



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40



tv azteca  
internacional

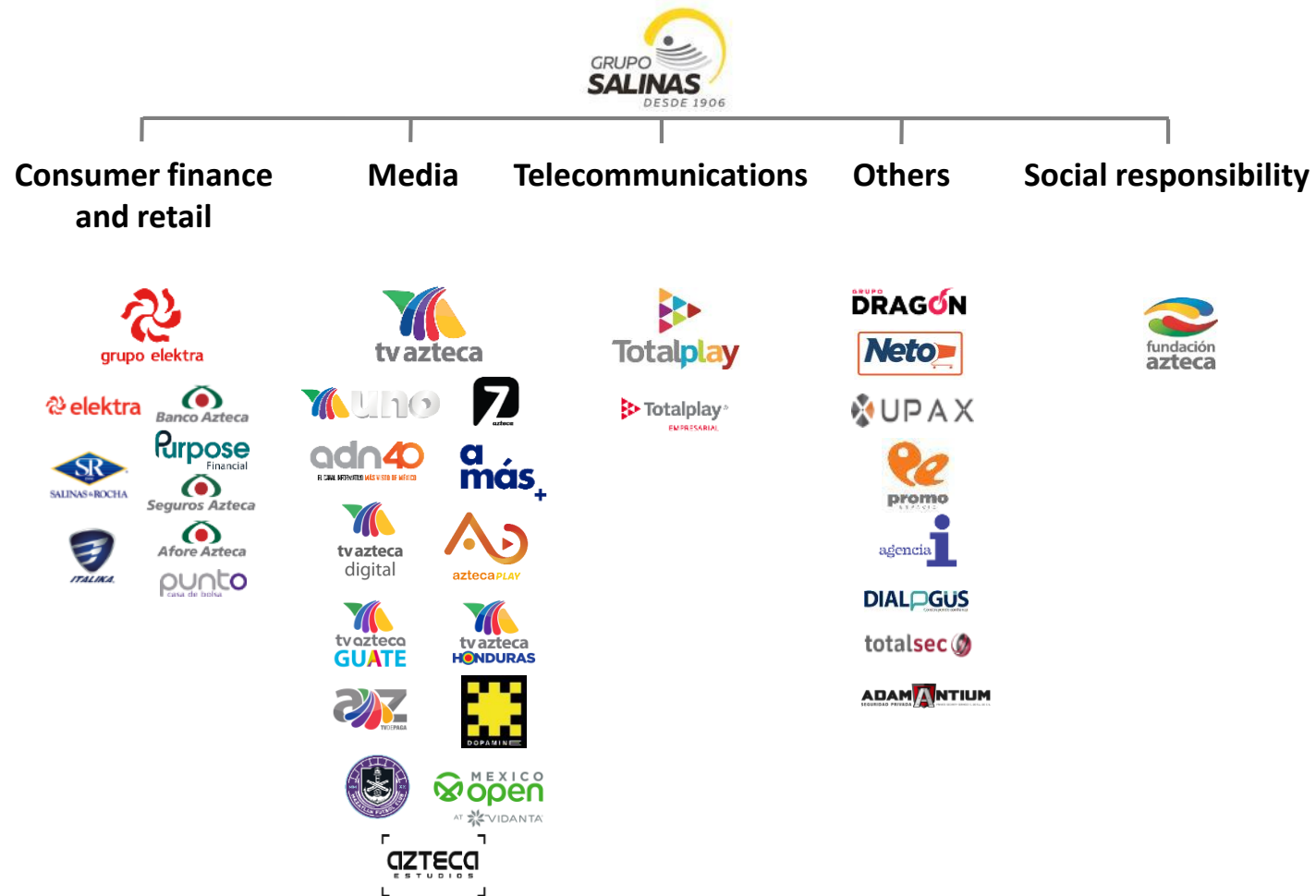


tv azteca  
digital

*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 and Panama

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ Close to 20.6 million viewers daily during the 3Q21
- ❑ **One of the largest 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

**28**  
**years**  
 broadcasting  
 TV

**36%** OTA  
 national market  
 share in 9M21

**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**

## Strong market position with strategies for improved momentum



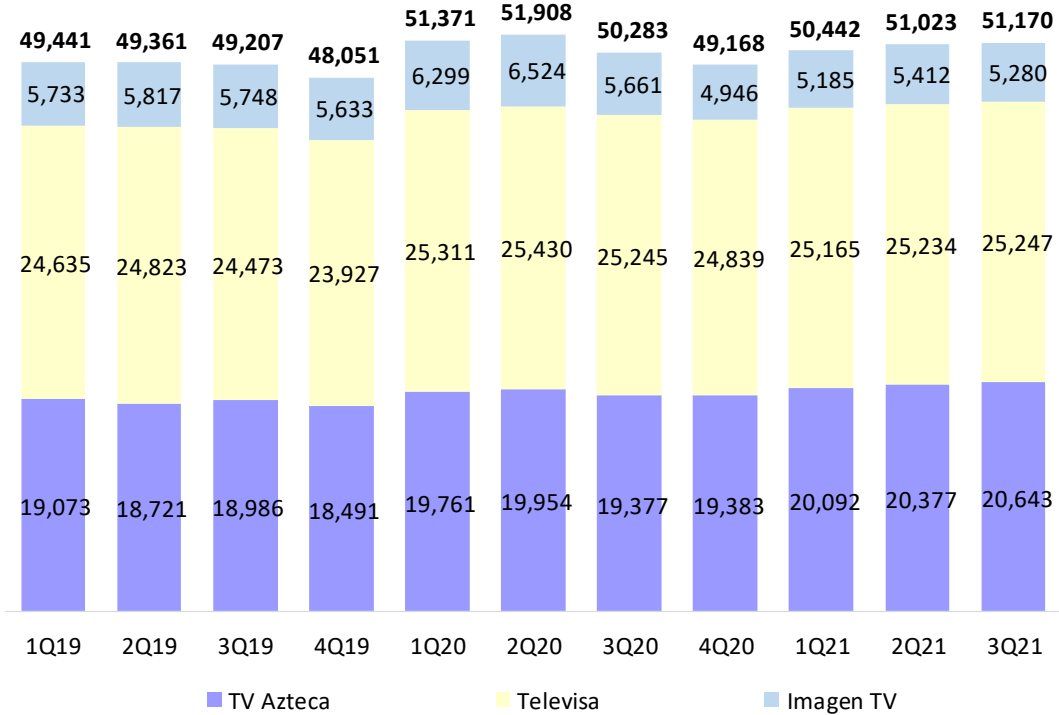
**Focus on TV Azteca's  
 core business**



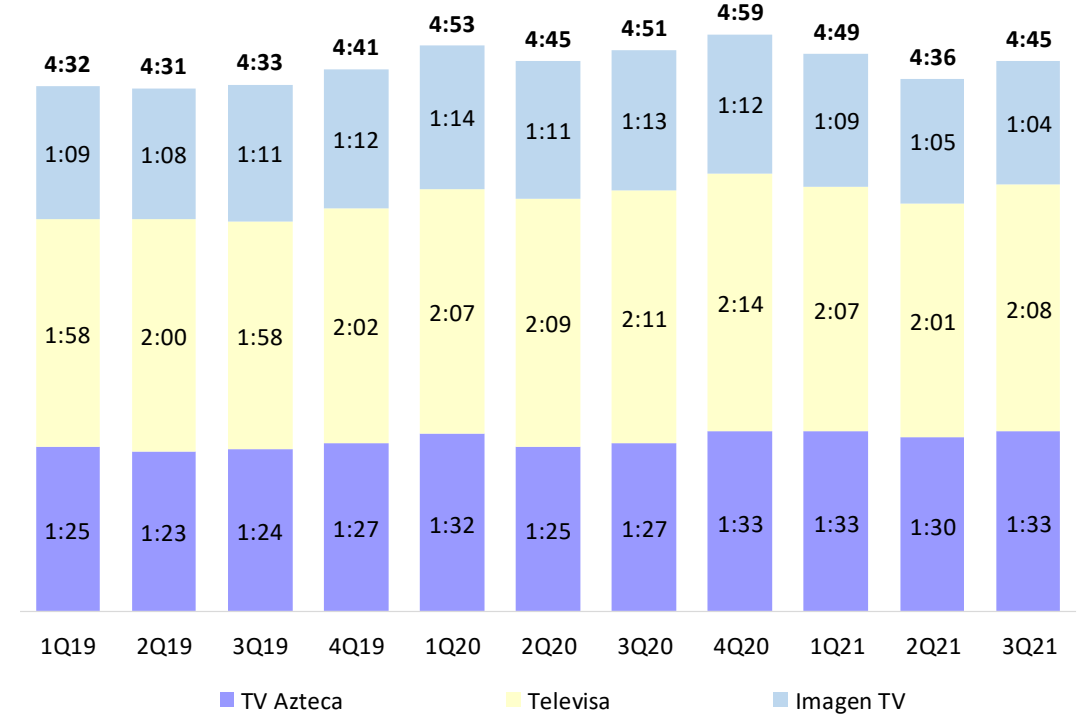
- ❑ **Azteca uno:** Live entertainment programs, attached to reality and in the original language of the audience. Focused on families and home-decision makers.
- ❑ **Azteca 7:** Innovative and high quality content (premium fictional series and live sports, among others). Focused on contemporary families.
- ❑ **adn40:** The news channel with the largest audience on broadcast television in Mexico and available in the main cable companies.
- ❑ **a más+:** National signal focused on audiences between 30 to 45 years-old that enjoy original, popular and traditional content.
- ❑ Four pay television channels: **AZ Corazón**, **AZ Cinema**, **AZ Mundo** and **AZ Clic** that reach nearly 113 million persons in 23 countries in the Americas, Europe and Africa.
- ❑ **TV Azteca Digital:** Strategically positioned to benefit from the growth of the Internet through the offer of cross-platform content and the gaming and esports market.

# TV viewership and time spent watching

8 national channels<sup>1</sup> (thousand of people daily)



8 national channels<sup>2</sup> (daily hours)



Source: HR Media Research (September 2021)

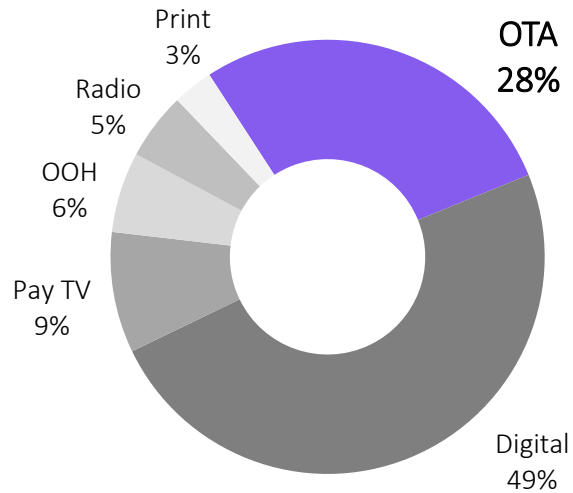
Total TV: 8 national channels (Azteca uno, Azteca 7, adn40, a más., Las Estrellas, Canal 5, NU9VE, Imagen TV) + Rest of OTA TV (102 Channels) + Pay TV (245 Channels) + Others\*

\*Others: Unidentified channels, external devices connected to television (video games, DVD, etc.), VOD (YouTube, Netflix, Amazon Prime, etc.) and zapping.

1. The sum of reach corresponds to an internal calculation of TV Azteca and should not be considered as the reach of 8 national channels as it considers duplicates

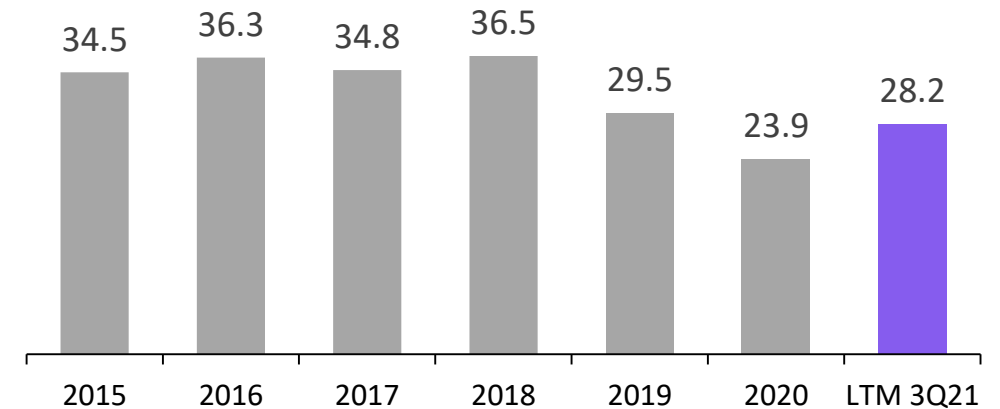
2. Time invested in Open TV, Pay TV and Others \* is calculated according to the rating distribution

## Estimated 2020 Total Media Advertising in Mexico

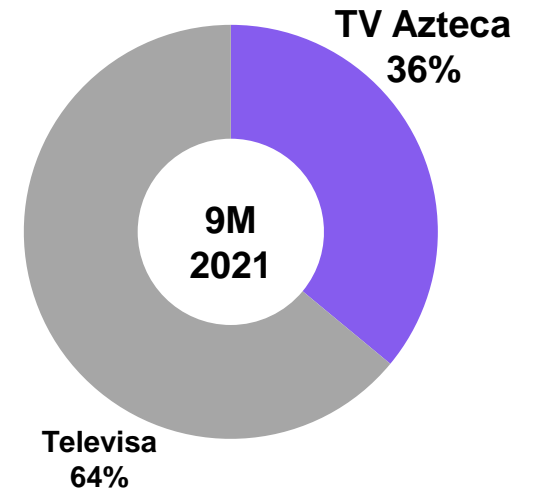
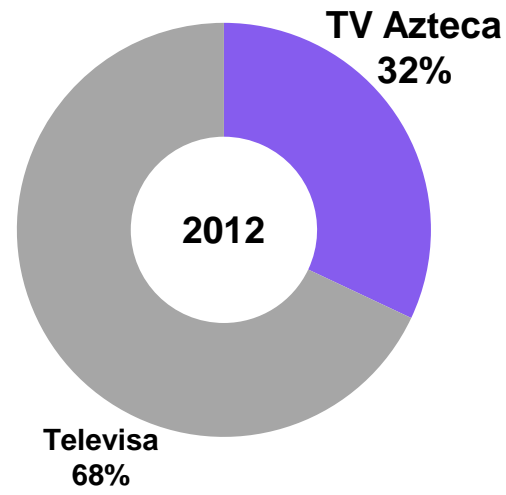
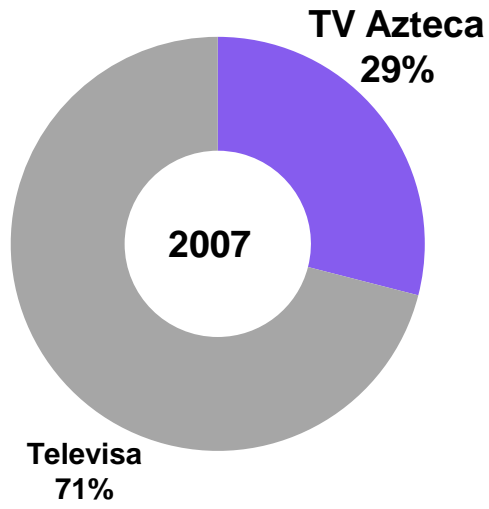


- ❑ Advertising spend in Mexico is approximately **0.4%** of Mexican GDP
- ❑ In the US, it represents **1.1% of US GDP**

## National Advertising Market of Two Main Broadcasters

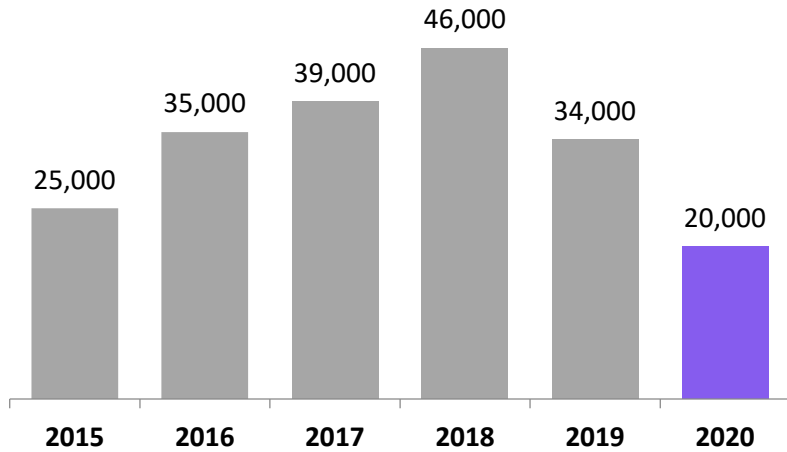


OTA National Television Market Share in Mexico

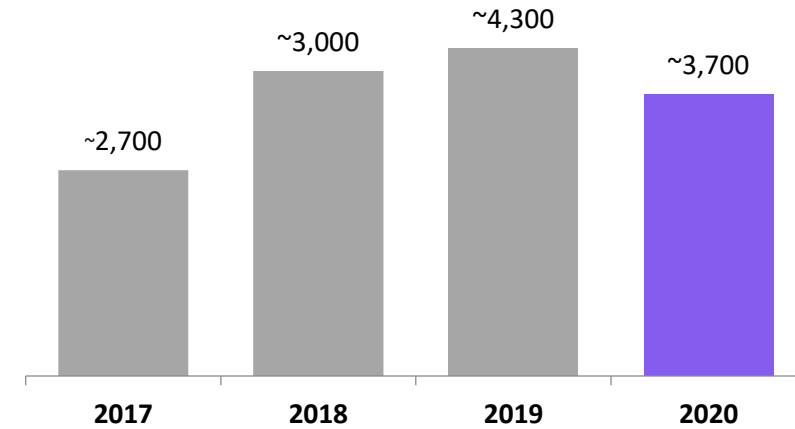




Internally produced hours of content



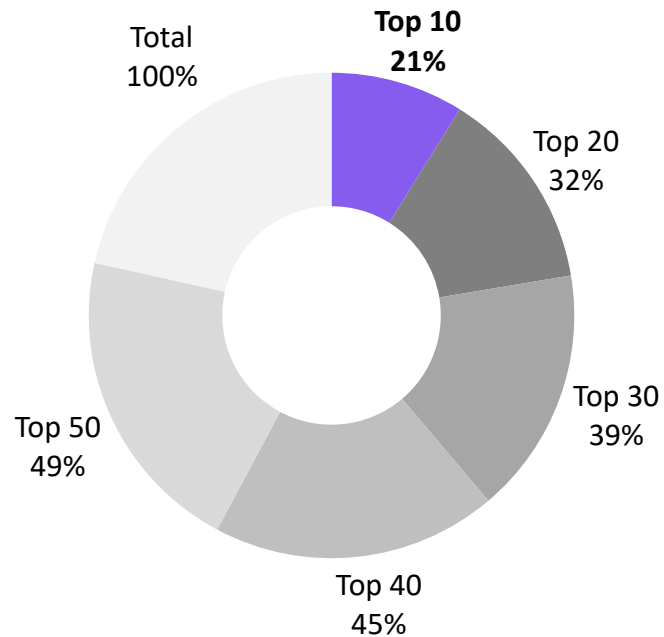
Production of live entertainment hours



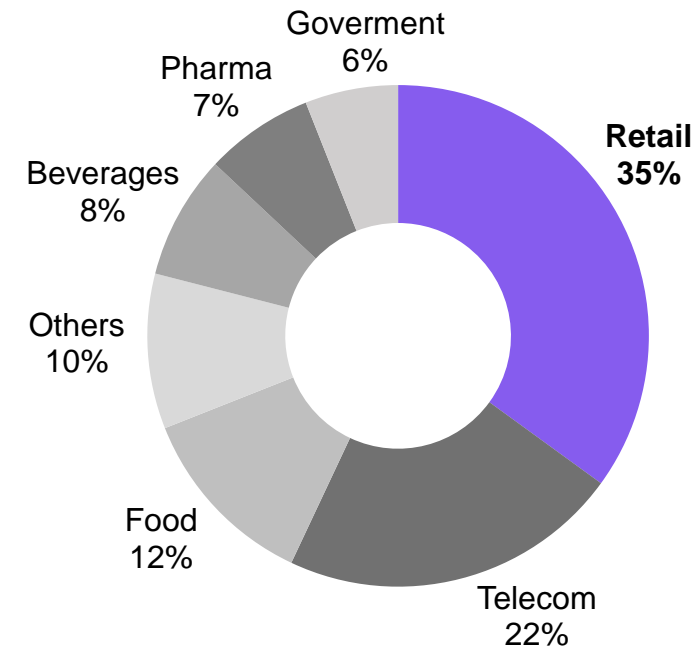
*Complementing its programming with co-productions, alliances and globally recognized brands & TV shows, creating high-quality and inspirational formats closer to the audience*



6M21 Share of Sales by Client



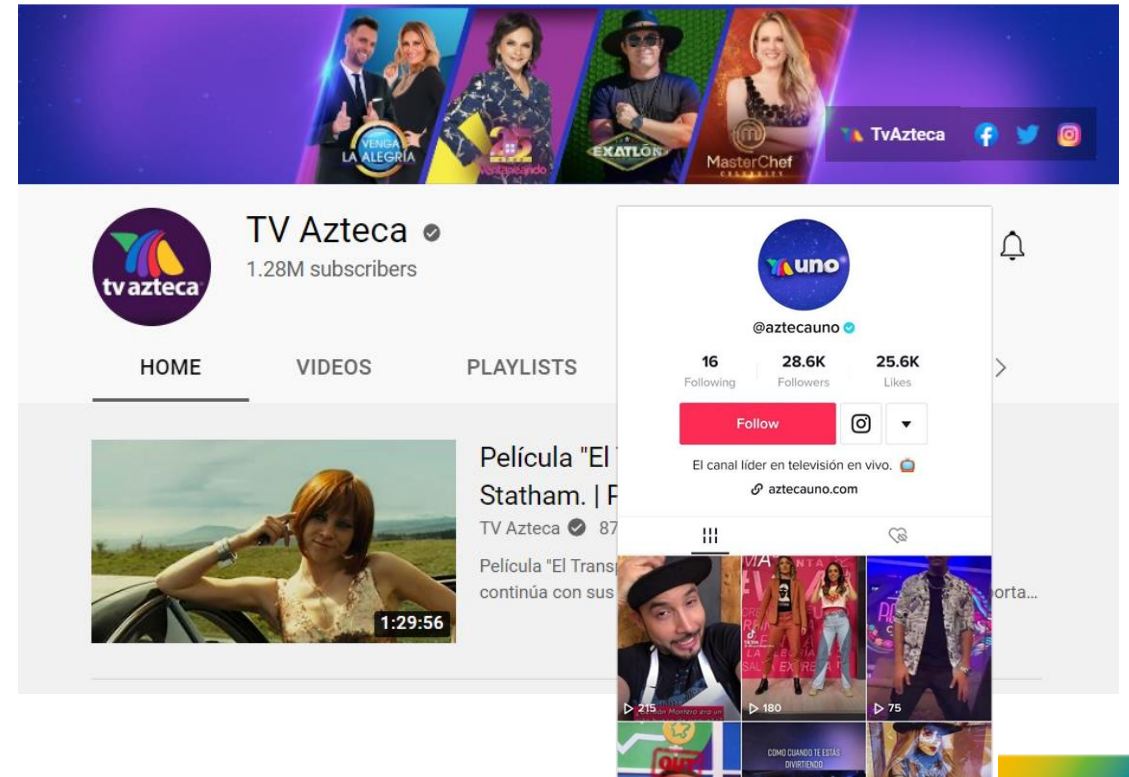
6M21 Share of Sales by Industry



Well diversified client base by economic sector



- ❑ Multi-platform marketing strategy is already fully integrated
- ❑ The websites Azteca uno, Azteca 7, adn40, a mas., 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.





- ❑ 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.

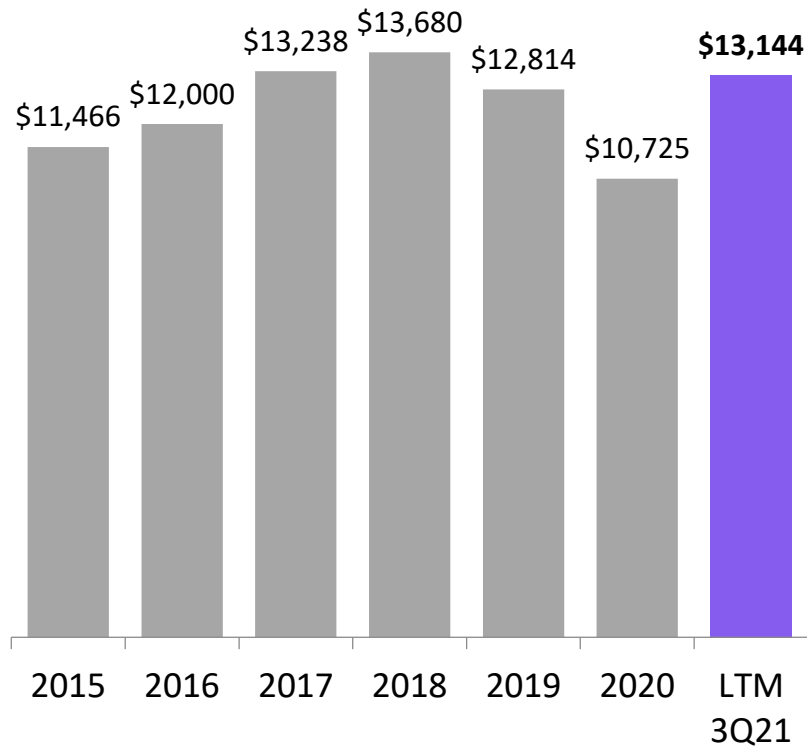
- ❑ Exclusive agreement for the music streaming app to expand presence in Mexico and to produce show in broadcast television in Azteca uno.

- ❑ 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.

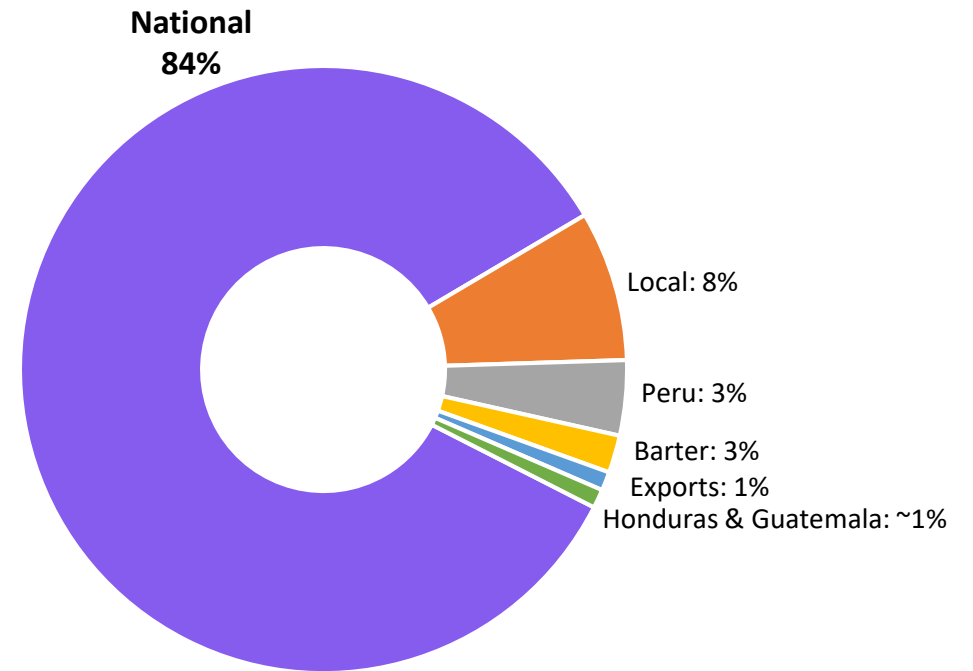
- ❑ Exclusive partnership to commercialize advertising in the OTT's free content app and upload some of TV Azteca's popular content.

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

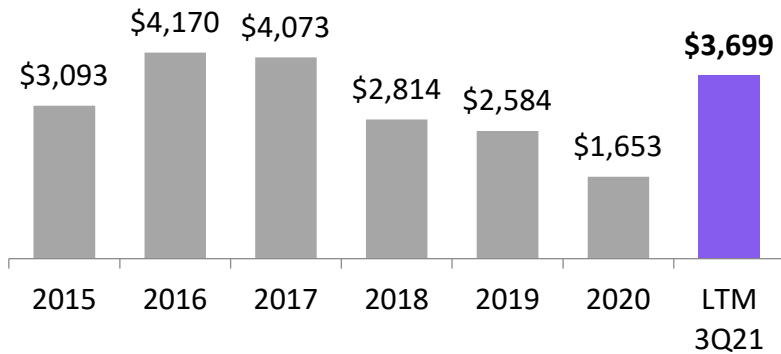
## Net Sales



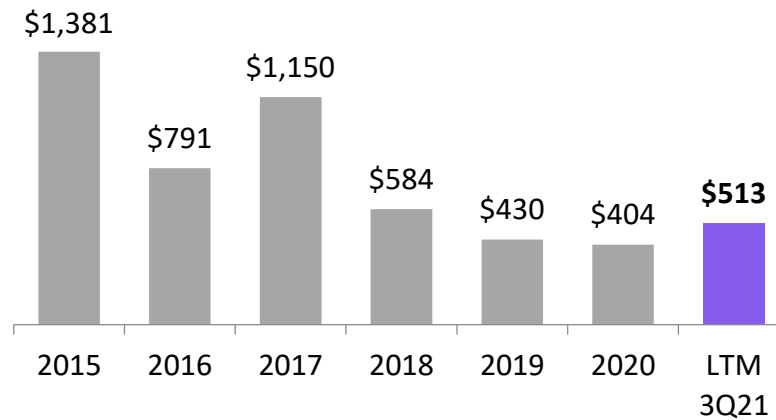
## Sales Breakdown



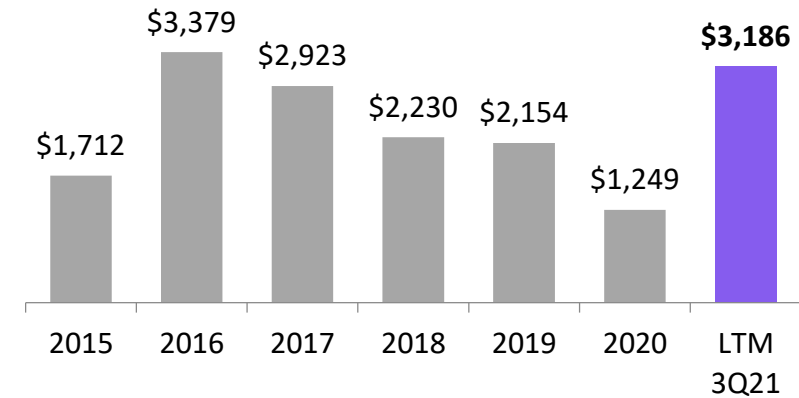
## EBITDA



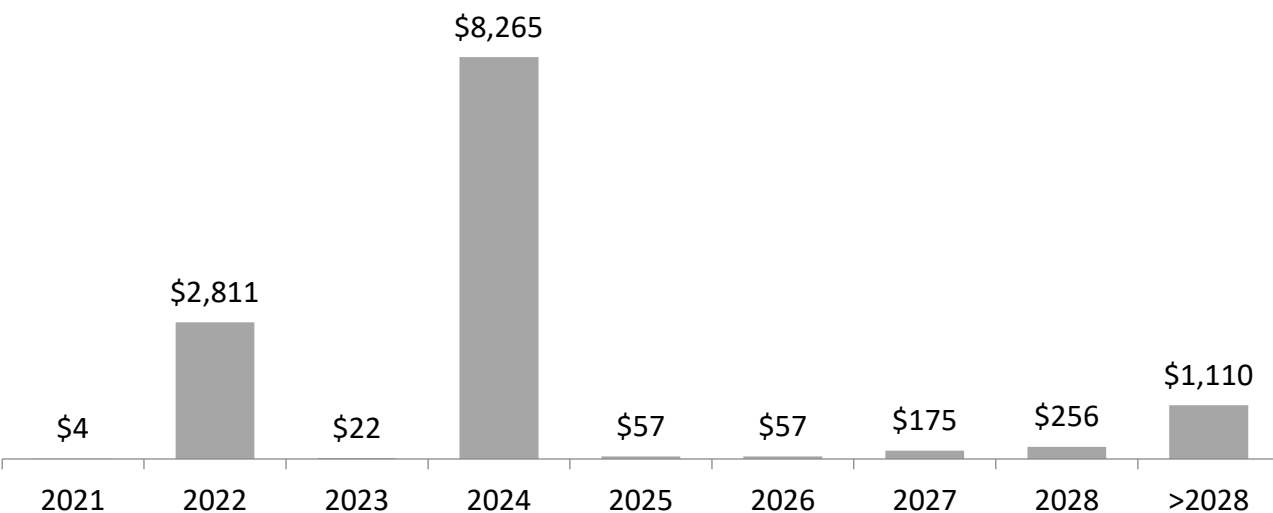
## CAPEX



## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)



	Amount	Rate	Due date
Senior Notes US\$400 <sup>1*</sup>	\$8,225	8.25%	09/08/2024
CEBURES <sup>2</sup>	\$2,789	TIIE+2.9%	20/09/2022
Banco Azteca	\$1,708	TIIE+2.0%	09/03/2030
Private	\$36	10.5%	30/04/2028

1. Senior Notes have a coverage that the interest rate in Pesos in 8.3%

2. CEBURES have a coverage that fixes the interest rate in 7.5%

\* Exchange rate: Ps.20.56 / US\$

## Social

- ❑ In 2020, we continued with our inclusive prosperity activities through our **commitment** to the **10 Principles of the United Nations Global Compact** and the **17 Sustainable Development Goals**
- ❑ We received the **Socially Responsible Company Distinction** for the **fourth consecutive time** and **recognized** as a **Great Place to Work**
- ❑ We have 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 and we are **first television broadcaster in Latin America with a Gender Unit** whose core is the attention to priority groups, such as women
- ❑ We participate in the **Siempre Contigo** program - a collaboration of Fundación Azteca and Grupo Salinas - to **support** the **most vulnerable sectors** of the population and in response to the COVID-19 pandemic through volunteers and diverse items
- ❑ Our collaborators provided more than **3,500 hours of volunteering**
- ❑ The 2020 Sustainability Report integrated the methodologies from the **Global Reporting Initiative**, the **UN Global Compact**, the **UN Sustainable Development Goals** and the **Sustainability Accounting Standards Board**
- ❑ More information at [www.irtvazteca.com/es/informe-sustentabilidad](http://www.irtvazteca.com/es/informe-sustentabilidad)





## Environment

- ❑ In 2020, **48.6%** of our energy consumed came from renewable sources
- ❑ In 2020, we **avoided** the release of **7,405 tCO<sub>2</sub>eq** by use of renewable energies and reduction of electricity consumption
- ❑ Since 2002, through the reforestation program **Un Nuevo Bosque**, more than **2.3 million volunteers** have planted more than **7.5 million trees**, recovering more than **49.5 thousand hectares**



## Corporate Governance

- ❑ **Code of Ethics** registered with the **Federal Telecommunications Institute**
- ❑ We launched the **“Ethics, Integrity and Compliance Program”** that aims to detect, prevent and address any risk of corruption, thereby endorsing our commitment to the principle of zero tolerance for corruption\*



\* [www.tvazteca.com/programa-de-etica-integridad-y-cumplimiento](http://www.tvazteca.com/programa-de-etica-integridad-y-cumplimiento)



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40

Q+



tv azteca  
internacional



tv azteca  
digital