



**TV AZTECA ANNOUNCES STRATEGIC ALLIANCE WITH ALLIED ESPORTS AND BLACKRIDGE ACQUISITION CORP. TO PRODUCE AND BROADCAST ESPORTS**

**—The company takes a solid step in its robust transformation process, and is at the forefront of a growing market with millions of fans—**

**Mexico City, June 20, 2019**—TV Azteca, S.A.B. de C.V. (BMV: AZTECACPO; Latibex: XTZA), one of the two largest producers of Spanish-language television programming in the world, today announced that has formed a strategic alliance with Allied Esports—a leading eSports company with a global presence—and Blackridge Acquisition Corp. to create a digital channel for eSports, which will broadcast 24 hours a day, 7 days a week.

Under the agreement, the companies will also build a flagship venue to organize eSports competitions in Mexico—which will promote the foundations of video gaming in our country—and will produce and distribute content related to these activities.

Likewise, the parties will seek to develop talent in eSports in Mexico and Latin America, which will promote the expansion of this industry. On the other hand, through their platforms they will offer online products, subscriptions, games and educational experiences.

The strategic alliance is subject to the parties concluding with a process of due diligence, corporate authorizations and with the legal documentation required for this type of operations.

Mexico represents the second most relevant eSports market in Latin America—which has millions of fans, mostly young adults—and has dynamic growth, with a large number of new users added daily.

TV Azteca considers that eSports represent a forward step in its transformation process, as they generate important synergies through the production and distribution of innovative content of the highest quality that results in strong positioning in markets that boosts prospects for growth and profitability.

## **About TV Azteca**

TV Azteca is one of the two largest producers of Spanish-language television programming in the world, operating four television networks in Mexico: Azteca uno, Azteca 7, adn40 and a+ through more than 300 owned and operated stations across the country. The company also operates TV Azteca Digital, the operator of several Mexico's most visited websites and social media platforms.

TV Azteca is a Grupo Salinas company ([www.gruposalinas.com](http://www.gruposalinas.com)), a group of dynamic, fast growing, and technologically advanced companies focused on creating: economic value through market innovation and goods and services that improve standards of living; social value to improve community wellbeing; and environmental value by reducing the negative impact of its business activities. Created by Mexican entrepreneur Ricardo B. Salinas ([www.ricardosalinas.com](http://www.ricardosalinas.com)), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. These companies include TV Azteca ([www.TVazteca.com](http://www.TVazteca.com); [www.irtvazteca.com](http://www.irtvazteca.com)), Grupo Elektra ([www.grupoelektra.com.mx](http://www.grupoelektra.com.mx)), Banco Azteca ([www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)), Advance America ([www.advanceamerica.net](http://www.advanceamerica.net)), Afore Azteca ([www.aforeazteca.com.mx](http://www.aforeazteca.com.mx)), Seguros Azteca ([www.segurosazteca.com.mx](http://www.segurosazteca.com.mx)), Punto Casa de Bolsa ([www.puntocasadebolsa.mx](http://www.puntocasadebolsa.mx)), Totalplay ([www.totalplay.com.mx](http://www.totalplay.com.mx)) and Totalplay Empresarial ([totalplayempresarial.com.mx](http://totalplayempresarial.com.mx)). TV Azteca and Grupo Elektra trade shares on the Mexican Stock Market and in Spain's Latibex market. Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. The group of companies shares a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

*Except for historical information, the matters discussed in this press release are concepts about the future that involve risks and uncertainty that may cause actual results to differ materially from those projected. Other risks that may affect TV Azteca and its subsidiaries are presented in documents sent to the securities authorities.*

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