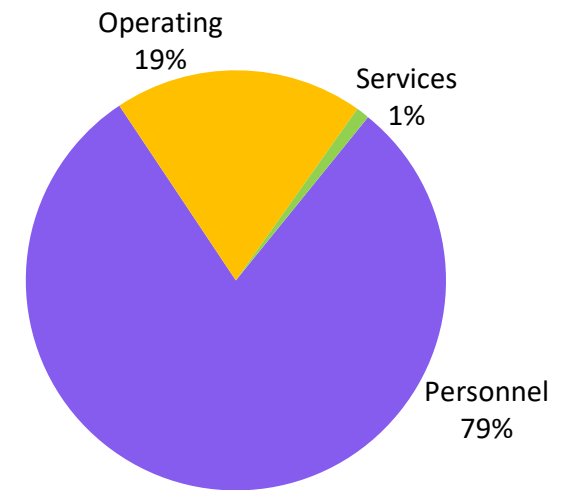
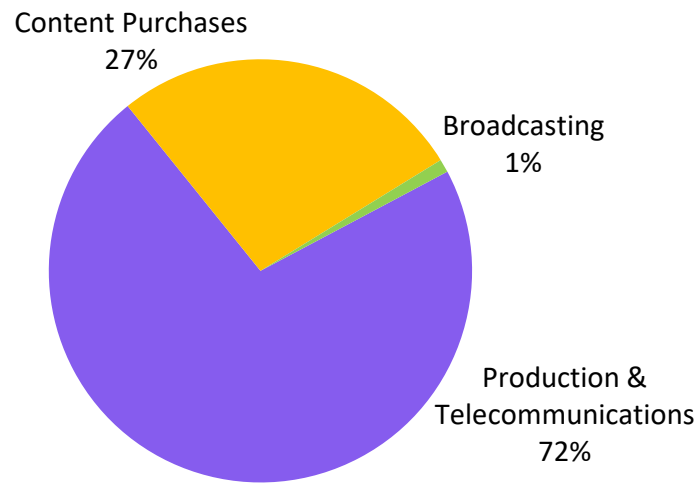
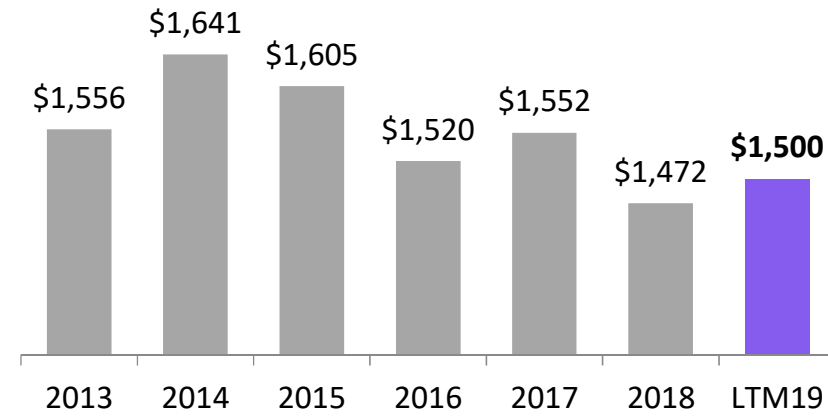




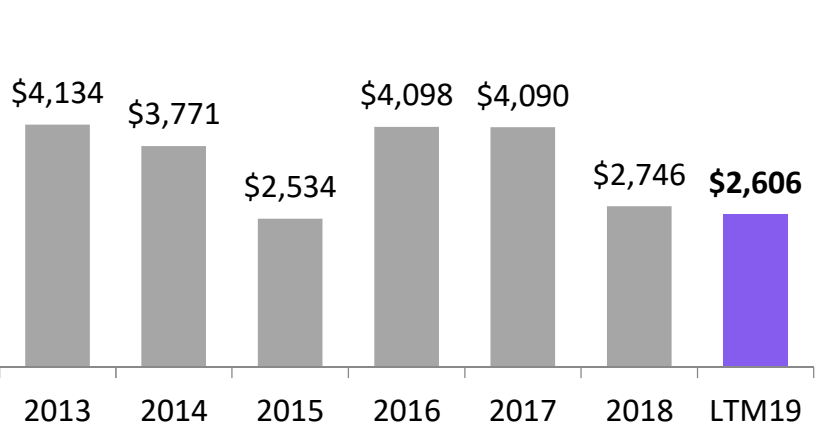
## Costs & Breakdown



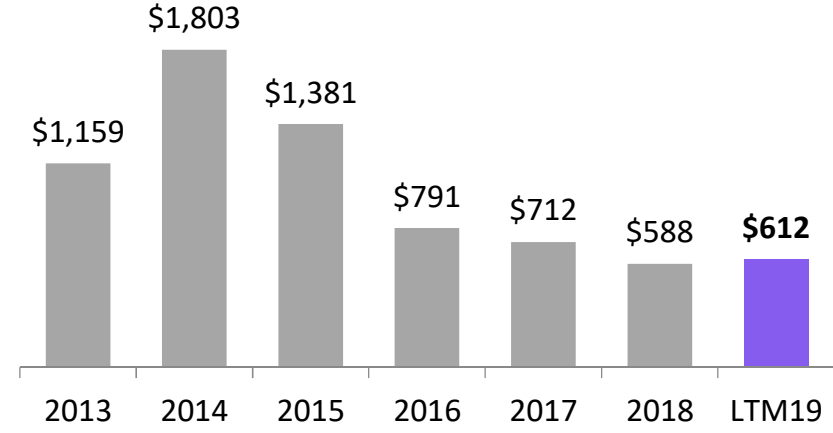
## SG&A Expenses & Breakdown



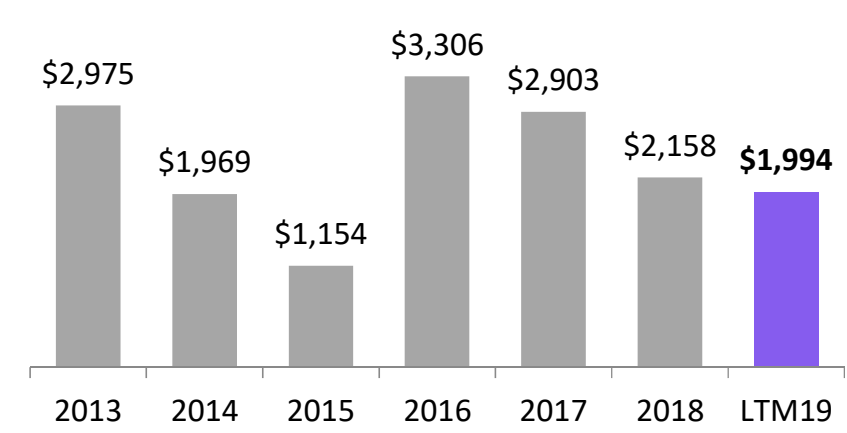
## EBITDA



## CAPEX



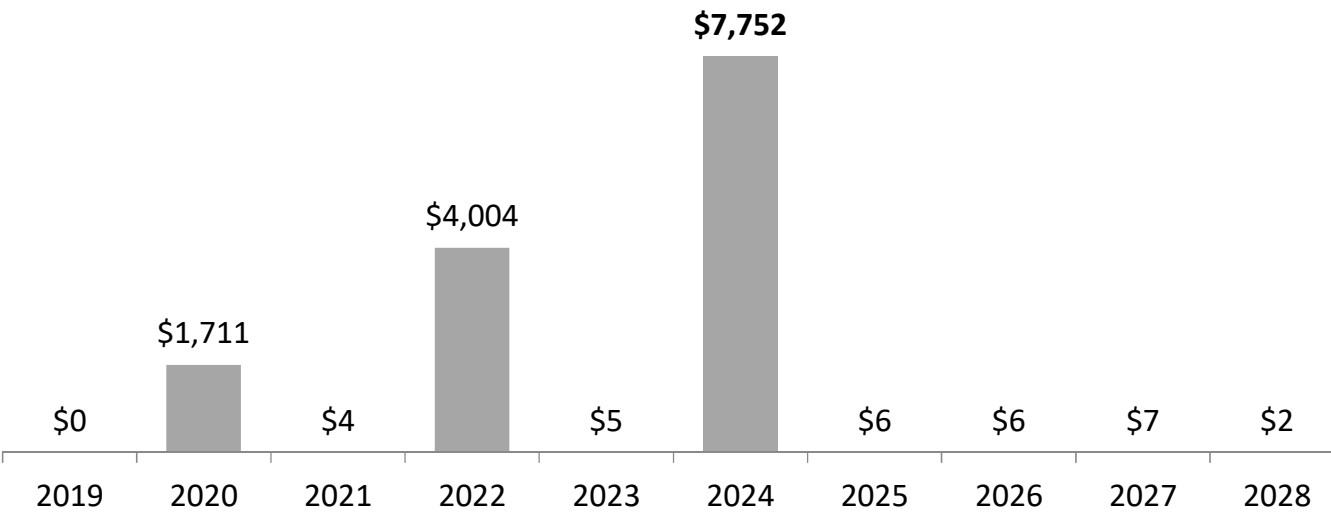
## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
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# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



May 2019



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



adn40

Q+



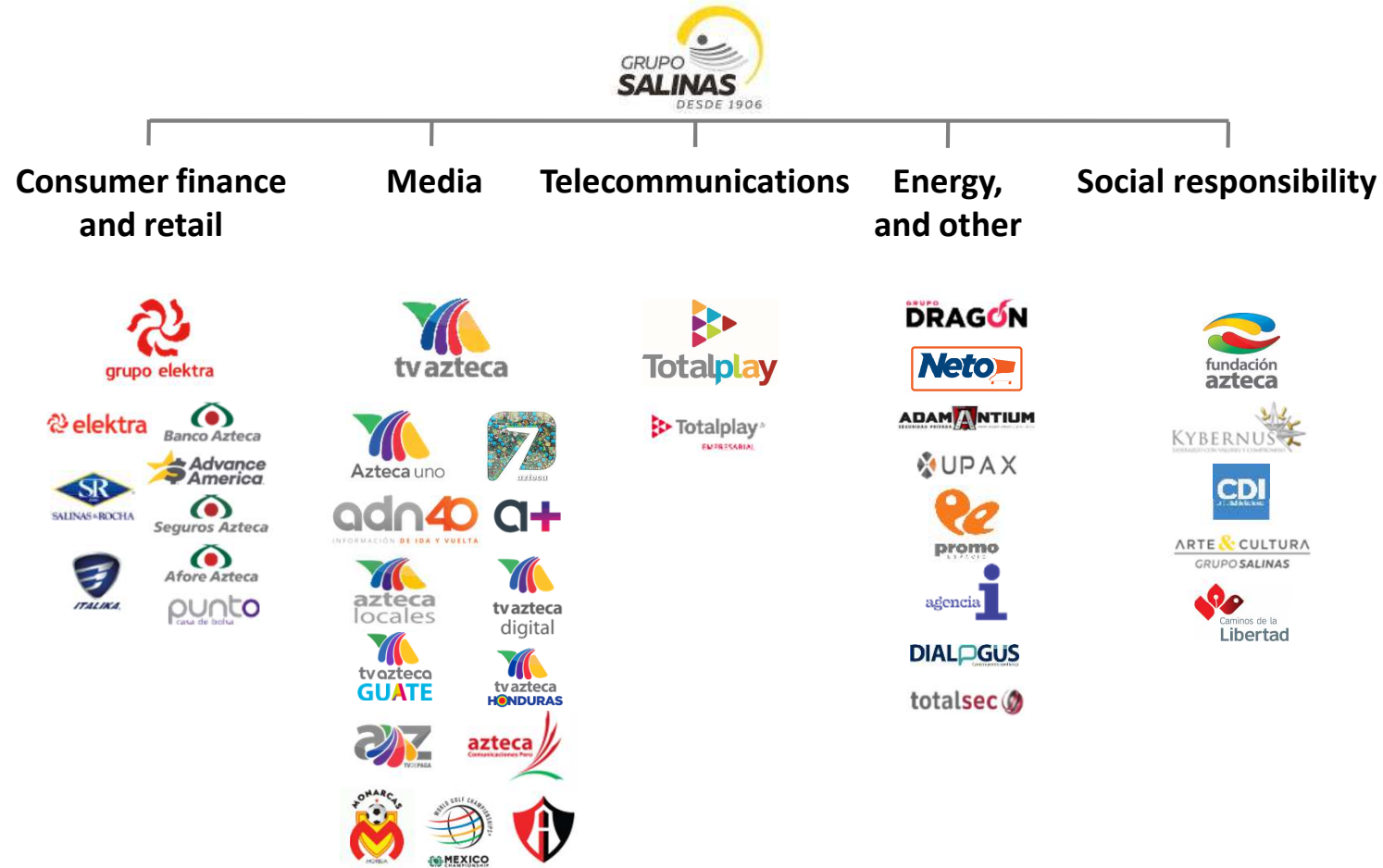
May 2019



*The following information contains or may be deemed to contain, “forward-looking statements”. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The future results of the issuer may vary from the results expressed in, or implied by, the following forward-looking statements, possibly to a material degree. TV Azteca, S.A.B. de C.V. (“Azteca” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.*

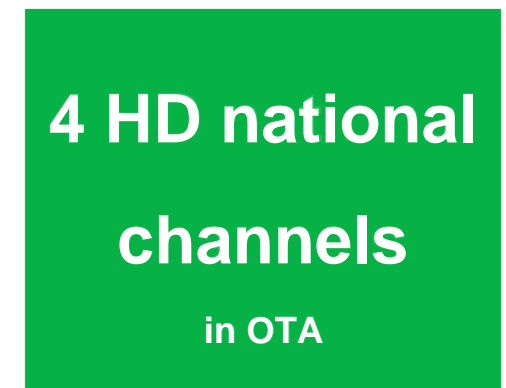
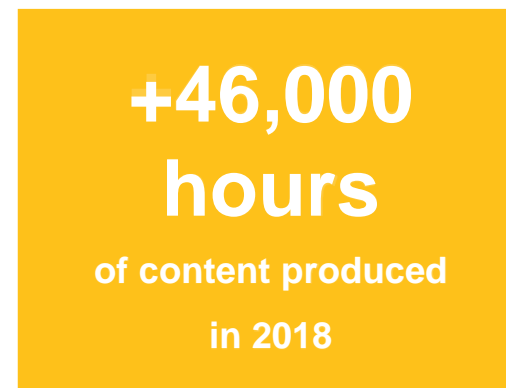
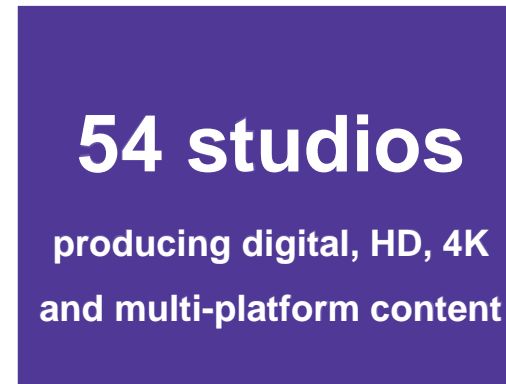
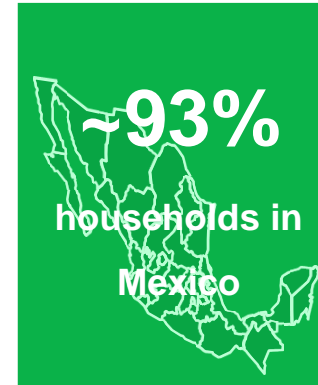
*The Notes (as defined herein) may not be publicly offered or traded in Mexico unless the same are offered or traded pursuant to the provisions of Article 8 of the Mexican Securities Market Law (Ley del Mercado de Valores) and regulations issued thereunder.*

*The information contained herein is solely the responsibility of the Company and has not been reviewed or authorized by the Mexican National Banking and Securities Commission (Comisión Nacional Bancaria y de Valores) (the “CNBV”). The terms of the offering will be notified to the CNBV for information purposes only which will not constitute a certification as to the investment quality of the Notes or the solvency of the Company.*



- ❑ More than 104,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, El Salvador, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ 93 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)





- ❑ Thrilling live content
- ❑ Productions, co-productions and entertainment programs that are realistic and speak the language of their audience



- ❑ Innovative and high quality content that includes premium fiction series and sports, among others
- ❑ Focused on contemporary families to make them think, have fun and act

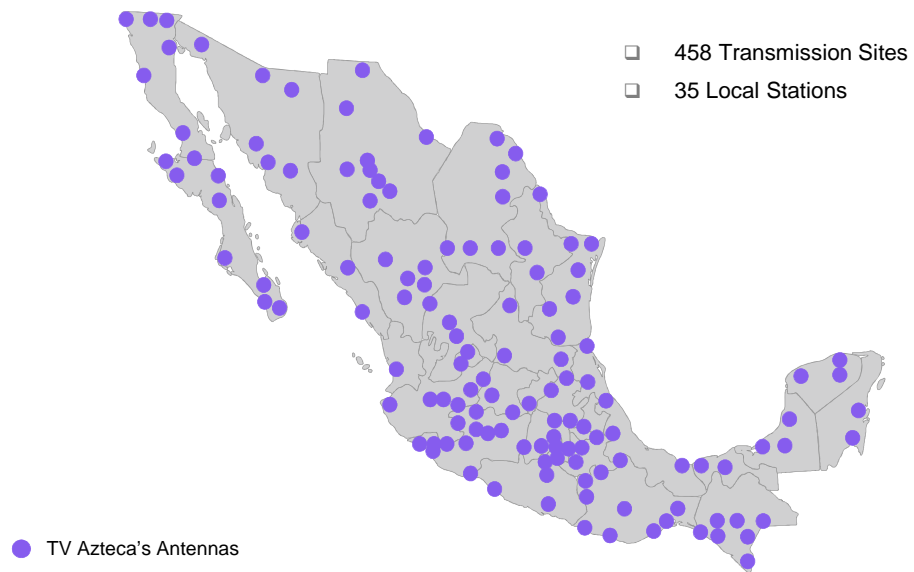


- ❑ The only news and opinion channel in Mexican broadcast television
- ❑ Dynamic visual style, interaction and conversation with audiences
- ❑ Using the latest technology in studios



- ❑ Generate greater local business opportunities through regionalization and community social service
- ❑ Have a differentiated offer to compete with local media

**One-of-a kind technology**



Notes  
1. HD national channels  
2. Broadcasting channels

# Strong market position with strategies for improved momentum

## Solid underlying business

- ❑ Content broadcast OTA television is the most efficient media to tap mass market
- ❑ Improved market share (37% share in the Mexican national OTA television market in LTM19)
- ❑ Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

## Focus on TV Azteca's core business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ Innovative, high-quality live entertainment content closer to the viewer
- ❑ New forms of production including internal, co-productions, partnerships and independent production
- ❑ Well positioned to benefit from Internet growth through diverse platform offerings

## Strengthening capital structure

- ❑ Continued debt reduction, 12% lower in comparison to December 31, 2015
- ❑ Prepaid its credit of US\$92 million, due in 2020, with American Tower Corporation
- ❑ Lower foreign currency exposure: From 100% at the end of 2015, to 57% as of March 2019
- ❑ Foreign exchange and interest rate coverage
- ❑ Improved maturity profile

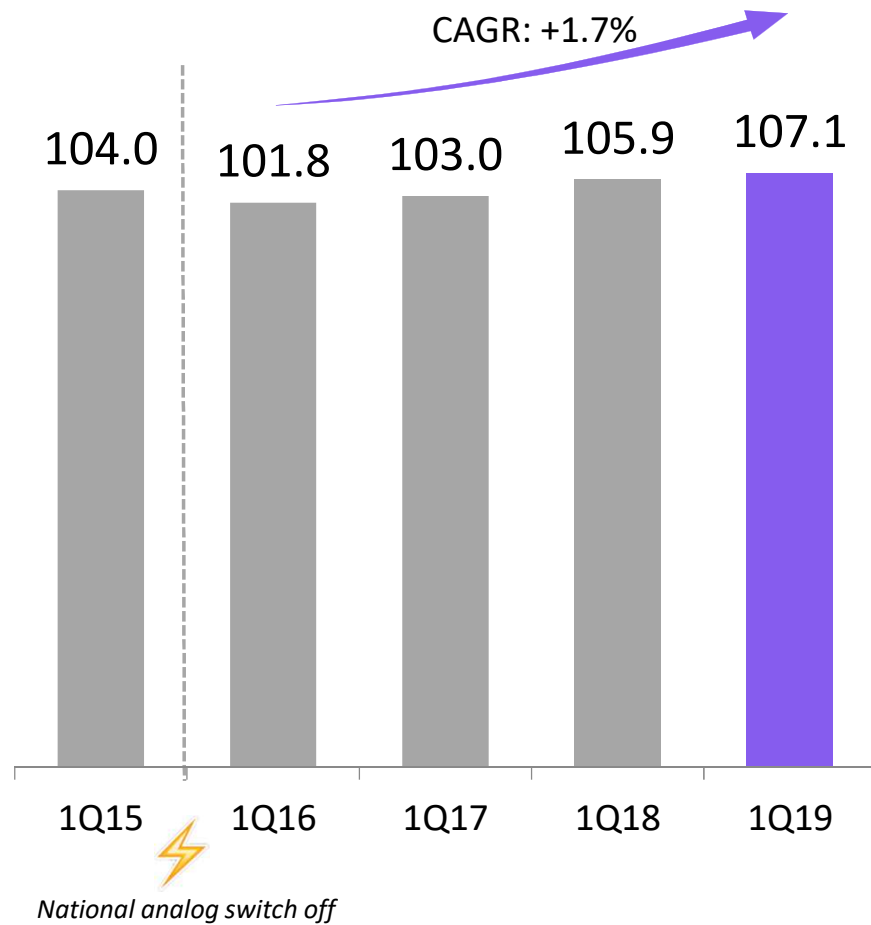
## Divestiture from nonstrategic assets

- ❑ Sale of Azteca America to HC2 Network Inc.
- ❑ Analyzing strategy of Peru fiber optic operations

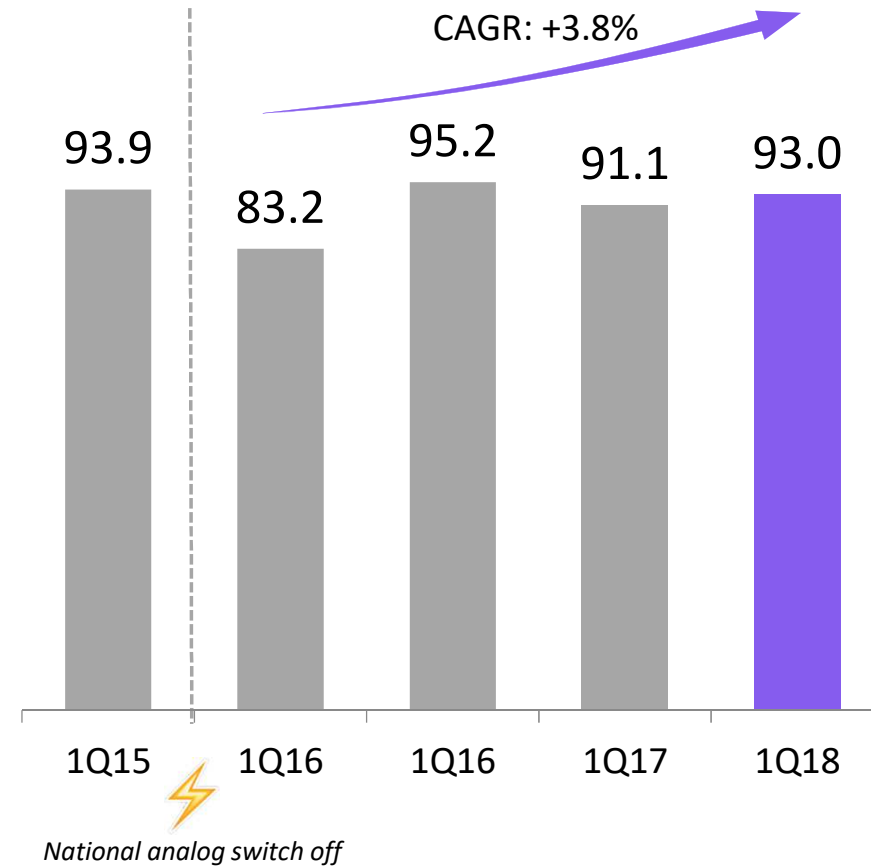
# Rising OTA TV viewership

Millions of people monthly

**Mexico's Total Viewership**



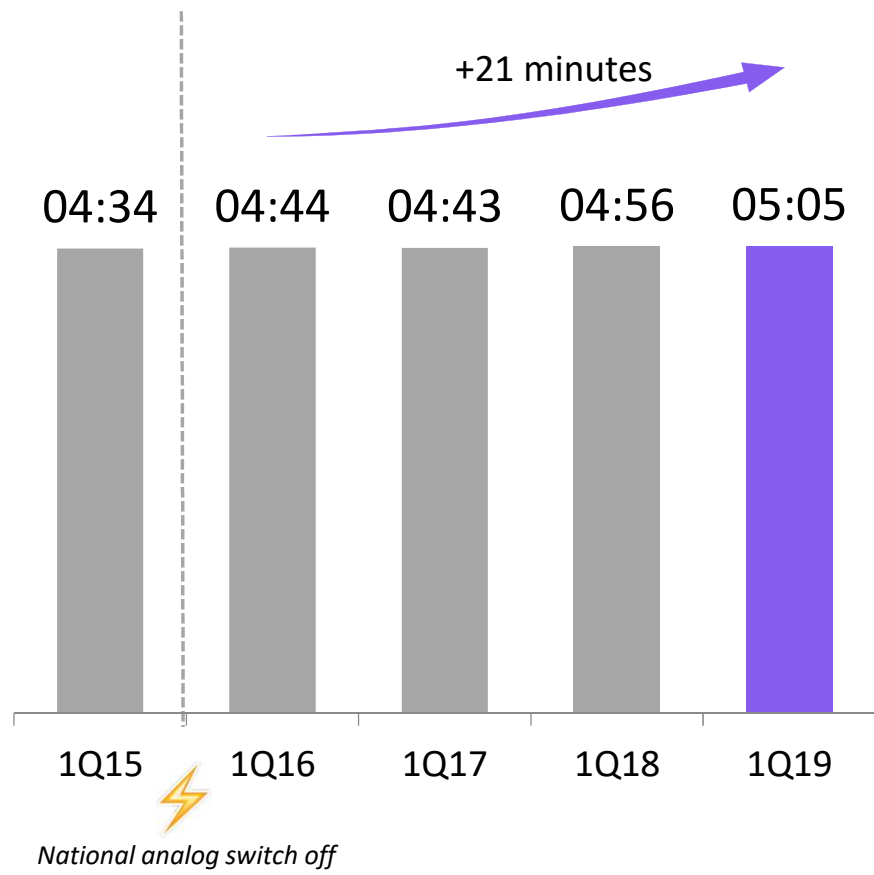
**TV Azteca's Total Viewership**



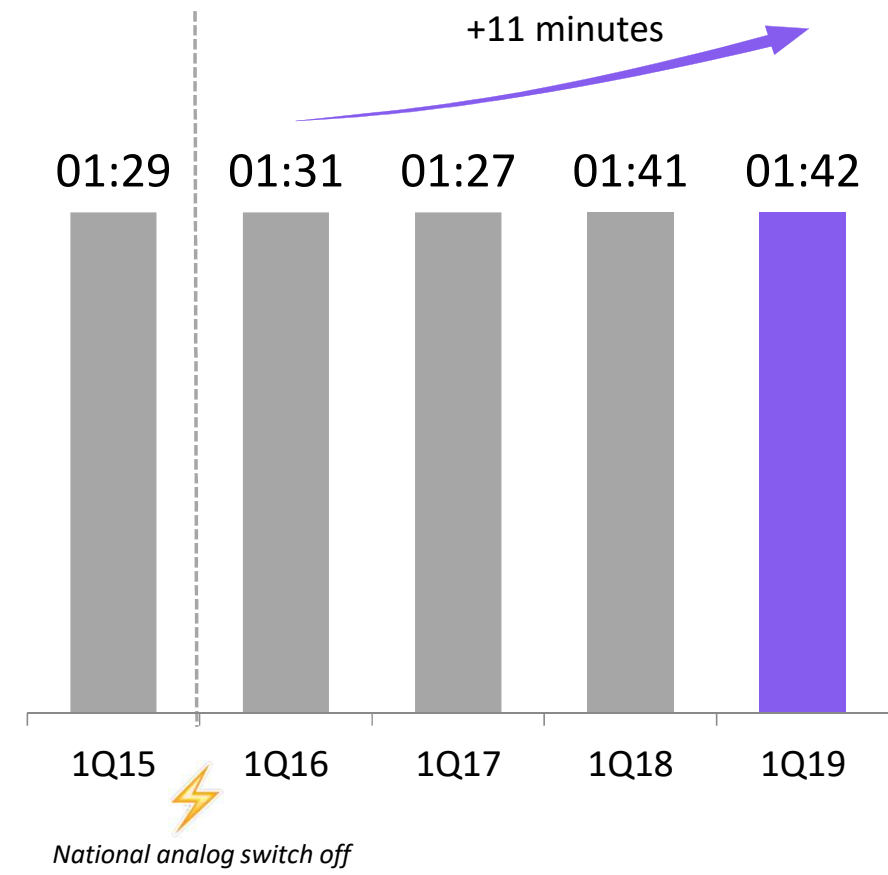
# Time spent watching OTA TV is also increasing

Daily Hours per household

## Mexico



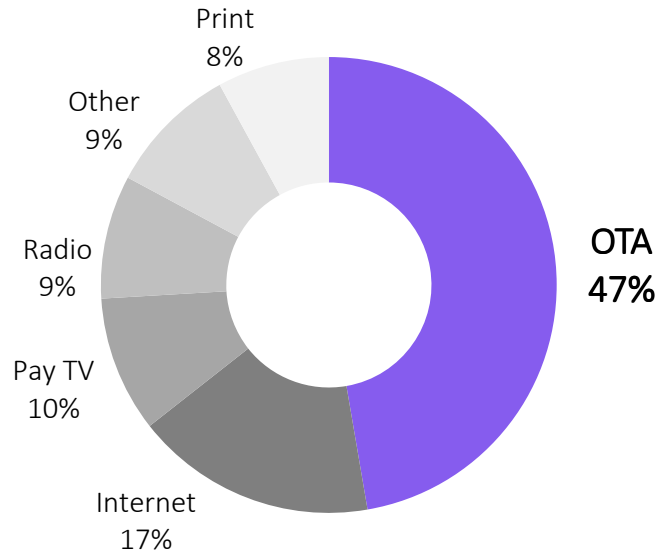
## TV Azteca



# OTA TV advertising market continues to grow

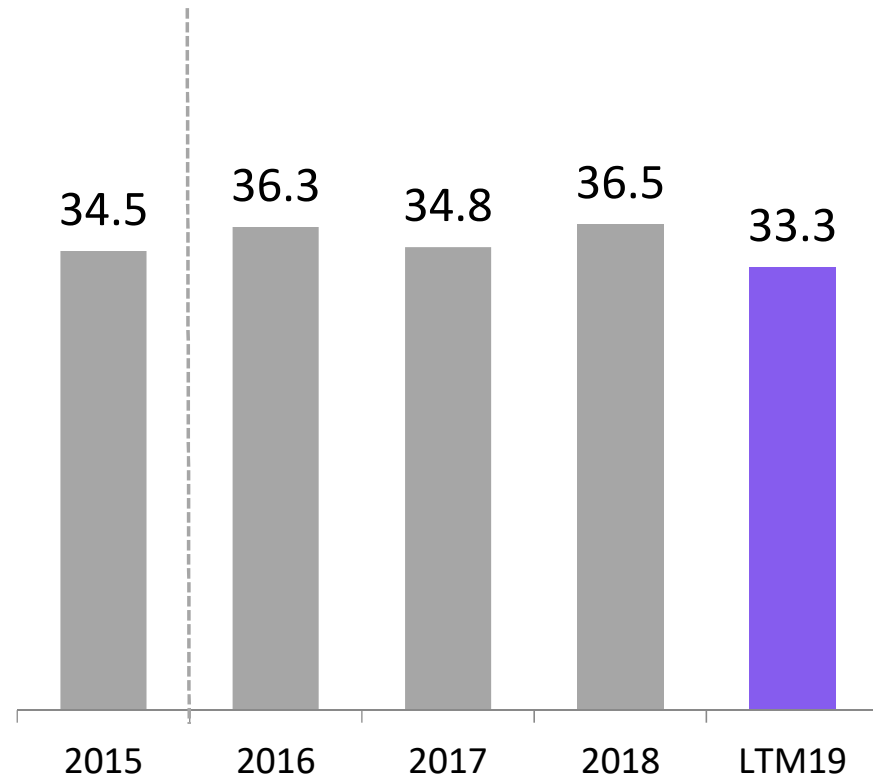
Ps. Billion

**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**

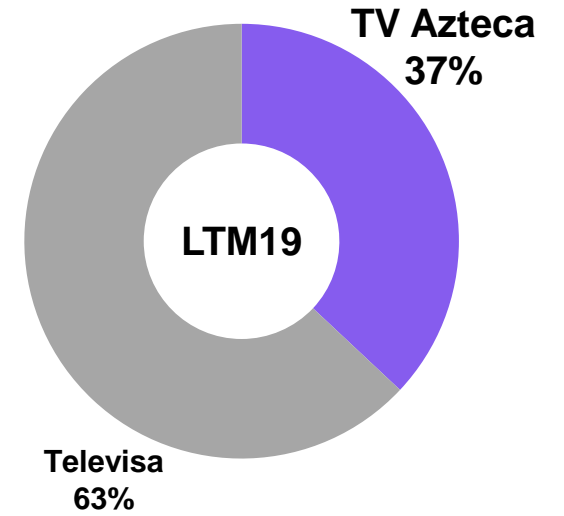
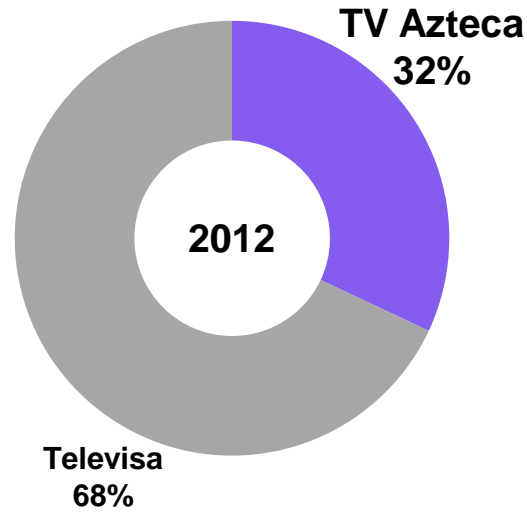
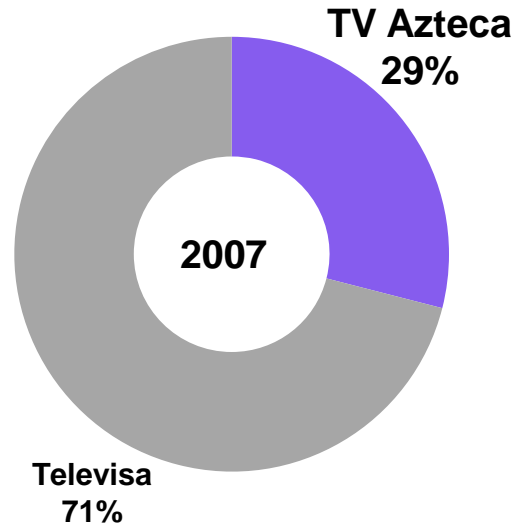
**National Advertising Market of Two Main Broadcasters**



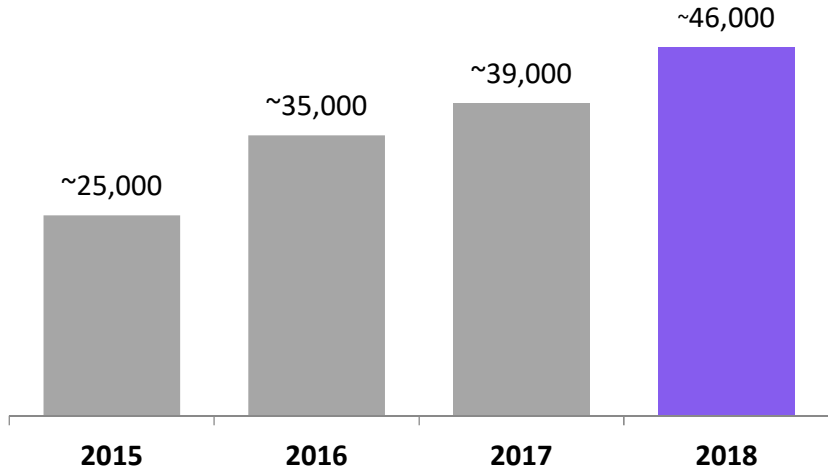


# Gaining market share from main competitor

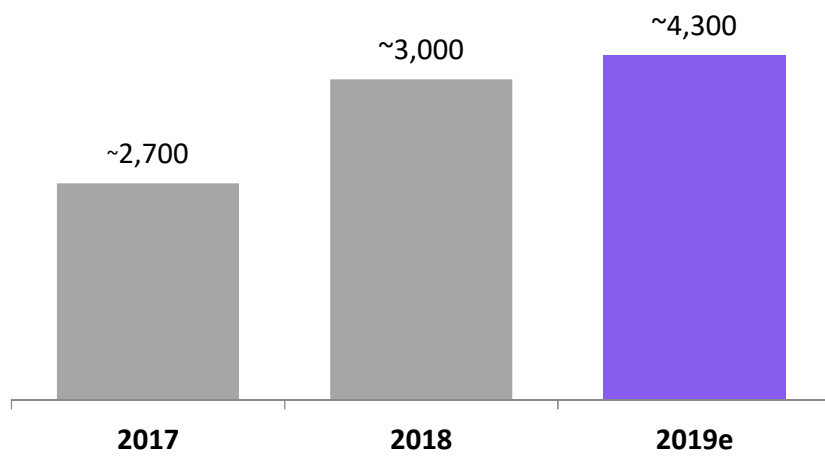
*OTA National Television Market Share in Mexico*



*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*

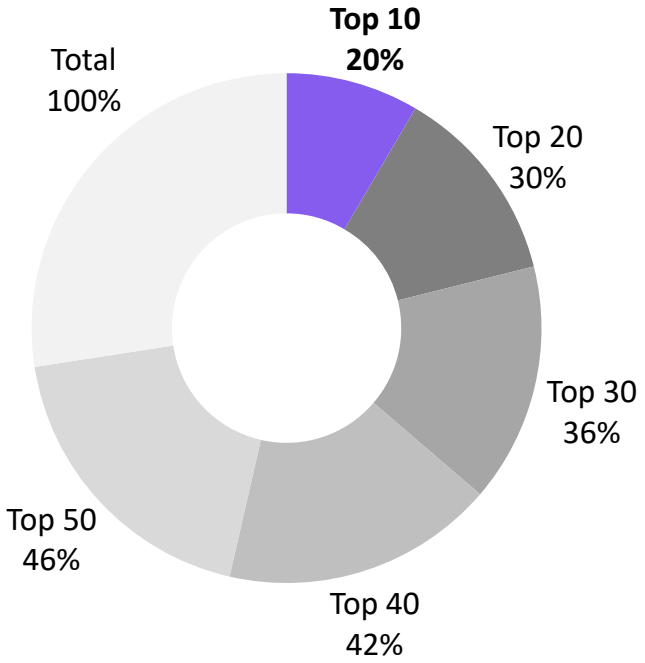


# Broad programming with premium innovative content

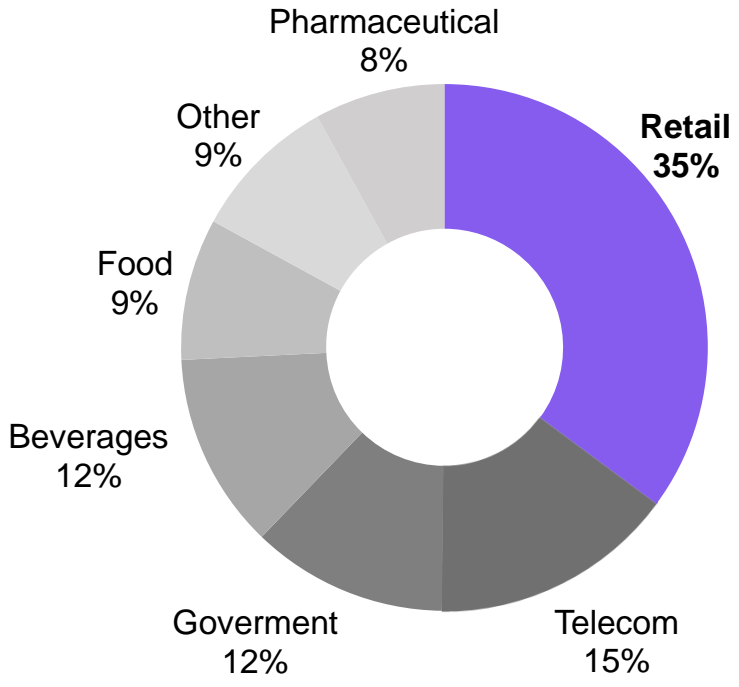


# Driving diverse, high-quality client base

**Share of Sales by Client (LTM19)**



**Share of Sales by Industry (LTM19)**



- ❑ 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



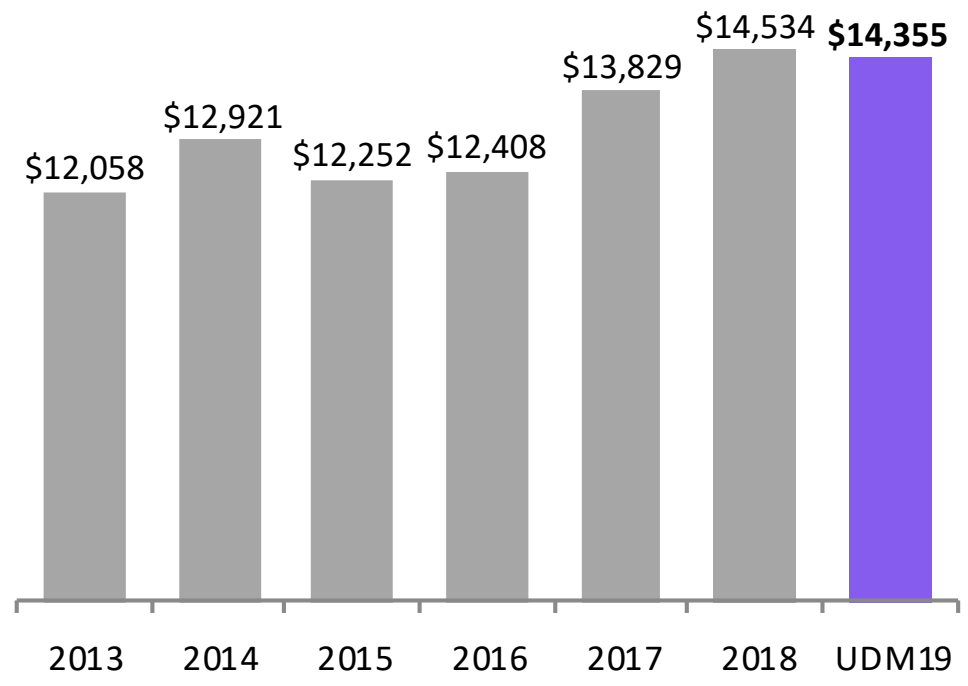
## Recent digital clients



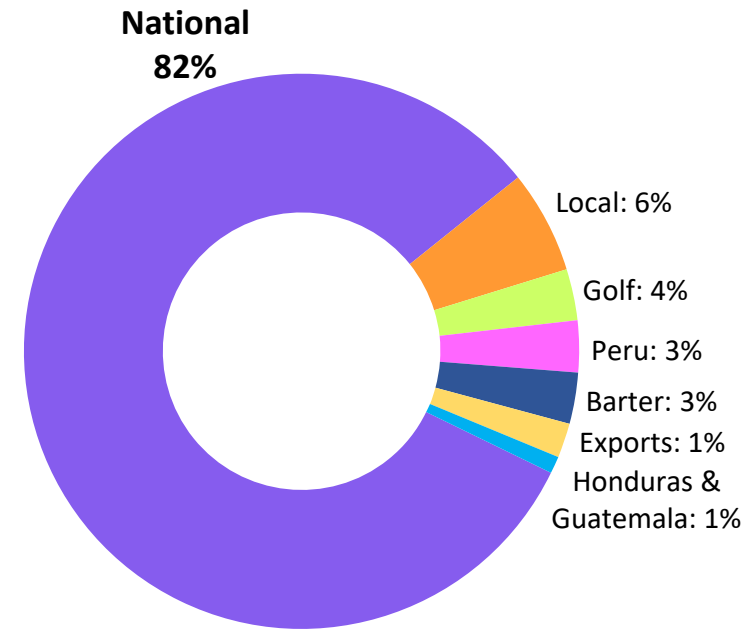
- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- ❑ The digital team develops second screen experiences, exclusive coverages before and after major sporting and entertainment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



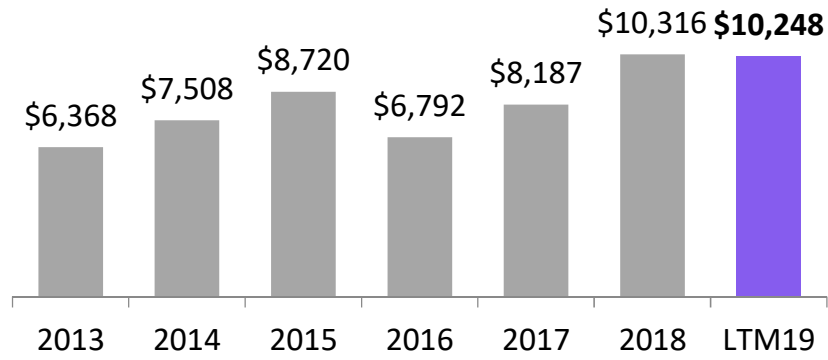
## Net Sales



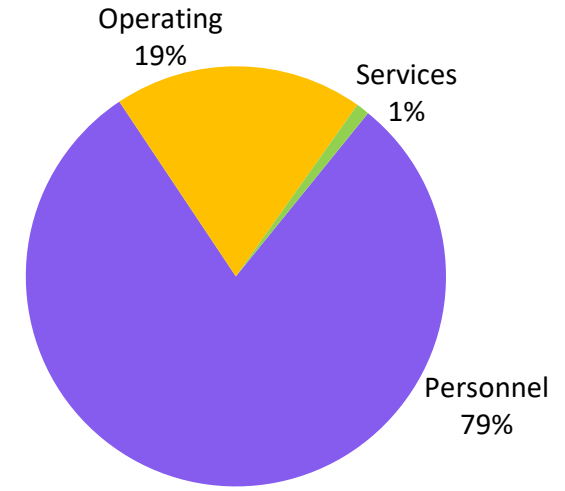
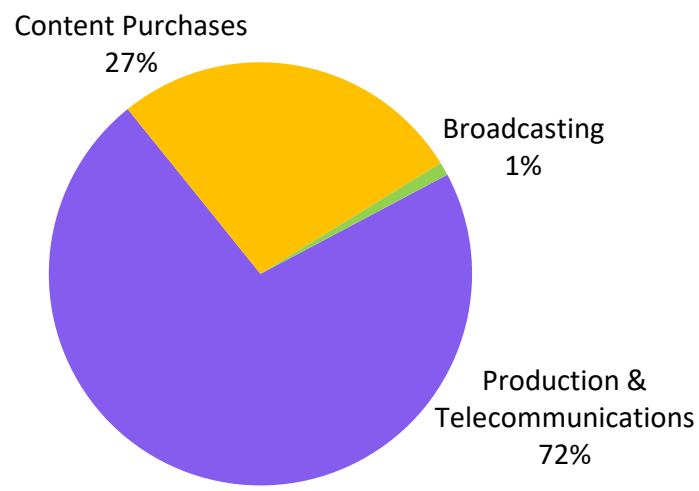
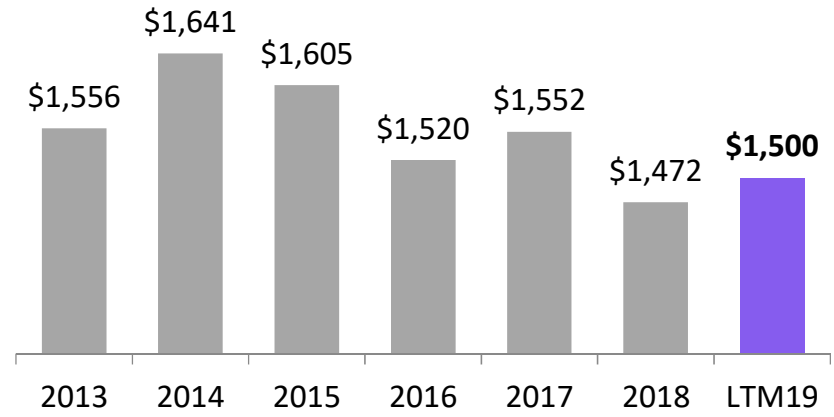
## Sales Breakdown



## Costs & Breakdown

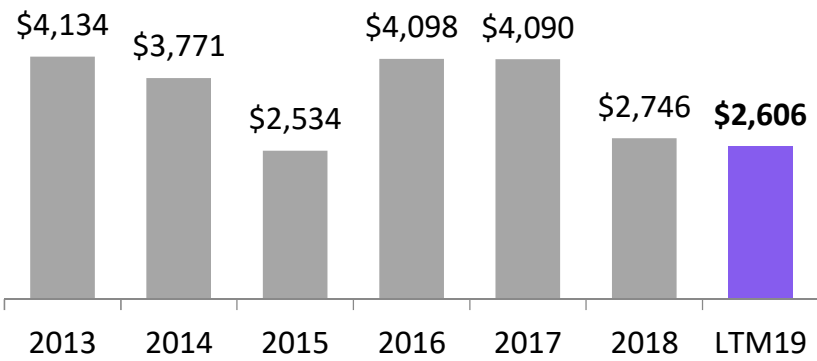


## SG&A Expenses & Breakdown

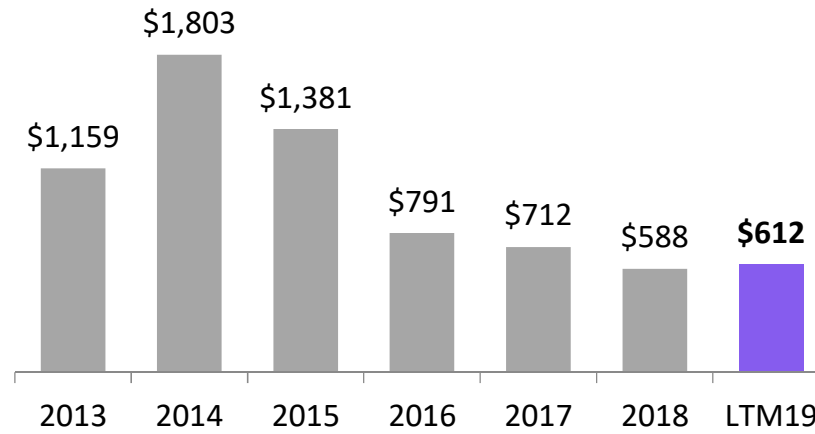




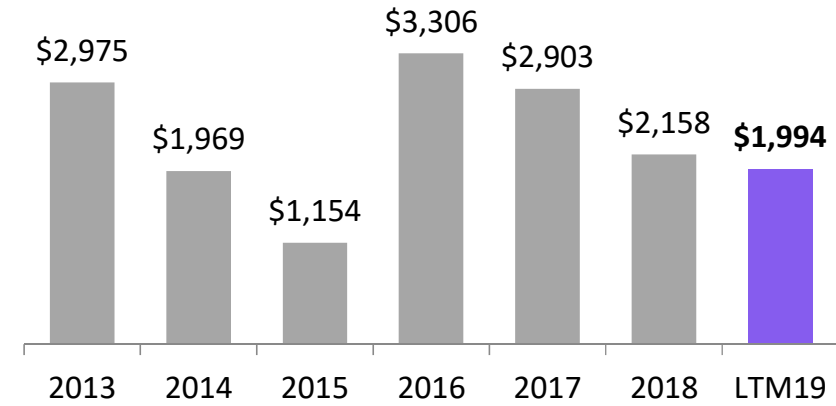
## EBITDA



## CAPEX

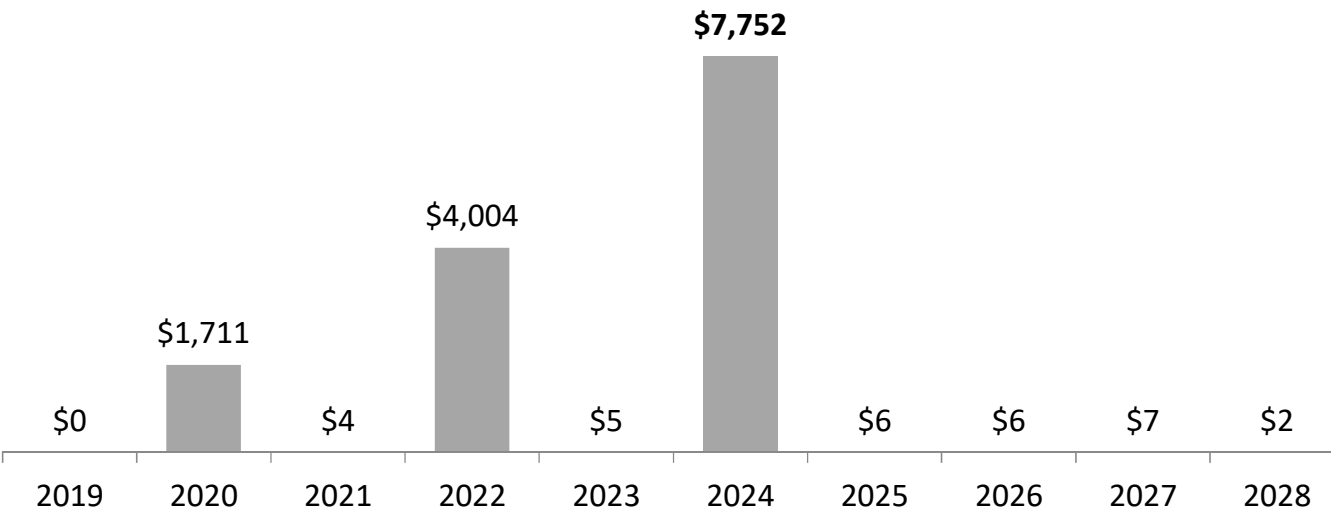


## Cashflow<sup>1</sup>



# Debt profile and structure

Ps. Million



	Amount	Rate	Due date
Senior Notes US\$400 <sup>1*</sup>	\$7,752	8.25%	09/08/2024
CEBURES <sup>2</sup>	\$4,000	TIIIE+2.9%	20/09/2022
Banco Azteca	\$1,709	TIIIE+2%	09/03/2020
Private	\$36	10.50%	04/05/2028

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