



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40



tv azteca  
internacional

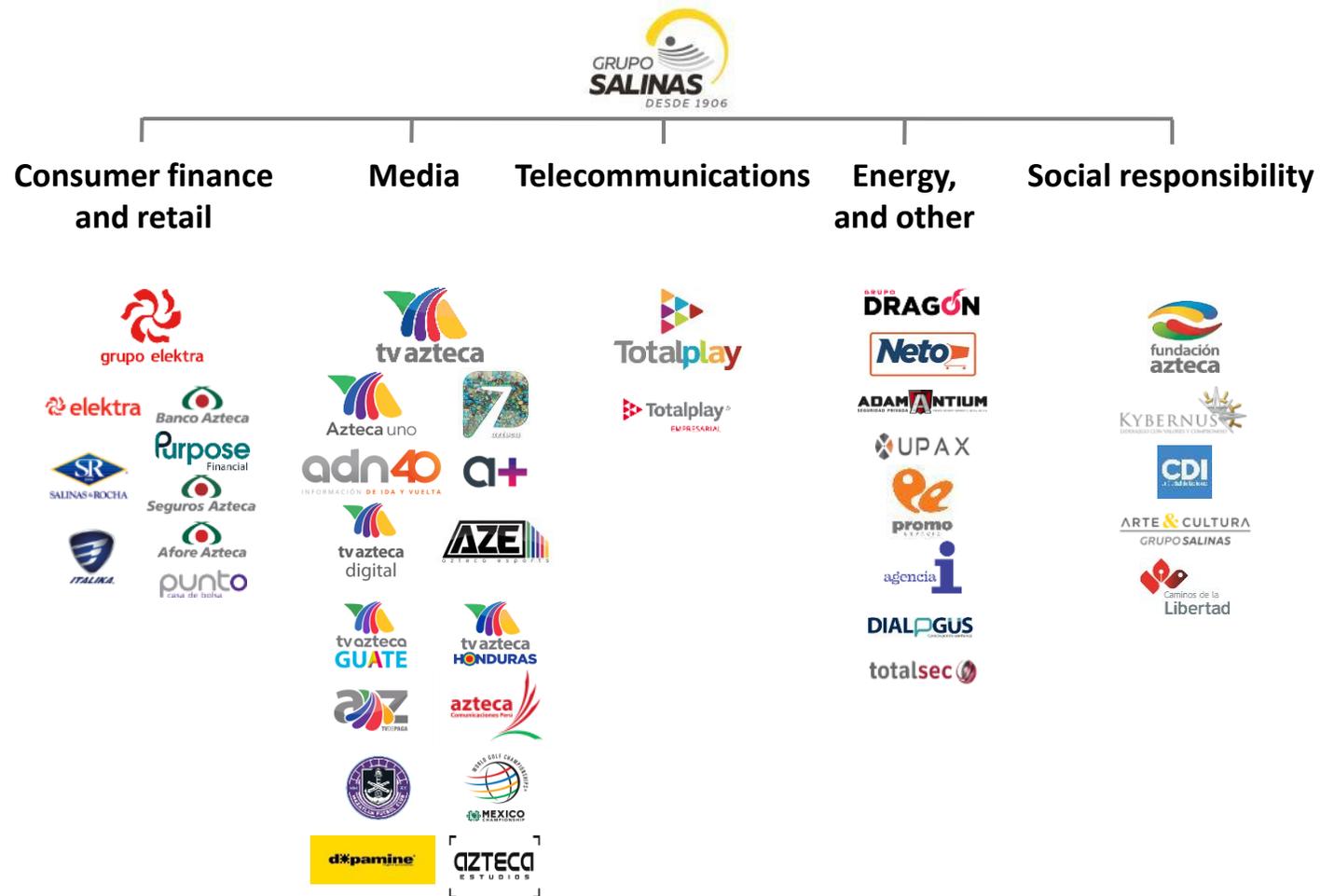


tv azteca  
digital

*This Presentation makes reference to certain non-IFRS measures. These non-IFRS measures are not recognized measures under IFRS, do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. These measures are provided as additional information to complement IFRS measures by providing further understanding of TV Azteca, S.A.B de C.V.'s ("TV Azteca", "Azteca" or the "Company") results of operations from a management perspective. Accordingly, they should not be considered in isolation nor as a substitute for analysis of TV Azteca's financial information reported under IFRS.*

#### *Forward-Looking Statements*

*This Presentation contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "plan," "believe," "estimate," "expect," "strategy," "should," "will," "seek," "forecast," and similar references to future periods. Examples of forward-looking statements include, among others, statements concerning the Company's business outlook, future economic performance, anticipated profitability, revenues, expenses, or other financial items, market share, market growth rates, market demand, product or services growth. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are estimates that reflect the best judgment of TV Azteca's management based on currently available information. Because forward-looking statements relate to the future, they involve a number of risks, uncertainties and other factors that are outside of its control and could cause actual results to differ materially from those stated in such statements. Therefore, you should not rely on any of these forward-looking statements. All forward-looking statements are based on information available to TV Azteca on the date of this Presentation and TV Azteca assumes no obligation to update such statements, whether as a result of new information, future developments or otherwise, except as required by law.*



- ❑ More than 116,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ Close to 87 million viewers per month
- ❑ **One of the largest two producers of Spanish language television content in the world**
  - ❑ Content has been sold in over 100 countries, as well as to OTTs
  - ❑ Broadcasts in Mexico, Guatemala, Honduras
  - ❑ Listed in the Mexican Stock Exchange (BMV) and in Spain (Latibex)



**~93%**  
 households in  
 Mexico

**27**  
**years**  
 broadcasting  
 TV

**31%** OTA  
 national market  
 share in 2020

**54 studios**  
 producing digital, HD, 4K  
 and multi-platform content

**Top 20 most  
 valuable  
 brands** in Mexico

**~20,000  
 hours**  
 of content produced  
 in 2020

**4 HD national  
 channels**  
 in OTA

## Strong market position with strategies for improved momentum



Focus on TV

Azteca's

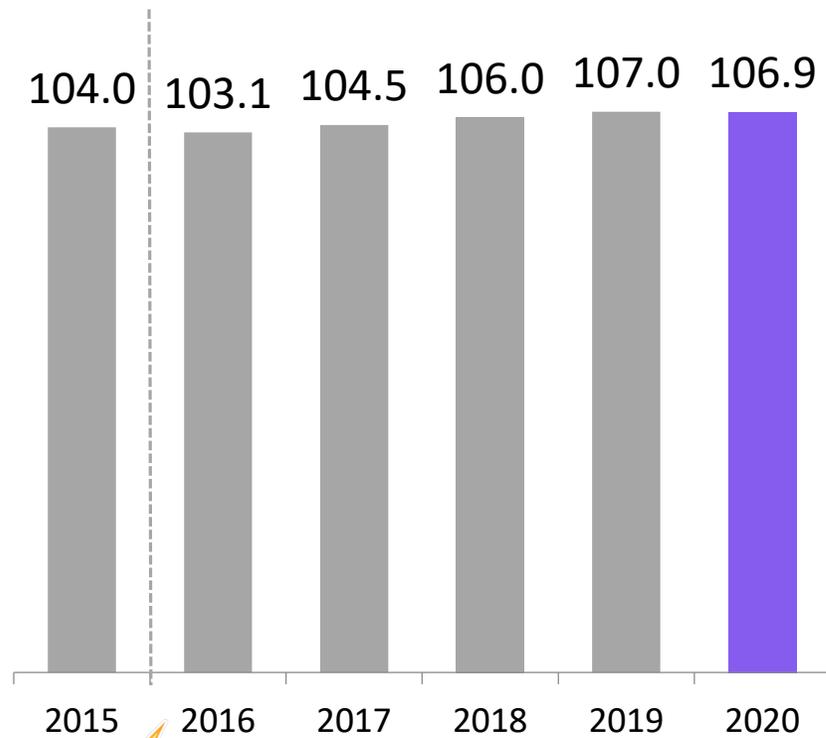
core business

- ❑ **Azteca uno:** Live entertainment programs, attached to reality and in the original language of the audience. Focused on those who make decisions at home.
- ❑ **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 gaming and esports market.

# Rising OTA TV viewership

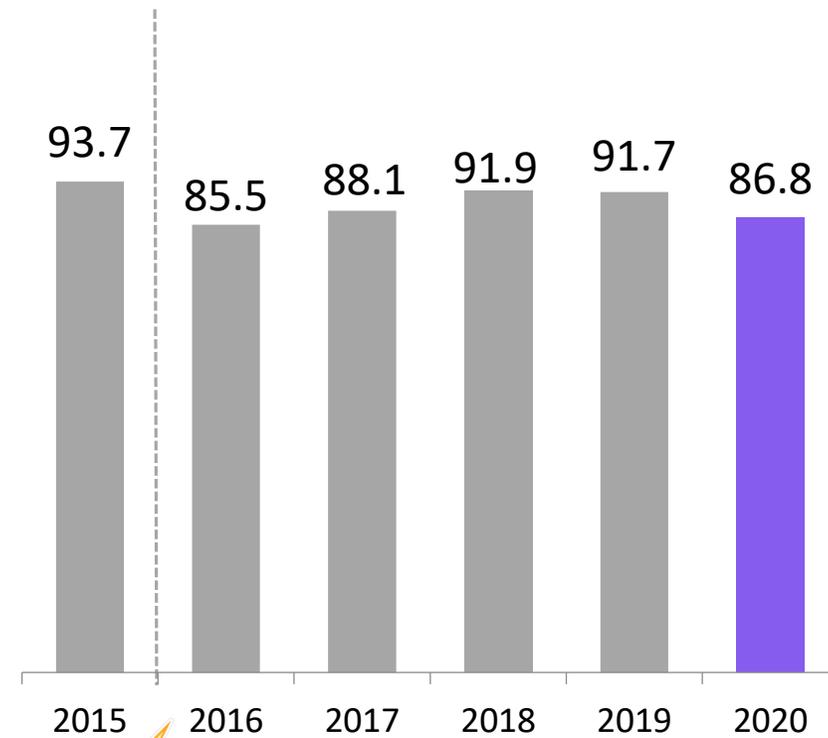
Millions of people monthly

**Mexico's Total Viewership**



National analog switch off

**TV Azteca's Total Viewership**

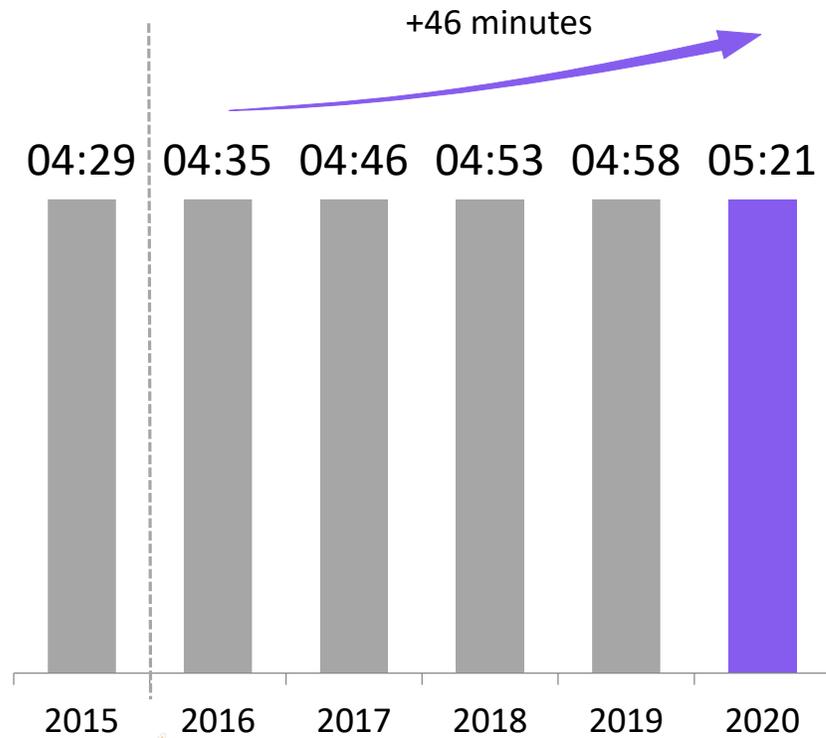


National analog switch off

# Time spent watching OTA TV is also increasing

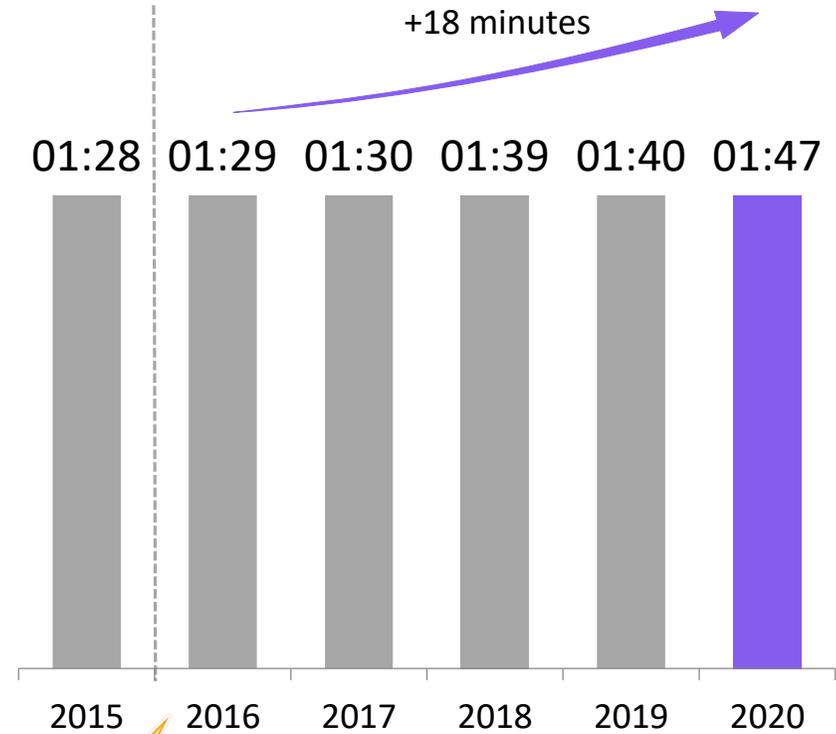
Daily Hours per household

## Mexico



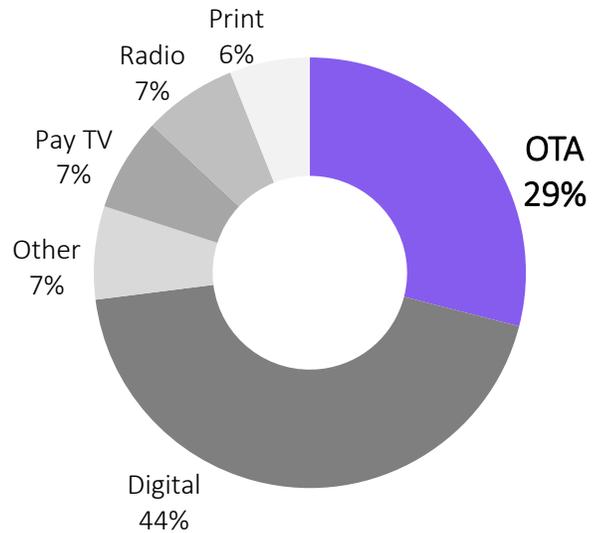
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## TV Azteca



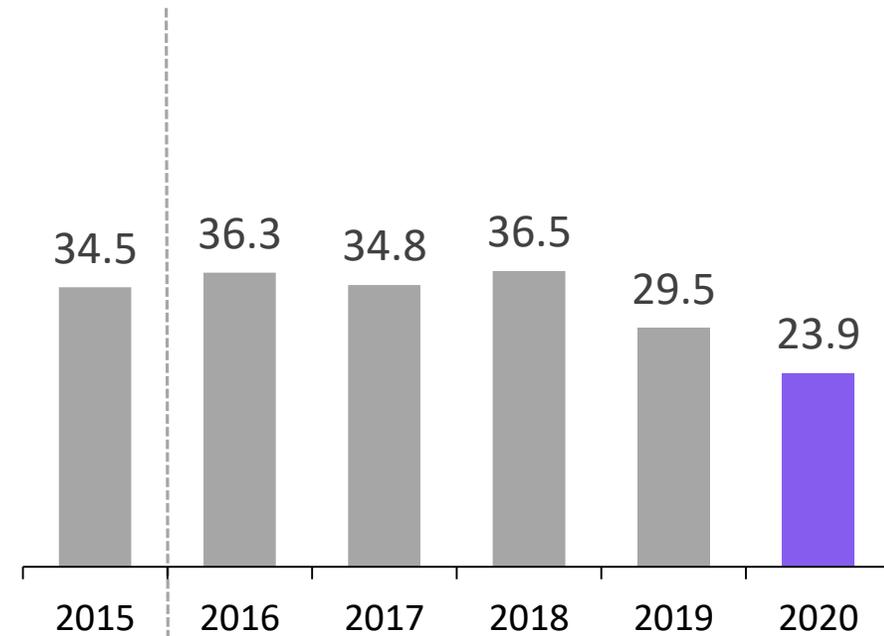
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## Estimated 2020 Total Media Advertising in Mexico



- Advertising spend in Mexico is ~Ps\$ 81 Bn or 0.4% of Mexican GDP
- In the US, it represents 1.1% of US GDP

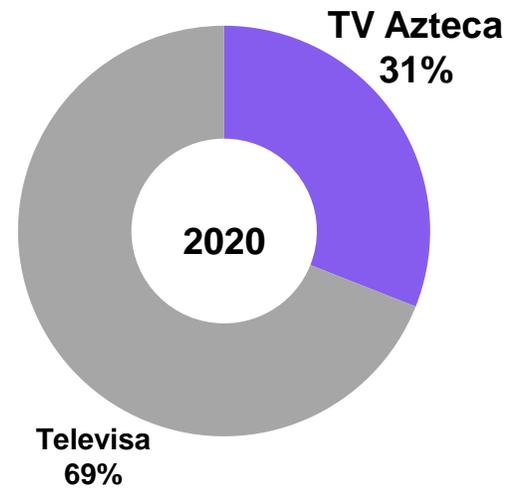
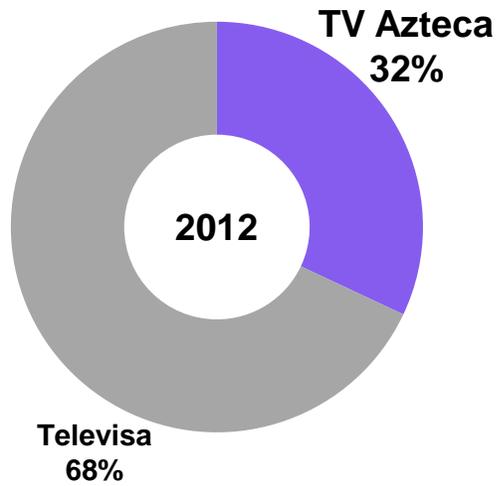
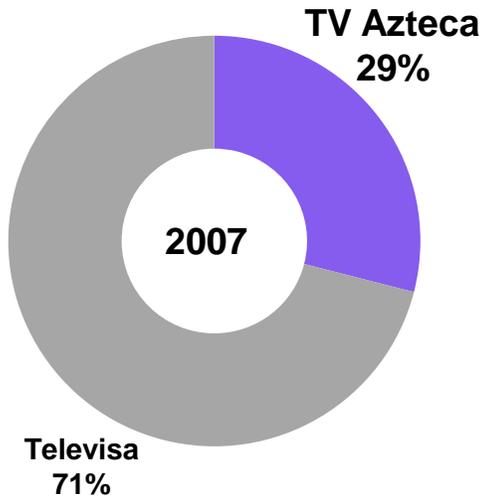
## National Advertising Market of Two Main Broadcasters



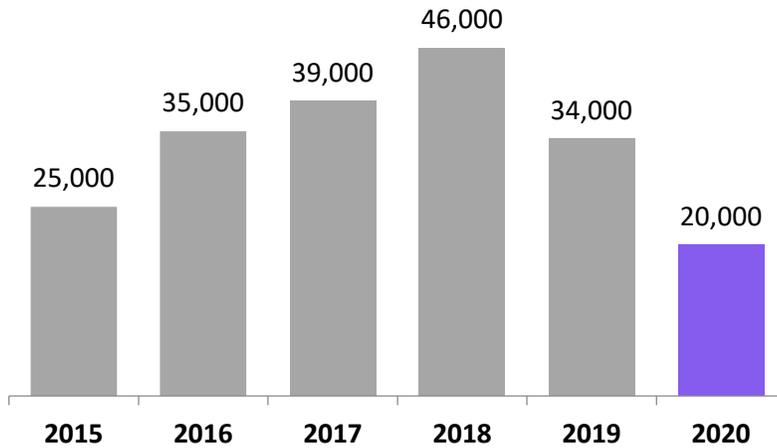
  
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Source: Advertising Expenditure Forecasts with Company's estimates  
 OTA calculated with published financial statements of companies as of December 31, 2020  
 - Others refers to billboards and external advertising, and cinema  
 \* Figures of Televisa and TV Azteca as of December 31, 2020; Imagen TV not included for being privately held

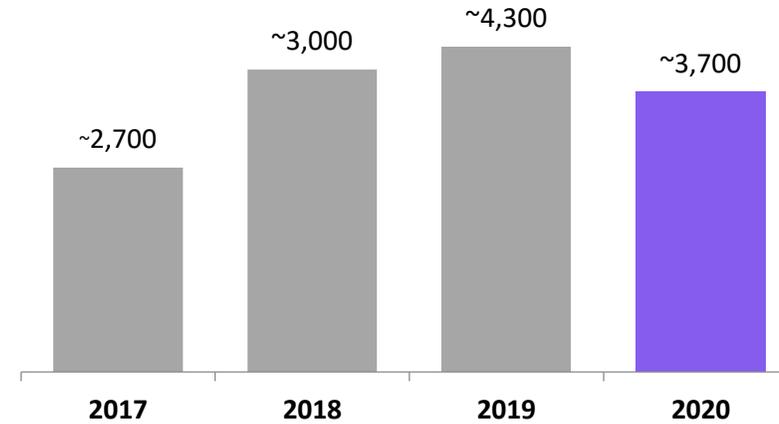
*OTA National Television Market Share in Mexico*



*Internally produced hours of content*



*Production of live entertainment hours*



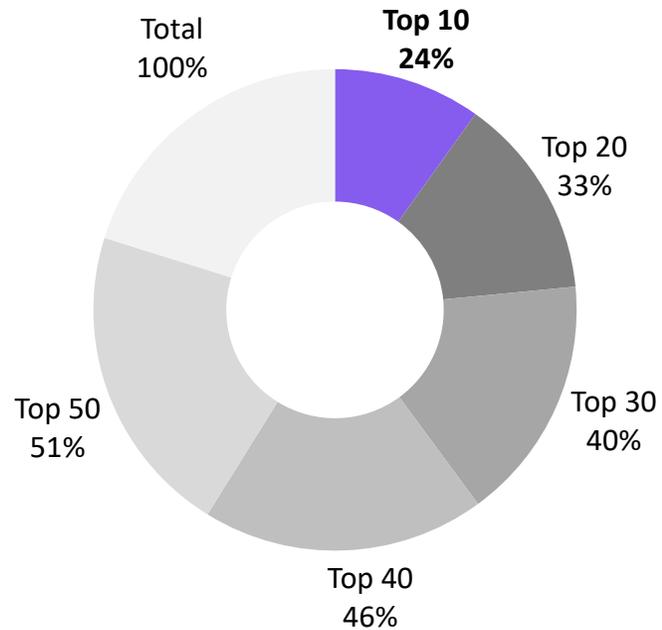
*Complementing its programming with co-productions, alliances and globally recognized brands & TV shows, creating high-quality and inspirational formats closer to the audience*



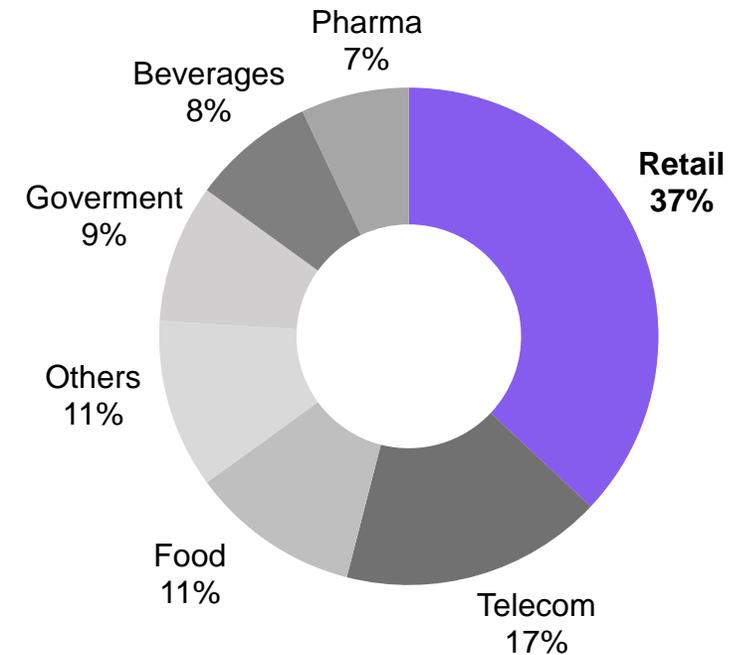


## Driving diverse, high-quality client base

**2020 Share of Sales by Client**

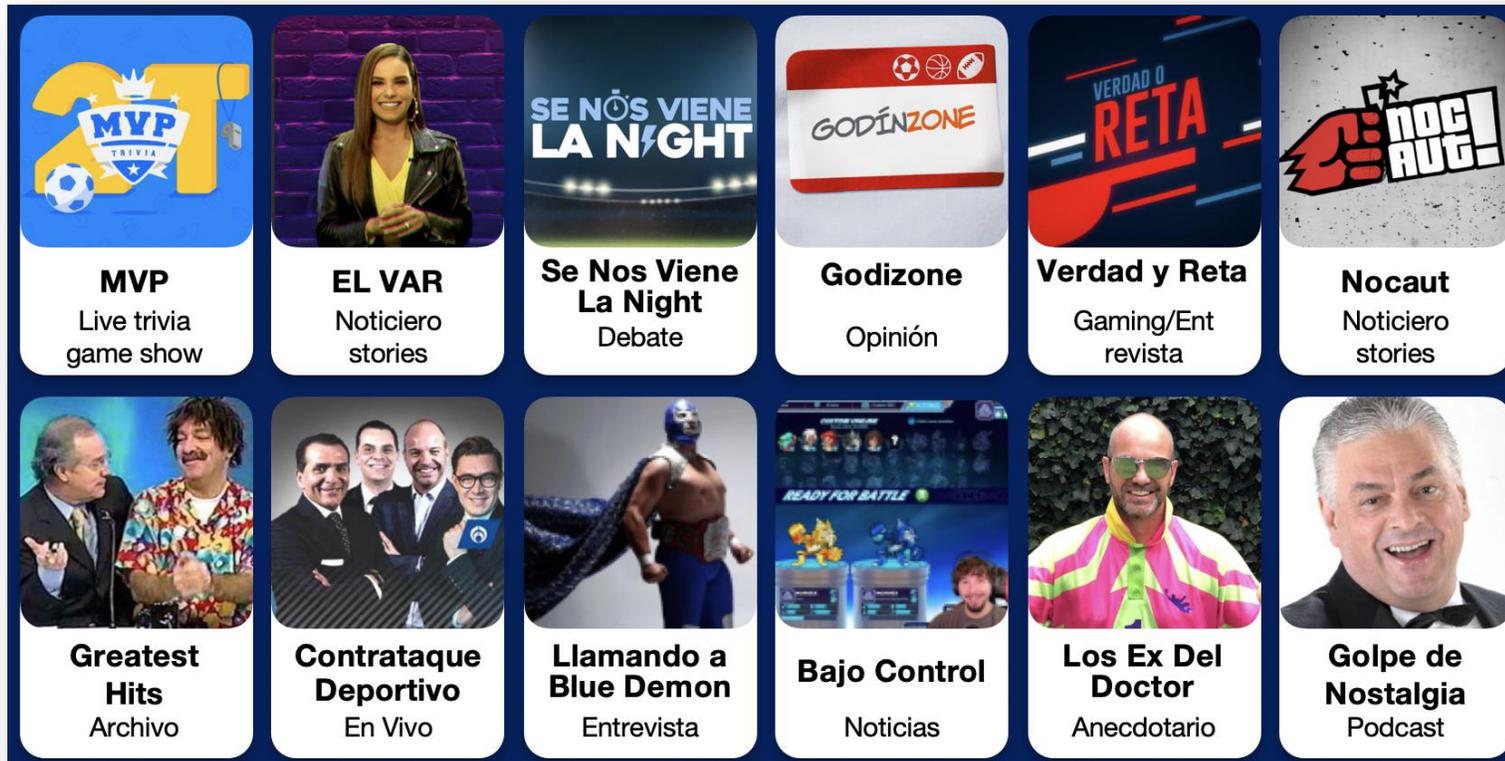


**2020 Share of Sales by Industry**



□ Well diversified client base by economic sector

- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- ❑ Community No. 9 in Mexico and community No. 1 in social media interactions in Mexico
- ❑ Original and exclusive content is developed for digital platforms: second screen experiences, coverage before and after major sporting and entertainment events, reality shows, infographics, posts, etc.
- ❑ TV Azteca confirmed its leadership in digital platforms during the transmission of the e-LIGA MX 2020 (April - June)





- Partnership with Allied Esports Entertainment to produce, organize and transmit esports and video gaming through agreements with leagues, publishers, exclusive licenses, tournaments and casters, among other content initiatives, to produce a 24-hour digital channel.

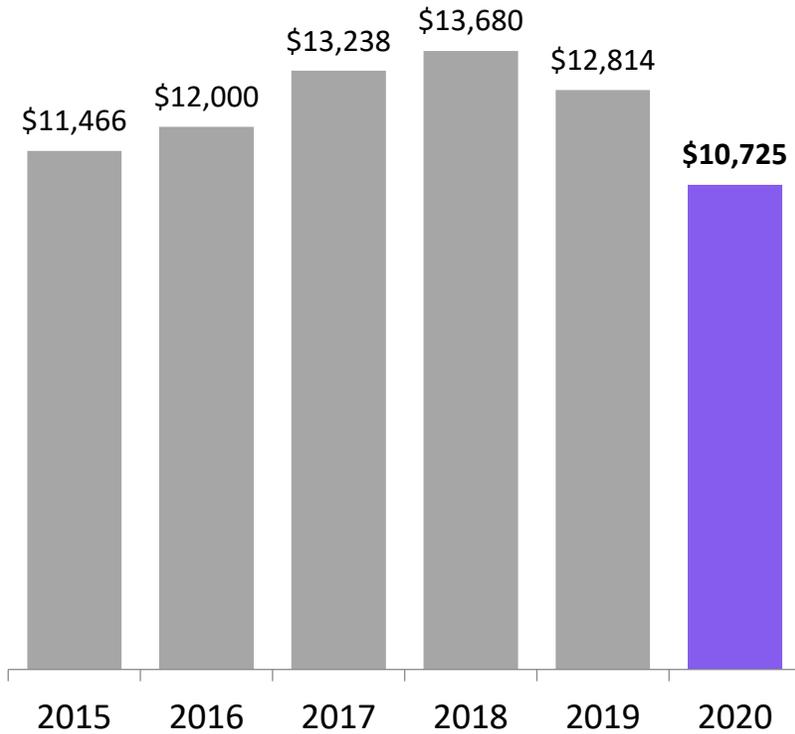
- Exclusive agreement for the music streaming app to expand presence in Mexico and to produce show in broadcast television in Azteca uno.

- App of TV Azteca loaded in the platform allows consumers in Mexico to access continuous entertainment like Exatlón, Enamorándonos, MasterChef, Extranormal, and Ventaneando, among others.

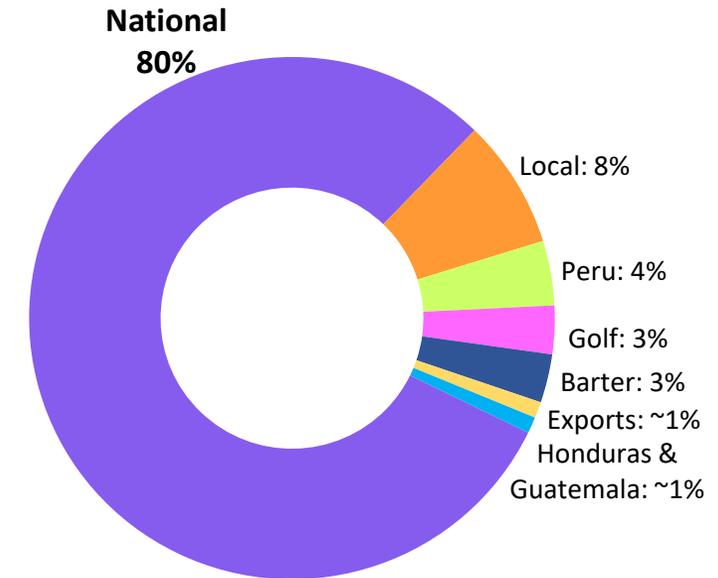
- Exclusive partnership to commercialize adverting in the OTT's free content app and upload some of TV Azteca's popular content.

- adn40 news casts are available for free in Amazon Prime Video without having to purchase a Prime subscription.

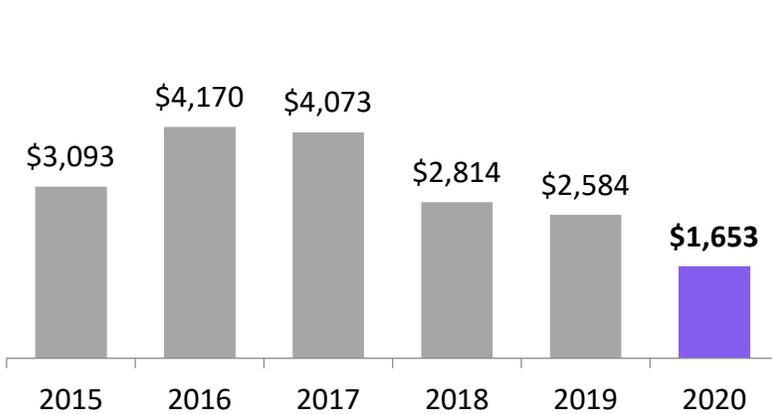
## Net Sales



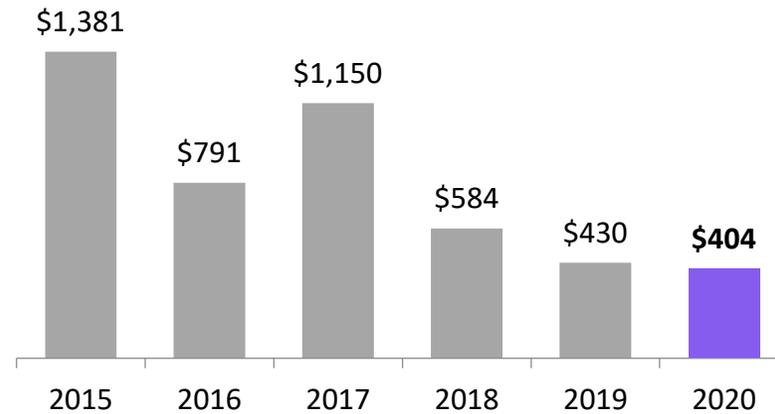
## Sales Breakdown



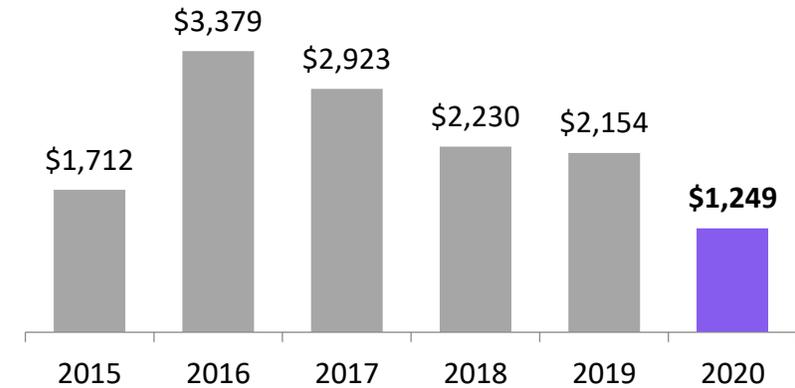
## EBITDA



## CAPEX



## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

Social

- ❑ In 2019, we consolidated our **inclusive prosperity** activities through our commitment to the **10 Principles of the United Nations Global Compact** and the **17 Sustainable Development Goals**
- ❑ Received the **Socially Responsible Company Distinction** for the **third consecutive time**
- ❑ Obtained the **Certification in the Mexican Standard NMX-R-025-SCFI-2015 in Labor Equality and Non-Discrimination** granted by the **National Council to Prevent Discrimination** and the **National Institute of Women**
- ❑ **1,078 children** were benefited by **Fundación Azteca’s** program **Linkage and Scholarship** during 2019
- ❑ **More than Ps.130 million** were raised in the **five Azteca Movements** in 2019, benefiting **more than 4.3 million** people across the country
- ❑ **Juguetón**: delivered **more than 17.5 million toys** throughout Mexico



### Environmental

- ❑ **27% of the energy** consumed comes from **renewable sources**
- ❑ In **17 years**, in the reforestation program **Un Nuevo Bosque**, more than **1.3 million volunteers** have planted more than **7 million trees**, recovering more than **6,000 hectares**
- ❑ In 2019, it reported a **decrease of more than 14,200 tons CO<sup>2</sup> eq.** compared to 2015



### Corporate Governance

- ❑ **First television broadcaster in Latin America** with a **Gender Unit** whose core is the attention to priority groups, such as **women**
- ❑ In 2019, TV Azteca's **Code of Ethics** was registered with the **Federal Telecommunications Institute**
- ❑ **1st place** in the "Innovation and Good Practices in the Protection of Personal Data 2018" contest awarded by the **National Institute of Transparency, Access to Information and Protection of Personal Data**





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internacional



tv azteca  
digital