

EVOLUTION
2018 SUSTAINABILITY REPORT



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2018 Highlights



4 out of 6 broadcast TV channels in Mexico are operated by TV Azteca

More than 46,000 hours of programming produced internally

Ps. 14.53 billion pesos in net sales for TV Azteca

26.9 million Mexican households reached

Ps. 55.8 million pesos allocated by TV Azteca in 2018 to support the work of Fundación Azteca

Nearly 17.5 million toys donated to needy children

425,000 trees planted in 2018

21% of the energy consumed by TV Azteca comes from renewable sources

More than Ps. 325,000 invested in prizes for winners of the "Limpiemos Nuestro México" challenge in 2018

5,636 TV Azteca employees

TV Azteca: 25 years of continuous evolution

102-1, 102-2, 102-4, 102-5, 102-6



TV Azteca, S.A.B. de C.V. is one of the leading producers of Spanish-language television programming in the world. It operates in four countries –Mexico, Guatemala, Honduras and Peru– and offers high-quality content in the entertainment, news, sports, music and TV series categories.

In 2018 we operated four television networks in Mexico:

- Azteca Uno, for women
www.aztecauno.com
- Azteca 7, for modern families
www.azteca7.com
- adn40, the first 24-hour broadcast news channel
www.adn40.mx
- a+, a local signal network
www.amastv.com

As part of its offering, TV Azteca Digital operates some of Mexico's most frequently visited websites and social media pages.

TV Azteca also owns two first-division soccer teams in the Mexican Soccer Federation:

- Monarcas Morelia
www.fuerzamonarca.com
- Atlas FC
www.atlasfc.com.mx

In 2018, adn40 reached more than 260 cities, making it Mexico's most widely viewed news channel, with round-the-clock news and up-to-the-minute opinion programs. It was viewed by more than 7.4 million people.

a+ covers 166 cities throughout Mexico. In 2018, the more than 25,000 hours of signal were transmitted, reaching an audience of more than 63 million people.

a+ produced 30 live news broadcasts in Mexico, reaching more than 40 million people.

TV Azteca is firmly convinced that its capacity to offer a diversified blend of quality programming has always been, and will remain, one of its biggest strengths.



EVOLUTION

THE VALUE OF SUSTAINABILITY

ECONOMIC VALUE

SOCIAL VALUE

ENVIRONMENTAL VALUE

ABOUT THIS REPORT

102-7

18 conventional forums and 13 virtual forums

268 local stations

In 2018, TV Azteca increased its coverage through 473 transmitters and 893 signals, 2% more than the year before

Among the main achievements of 2018 were:

- The conversion of the regional television stations in Guadalajara and León to HD.
- The startup of new regional television stations in Puebla, Oaxaca and Villahermosa.
- The replacement of the Master Control video server, which quadrupled content storage capacity.

Subsidiaries

Azteca Comunicaciones Perú

www.aztecomunicaciones.com

In 2014, the Peruvian Ministry of Transportation and Communication awarded TV Azteca a project to connect 23 regions, 180 cities and 136 municipalities by managing 13,500 km of fiber optic network, which was completed successfully in 2016. Management is in the process of updating the valuation and outlook on telecommunications investment in Peru. During the year, however, Azteca Communications Peru developed strategies aimed at slimming down the cost structure and improving operating efficiency to boost profitability.

TV Azteca Guatemala and TV Azteca Honduras

www.azteca.com.gt / www.azteca.com.hn

In 2008 TV Azteca came to Guatemala under an alliance with Latitud TV, and since that year has brought entertainment and news programming to thousands of Guatemalan households. At the close of 2017, TV Azteca had transmitters in 17 Guatemalan cities and was marketing over three channels. In 2018, a representative from Guatemala competed on *La Academia*, and actually won that reality series, which earned additional loyalty from the Guatemalan audience. Also last year, TV Azteca Guatemala carried the World Cup Soccer championships, attracting new clients and boosting ad sales.

In 2018, TV Azteca saw a 16% growth in its audiences over the previous year. TV Azteca is carried by 90% of the country's cable companies, and cable TV penetration is 80%.

In 2013, TV Azteca obtained a 15-year license to offer nationwide digital-channel broadcast service in Honduras. At the end of 2017, TV Azteca had transmitters in four cities in Honduras and was awaiting authorization from the local regulator to begin broadcasting in two more sites. In 2018, La Academia was incorporated into the strategy for Honduras for the first time, including a contestant from that country on the show. This brought significant synergies between the generation of content for Mexico and marketing strategies in Honduras, and increased local audience loyalty to Mexican programming.

Currently, TV Azteca has a 4.25% share of the broadcast television market, which is divided up among 34 national channels measured by Publisearch. This audience grew 14.7% year-over-year in the country's ABC segments. TV Azteca is carried by 91% of the country's around 120 cable companies.

Alliances

In 2018, TV Azteca strengthened the network of alliances it had built up since its beginnings, in order to make its value proposition a distinctive, innovative factor. Some these are:

Buena Vista

In 1998, TV Azteca signed an exclusivity agreement with Buena Vista International, Inc., an affiliate of the Walt Disney Company. The contract was renewed in 2013 and remained in effect in 2018. It gives TV Azteca a license to transmit Buena Vista content over its channels.

Sony

In 2009, TV Azteca signed an exclusive licensing agreement with CPT Holdings Inc. (Sony) in order to transmit a variety of programs in its channels. The contract was renewed in 2014 and remained in effect in 2018.

Fox

TV Azteca signed an exclusive licensing agreement with Twentieth Century Fox International Television Inc. (Fox) in 2009, under which TV Azteca transmits films and TV series through its channels. In 2018, the agreement renewed in 2015 remained in effect.



Google/YouTube

At the end of 2017, TV Azteca entered an alliance with Google for the purpose of expanding its offering on digital platforms to meet the needs and expectations of an increasingly demanding public. This agreement strengthens TV Azteca's distribution through YouTube, which gives the public access to a wide range of content from TV Azteca's digital platforms. In 2018 areas of opportunity were identified and a strategic restructuring was carried out to ensure the alliance delivered as expected.

Otras alianzas

New commercial alliances were signed in 2017 and strengthened in 2018. One of these was with AcunMedya (Turkey), the producer of *Exatlón* for Mexico, which in 2018 became the number one broadcast program on television for 75% of the days it aired, reflected in 11.4 million viewers each day, equivalent to one out of every five households. Meanwhile, *La Isla* (The Island) once again proved itself the benchmark for reality shows in Mexico.

In addition, Fremantle produced *Cocineros Mexicanos*, and Endemol Shine Latine led the development of *Master Chef* and *Master Chef Jr.* for Mexico. In 2018, *Master Chef Mexico* was viewed by one out of every five households.

A leaders' vision

102-14, 102-15

TV Azteca's evolution toward making better television has placed it at the top of millions of people's viewing preferences, proof of its capacity to create flexible, high-quality content that connects to vast audiences.

As part of this process, we strengthened our production of live entertainment programs, bolstered our offering of up-to-date news and information and continued bringing people a diversity of opinions to make Mexico a freer country. We also generate world-class sports content and tell mesmerizing stories of action and drama.

Our main emphasis last year was on live entertainment content –since we listen to our audiences and understand what they want– and this brought us an outstanding level of success in our star channel.

Our growing audiences, which closely follow our formats, are the target market for a large number of brands in Mexico and provided optimum platforms for marketing by an increasing number of advertisers, translating into a 5% growth in net sales for the year.

Although creating economic value is fundamental, our evolution goes beyond that, and stresses inclusive prosperity alongside the generation of social value –by promoting the well-being of our employees and initiatives that support the progress of communities around us– and environmental value, as we mitigate our value chain's impact on the planet.

Through Fundación Azteca –which puts our values into action– we had some highly significant achievements in social and environmental

aspects. Over the course of the year, five “Azteca Movements” were carried out which, through television campaigns, encouraged direct donations to charitable organizations with worthy causes. These campaigns raised more than Ps. 100 million in support of initiatives ranging from the acquisition of 70 new ambulances for the Mexican Red Cross to the provision of 11,000 mammograms.

Esperanza Azteca, an initiative that since 2009 has been promoting values like discipline, excellence and teamwork through music, formed a network of more than 80 children's and youth symphony orchestras and choirs throughout the country, benefiting more than 17,000 children and young people from disadvantaged backgrounds.

Through El Juguetón –the world's largest toy drive– in 2018 we received and distributed more than 17 million gifts to needy children on Three King's Day. Over the past 23 years, this program has distributed more than 220 million toys, bringing happiness and smiles to a growing number of families.

Plantel Azteca (Azteca Campus) offered quality high school and preparatory technical education to 2,100 underprivileged students with outstanding academic performance, under full scholarships. In 21 years, this program has graduated more than 11,000 students, promoting equal opportunities and improving quality of life through education.

In the area of environmental care, we supported the Un Nuevo Bosque reforestation program, which brought together more than 23,000 volunteers to plant 425,000 trees and restore

448 hectares of land in this country. Over its 16-year history the program has involved some 2.3 million volunteers who have planted more than 6.3 million trees.

We also participated in the ninth installment of the country's largest litter pickup campaign, called Limpiemos Nuestro México (Let's Clean Up our Mexico), during which 4.5 million people joined forces to collect 22,000 metric tons of liter from rivers, streets, forests, parks and beaches throughout the country, raising awareness about the importance of not littering. Since 2009, more than 9 million volunteers have collected 251,000 metric tons of trash under this campaign.

Internally, we have processes for optimizing resource efficiency in our daily activities, and we use environmentally friendly energy. By last year, TV Azteca derived 21% of its total energy needs from sustainable sources.

For 2019 we intend to further strengthen our efforts to build inclusive prosperity through a commitment to the 10 Principles of the UN Global Compact, as well as the 17 Sustainable Development Goals, to help bring better standards of wellness and

Benjamín Salinas Sada
CEO



The value of sustainability

Creating value for 25 years

A group of Investors led by Ricardo B. Salinas Pliego acquires a group of television stations and their respective licenses from the Mexican government for US\$643 million, giving rise to TV Azteca.

First Juguetón toy drive is held, distributing 18,000 toys to needy children.

Start of the *Vive sin Drogas* (Drug-Free Living) campaign, whose objective is to promote the choice of a healthy and addiction-free lifestyle, especially among young people.

- The first class of the Plantel Azteca technical high school graduates.
- TV Azteca's digital signal is uploaded onto the Satmex 5 satellite.

- First Movimiento Azteca (Azteca Movement), a social and environmental campaign in which the public is invited to donate directly to charitable organizations with national impact
- Start of the "Un Nuevo Bosque" (A New Forest) ecology drive, confirming the commitment of Grupo Salinas and TV Azteca to creating of environmental value.

- Introduction of the México Verde (Green Mexico) campaign, jointly with Fundación Azteca.
- Launch of the Limpiemos Nuestro México (Let's Clean Up Our Mexico) campaign, in which 1,055,000 volunteers came together into 20,000 brigades to collect and separate 3,500 metric tons of trash.
- Launch of the Esperanza Azteca Symphony Orchestra, a program that works to improve the lives of needy children and youth through music.
- Creation of the Energy Management System (SIGEN) to measure our carbon footprint.

1993

1994

1996

1997

1998

1999

2000

2001

2002

2008

2009

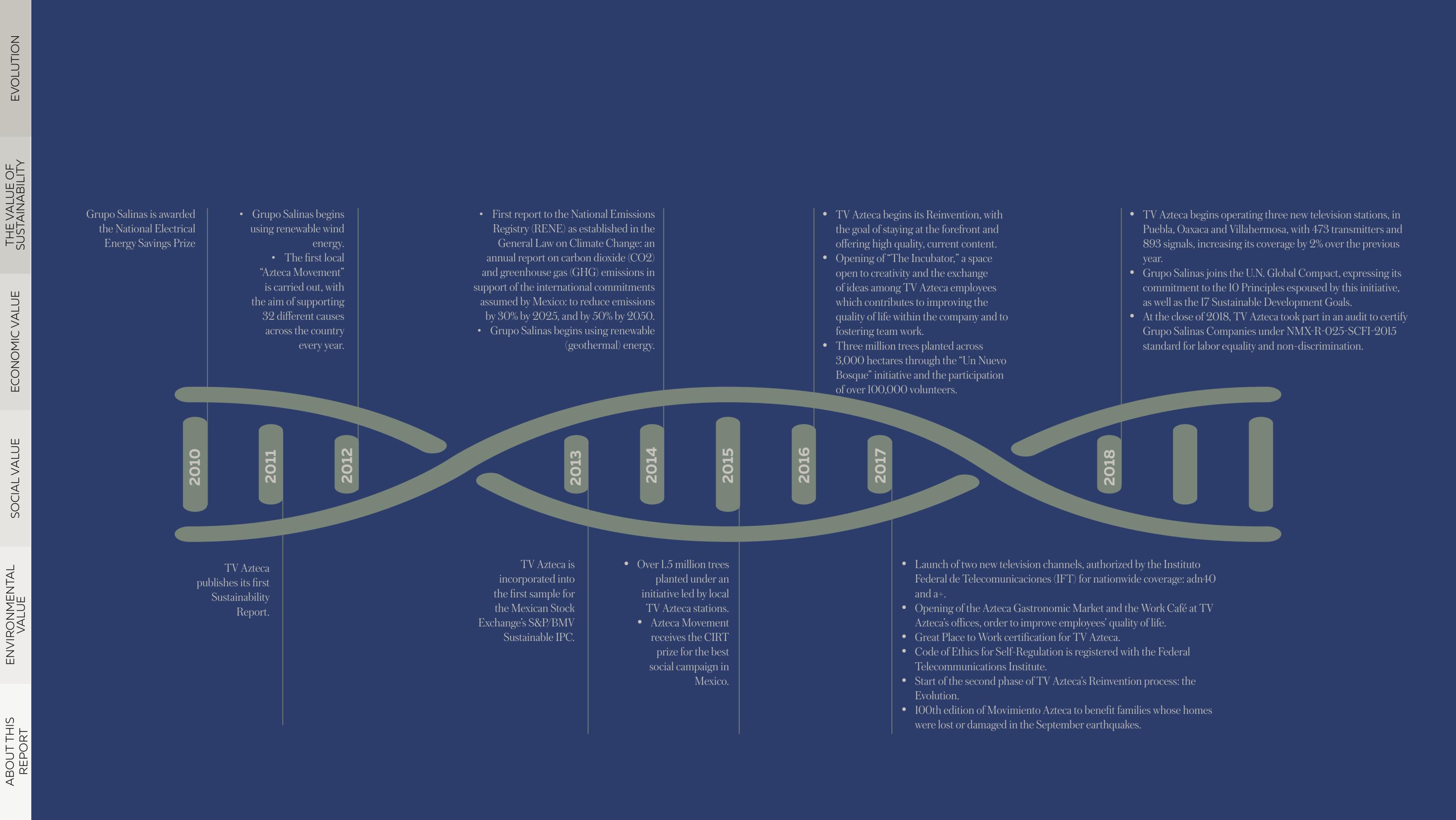
Launch of the "Hechos" news program.

- The company goes public on the Mexican Stock Exchange.
- Creation of the Code of Ethics for Self-Regulation and of the Ethics Committee for content evaluation.
- Creation of Fundación Azteca, to carry out social and environmental responsibility projects areas important to Grupo Salinas
- Start of Plantel Azteca, the only mixed private school offering high school and preparatory high school studies to low-income Mexican youth with high academic performance. It provides a comprehensive, high-quality education with values and technical excellence.

The UN awards Fundación Azteca its Civil Society Medal for the *Vive Sin Drogas* campaign.

The first class of the Plantel Azteca technical high school graduates. TV Azteca's digital signal is uploaded onto the Satmex 5 satellite.

- TV Azteca begins operations in Guatemala.
- Grupo Salinas creates the Energy and Environment Area, to reduce energy consumption and measure environmental impacts.
- Fundación Azteca Guatemala is created to provide social project support to the neediest segments of its population.



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Grupo Salinas is awarded the National Electrical Energy Savings Prize

2010

- Grupo Salinas begins using renewable wind energy.
- The first local “Azteca Movement” is carried out, with the aim of supporting 32 different causes across the country every year.

2011

TV Azteca publishes its first Sustainability Report.

2012

- First report to the National Emissions Registry (RENE) as established in the General Law on Climate Change: an annual report on carbon dioxide (CO2) and greenhouse gas (GHG) emissions in support of the international commitments assumed by Mexico: to reduce emissions by 30% by 2025, and by 50% by 2050.
- Grupo Salinas begins using renewable (geothermal) energy.

2013

TV Azteca is incorporated into the first sample for the Mexican Stock Exchange’s S&P/BMV Sustainable IPC.

2014

- Over 1.5 million trees planted under an initiative led by local TV Azteca stations.
- Azteca Movement receives the CIRT prize for the best social campaign in Mexico.

2015

- TV Azteca begins its Reinvention, with the goal of staying at the forefront and offering high quality, current content.
- Opening of “The Incubator,” a space open to creativity and the exchange of ideas among TV Azteca employees which contributes to improving the quality of life within the company and to fostering team work.
- Three million trees planted across 3,000 hectares through the “Un Nuevo Bosque” initiative and the participation of over 100,000 volunteers.

2016

- Launch of two new television channels, authorized by the Instituto Federal de Telecomunicaciones (IFT) for nationwide coverage: adn40 and a+.
- Opening of the Azteca Gastronomic Market and the Work Café at TV Azteca’s offices, order to improve employees’ quality of life.
- Great Place to Work certification for TV Azteca.
- Code of Ethics for Self-Regulation is registered with the Federal Telecommunications Institute.
- Start of the second phase of TV Azteca’s Reinvention process: the Evolution.
- 100th edition of Movimiento Azteca to benefit families whose homes were lost or damaged in the September earthquakes.

2017

- TV Azteca begins operating three new television stations, in Puebla, Oaxaca and Villahermosa, with 473 transmitters and 893 signals, increasing its coverage by 2% over the previous year.
- Grupo Salinas joins the U.N. Global Compact, expressing its commitment to the 10 Principles espoused by this initiative, as well as the 17 Sustainable Development Goals.
- At the close of 2018, TV Azteca took part in an audit to certify Grupo Salinas Companies under NMX-R-025-SCFI-2015 standard for labor equality and non-discrimination.

2018

By 2019 TV Azteca aims to strengthen its inclusive prosperity activities through commitment to the 10 Principles of the United Nations Global Compact, as well as to the 17 Sustainable Development Goals, to contribute to the promotion of higher levels of well-being and progress for all.

The 10 Principles of the UN Global Compact

HUMAN RIGHTS

Principle 1.

Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2.

Businesses should make sure that they are not complicit in human rights abuses.

LABOUR

Principle 3.

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4.

Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5.

Businesses should uphold the effective abolition of child labour.

Principle 6.

Businesses should uphold the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7.

Businesses should support a precautionary approach to environmental challenges

Principle 8.

Businesses should undertake initiatives to promote greater environmental responsibility.

Principle 9.

Businesses should encourage the development and diffusion of environmentally friendly technologies

ANTI-CORRUPTION

Principle 10.

Businesses should work against corruption in all its forms, including extortion and bribery.

Sustainable Development Goals (SDG)

SDG	Goal	Goal
 1 EN DE LA POBREZA	Goal 1. End poverty in all its forms everywhere	 10 REDUCCIÓN DE LAS DESIGUALDADES
 2 HAMBRE CERO	Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture	 11 CIUDADES Y COMUNIDADES SOSTENIBLES
 3 SALUD Y BIENESTAR	Goal 3. Ensure healthy lives and promote well-being for all at all ages	 12 PRODUCCIÓN Y CONSUMO RESPONSABLES
 4 EDUCACIÓN DE CALIDAD	Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	 13 ACCIÓN POR EL CLIMA
 5 IGUALDAD DE GÉNERO	Goal 5. Achieve gender equality and empower all women and girls	 14 VIDA SUBMARINA
 6 AGUA LIMPIA Y SANEAMIENTO	Goal 6. Ensure availability and sustainable management of water and sanitation for all	 15 VIDA DE ECOSISTEMAS TERRESTRES
 7 ENERGÍA ASOTIBLE Y NO CONTAMINANTE	Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all	 16 PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS
 8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO	Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	 17 ALIANZAS PARA LOGRAR LOS OBJETIVOS
 9 INDUSTRIA INNOVACIÓN E INFRAESTRUCTURA	Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	



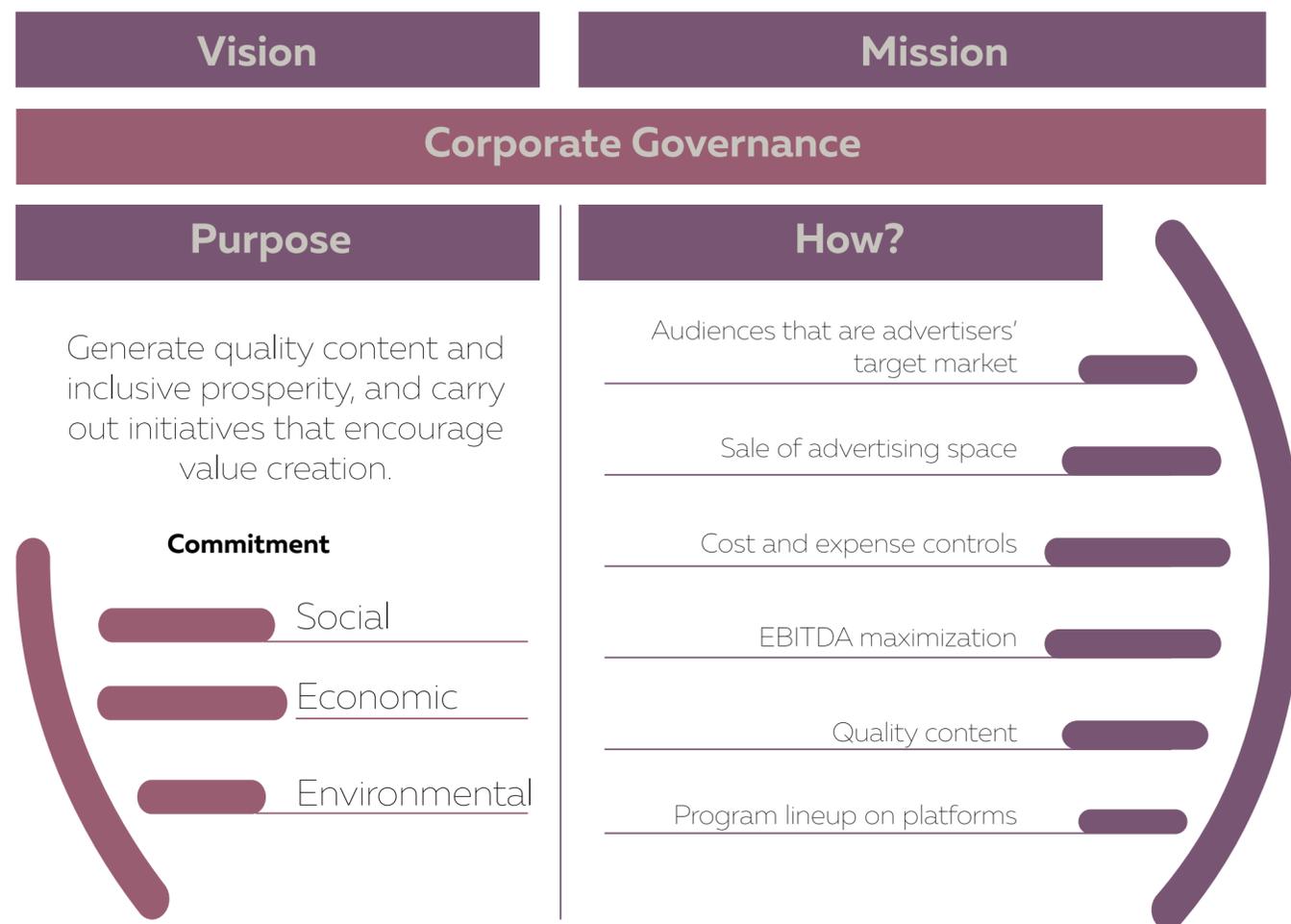
PRINCIPLE
1 / 3

Sustainability management

Value creation model

102-40, 102-42, 102-43

TV Azteca is constantly working to define and strengthen lines of action that generate long-term value for all its stakeholders. In keeping with the ethical and corporate principles for which it is known, it has built a value creation model grounded in a win-win philosophy that promotes inclusive prosperity in all the countries where it operates.



Who benefits?	Through what?	With what results?
Investors	<ul style="list-style-type: none"> • Timely, useful information • Risk management • Solid, profitable results • Higher return on their investment 	<ul style="list-style-type: none"> • Confidence • Reinvestment • Growing equity
Employees	<ul style="list-style-type: none"> • Job security • Competitive benefits • Better quality of life for them and their families • Comprehensive advancement 	<ul style="list-style-type: none"> • Reduced turnover index • Increased retention index • Employee satisfaction
Audiences	<ul style="list-style-type: none"> • Innovative content • Ethical Code for Self-Regulation • Ethics Committee for content review • Social programs 	<ul style="list-style-type: none"> • Media literacy • Growth in advertiser revenues • Stronger brand value for advertisers • Accurate news reporting on various platforms • Audience loyalty
Customers	<ul style="list-style-type: none"> • Programming of interest to audiences (advertisers' target market) • Quality Products and Services • Customer satisfaction 	<ul style="list-style-type: none"> • Customer loyalty • Visibility for small, mid-sized and large companies • Stronger brand value • Continuing leadership as one of the main producers of Spanish-language content in the world • Development of local economies
Suppliers	<ul style="list-style-type: none"> • Fair competition • Transparent selection process • Supplier evaluations • Hiring of local suppliers 	<ul style="list-style-type: none"> • Supplier loyalty • Quality inputs • Ethical standards and social and environmental commitment • Stronger long-term, mutually beneficial commercial relationships • Development of local economies
Authorities	<ul style="list-style-type: none"> • Compliance with laws and regulations • Cooperation with authorities (social and highway safety programs) • Prompt submission of required information • Anti-corruption practices • On-time tax payments 	<ul style="list-style-type: none"> • Transparency • Infrastructure investment • Elimination of corruption
Competitors	<ul style="list-style-type: none"> • Free, ethical competition in the market • Communication with industry participants 	<ul style="list-style-type: none"> • High-quality, state-of-the-art content and services • Competitive pricing • Improved standards in telecommunications
Communities	<ul style="list-style-type: none"> • Jobs • Programs that support freedom, equal opportunity and leadership 	<ul style="list-style-type: none"> • Development of local economies • Empowerment of society's capacities • Greater social development and well-being through special programming • Development of social programs
Nonprofit organizations	<ul style="list-style-type: none"> • Support for social development causes that organizations lead, through Fundación Azteca • Fundraising and forwarding of funding to social programs 	<ul style="list-style-type: none"> • Encourages a climate more open to progress • Support for the neediest
Environment	<ul style="list-style-type: none"> • Resource optimization and efficiency • Use of renewable energy, mainly wind • Clean spaces, waste management 	<ul style="list-style-type: none"> • Reduced electricity and water consumption • Reduced atmospheric emissions and waste generation • Environmental preservation and reforestation
Opinion Leaders	<ul style="list-style-type: none"> • Published information on operating, social and environmental results of TV Azteca and its majority shareholders • Visibility of their opinions 	<ul style="list-style-type: none"> • Stakeholders increasingly informed about the company's performance, as well as its impact on the industry and on economic, social and environmental development in the areas where it operates • Greater participation by society in actions to generate value

102-12

Grupo Salinas –the group of companies to which TV Azteca belongs– has an unshakable commitment to creating economic, social and environmental value, and in 2018 it once again affirmed the principles of the United Nations Global Compact, the world's largest initiative to promote corporate sustainability through 10 principles that promote respect for human rights, dignified labor practices, environmental protection and anti-corruption. Throughout this report we identify the general parameters for fulfilling these 10 principles and they are indicated at the opening of each section or program description.

Furthermore, in keeping with the 2030 Agenda proposed by the U.N., Grupo Salinas and TV Azteca have joined forces to support the pursuit of the 17 Sustainable Development Goals (SDG). In 2018 we worked to identify the SDG that contribute to actions taken by Fundación Azteca and by the company.



This year, TV Azteca received various recognitions, among the most important of which are:

- **Socially Responsible Company (ESR)**
Recognition of best corporate practices within TV Azteca.
- **Great Place to Work**
International recognition for having achieved high levels of trust, commitment and dedication among employees.
- **Promax**
International recognition for the creation of the most outstanding campaign for the effective launch of new programs.

SDG	Goal	TV Azteca Contribution
	Ensure healthy lives and promote wellbeing for all at all ages	<ul style="list-style-type: none"> • Esperanza Azteca Symphony Orchestras • <i>Vive sin Drogas</i> (Drug-Free Living)
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	<ul style="list-style-type: none"> • Esperanza Azteca Symphony Orchestras • <i>Planteles Azteca</i> • Robotics • <i>Modelo de Aprendizaje Colaborativo</i> (Collaborative Learning Model) • <i>México de 10</i> • <i>Generación Bicentenario</i> (Bicentennial Generation) Scholarships
	Ensure availability and sustainable management of water and sanitation for all	<ul style="list-style-type: none"> • <i>iQue Viva la Selva Lacandona!</i> • <i>Limpiemos Nuestro México</i>
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	<ul style="list-style-type: none"> • Esperanza Azteca Symphony Orchestras
	Make cities and human settlements inclusive, safe, resilient and sustainable	<ul style="list-style-type: none"> • <i>Limpiemos Nuestro México</i>
	Ensure sustainable consumption and production patterns	<ul style="list-style-type: none"> • <i>iQue Viva la Selva Lacandona!</i> • <i>Limpiemos Nuestro México</i>
	Take urgent action to combat climate change and its impacts	<ul style="list-style-type: none"> • <i>iQue Viva la Selva Lacandona!</i> • <i>Limpiemos Nuestro México</i>
	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	<ul style="list-style-type: none"> • <i>Limpiemos Nuestro México</i>
	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss	<ul style="list-style-type: none"> • <i>iQue Viva la Selva Lacandona!</i> • <i>Limpiemos Nuestro México</i>
	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	<ul style="list-style-type: none"> • <i>Red Social Azteca</i> (Azteca Social Network)
	Strengthen the means of implementation and revitalize the global partnership for sustainable development	<ul style="list-style-type: none"> • <i>Fundación Azteca</i> • Robotics • <i>Movimientos Azteca</i> • <i>Red Social Azteca</i>

46% of surveyed employees say that permanent training is the most important theme in which TV Azteca must focus its efforts

35% of surveyed employees believe that regarding work matters, the most important thing is to have and hold their jobs

Materiality

102-43

In 2017, TV Azteca continued to consolidate its focus on the issues that impact its operations and vice versa. Thus, based on the previous materiality study and in conjunction with an independent third party, it carried out a stakeholder engagement with two of them –employees and suppliers–, to validate the aspects of key relevance for the 2018-2019 period.

The sample was made as follows:

- 105 employees
- 105 suppliers

The survey was made up of two sections:

- Questions to find out stakeholders' opinion as well as the context of their relationship with the company in qualitative terms.
- Questions that allowed a quantitative assessment of relevant issues in the first phase of the study.

102-44

The main results were the following:

Employees

The two results are interrelated, because survey respondents say that training and strengthening of their knowledge is a key factor for working better, directly affecting their certainty in keeping their jobs. And when they feel they have a stable job, they feel like they have opportunities to grow in other aspects.

When we questioned employees about the issue they feel is most relevant for their overall development:

49% of mentions reference training and reinforcement of knowledge on products and services for offering to customers because they believe this is fundamental for providing quality service to customers and helping generate a better value proposition.

19% of mentions reference training in Values and the Code of Ethics. In this regard, they say that aligning activities with company Values and the Code of Ethics generates an optimum working environment and benefits working relationships, and it also encourages reflection on best practices in on-air programming and the type of content.



Issues of major relevance	Dimension	Issues of minor relevance
Ethics and integrity	Economic	Brand management
Waste management	Environmental	Materials
Human capital development Diversity and equal opportunity	Social	Requirements to suppliers

Suppliers

77% of surveyed suppliers are sure that their companies have policies regarding the sustainability and that address the environment, labor, human rights, community outreach, anti-corruption, fair trade and free competition, and regulation compliance

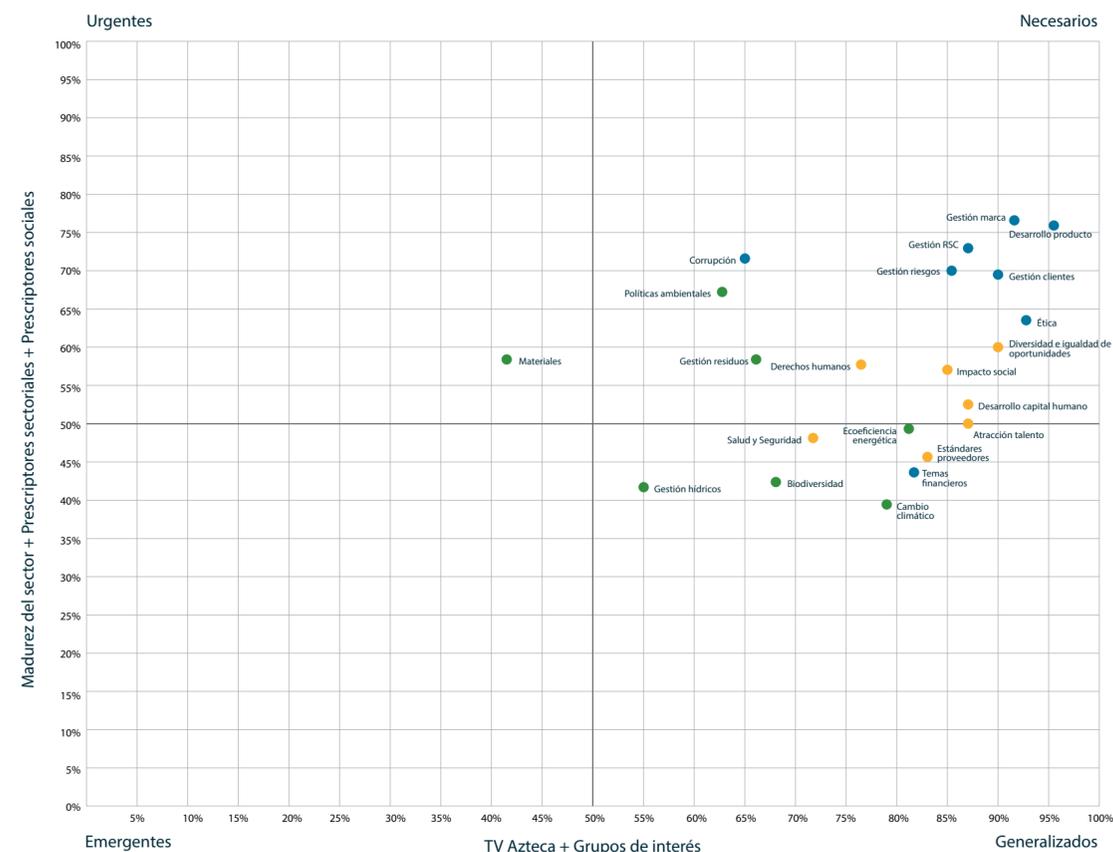
46% of suppliers surveyed believe TV Azteca has influenced their company in adopting this type of program.

Issues of major relevance	Dimension	Issues of minor relevance
Products and services development / product responsibility	Economic	Financial issues
Water management resources	Environmental	Waste management
Human rights	Social	Requirements to suppliers

Material aspects for TV Azteca

102-46, 102-47

Having validated its material aspects for 2018-2019 through stakeholder engagement with employees and suppliers, TV Azteca then revised and translated the thematic content established by the GRI Standards, and obtained the following results:



Material topics	Topic-specific Standards
Corporate Social Responsibility management	GRI 102: General Disclosures > Organizational profile GRI 102: General Disclosures > Ethics and Integrity GRI 102: General Disclosures > Strategy
Risk management	GRI 102: General Disclosures > Organizational profile GRI 102: General Disclosures > Governance
Ethics and integrity	GRI 102: General Disclosures > Ethics and Integrity
Corruption, bribery and transparency	GRI 205: Anti-corruption GRI 206: Anti-competitive Behavior GRI 415: Public Policy
Brand management	GRI 102: General Disclosures > Organizational profile
Products and services development / product responsibility	GRI 416: Customer Health and Safety GRI 417: Marketing and Labeling GRI 419: Socioeconomic Compliance
Customer relations management	GRI 416: Customer Health and Safety GRI 417: Marketing and Labeling
Environmental policies / Environmental management system	GRI 302: Energy GRI 307: Environmental Compliance GRI 308: Supplier Environmental Assessment
Waste management	GRI 306: Effluents and Waste
Talent attraction and retention	GRI 102: General Disclosures > Organizational profile GRI 401: Employment
Human capital development	GRI 404: Training and Education
Diversity and equal opportunity	GRI 405: Diversity and Equal Opportunity
Social impact	GRI 413: Local Communities GRI 203: Indirect Economic Impacts
Human rights	GRI 406: Non-discrimination GRI 407: Freedom of Association and Collective Bargaining GRI 408: Child Labor GRI 409: Forced or Compulsory Labor GRI 412: Human Rights Assessment



PRINCIPLE
2 / 10

TV Azteca supports various authorities in their efforts to improve regulations, offering its comments on specific operating, economic, technical or regulatory aspects of proposed legislation.

Industry engagement

GRI 206, 415: 103-1, 103-2, 103-3
102-13

In the interests of promoting ethical operations and fair competition, TV Azteca participates actively in industry chambers and associations, in order to generate value that can benefit its various stakeholders. Among the organizations to which it belongs are:

México

- *Cámara de la Industria de Radio y Televisión (CIRT)*, an association that is in turn part of the Sistema de Información Empresarial Mexicano (SIEM).
- *The Sociedad de Autores y Compositores de México, S.G.C. de I.P. (SACM)*, and *Editores Mexicanos de Música, A.C. (EMMAC)*. Both are members of the *Coalición por el Acceso Legal a la Cultura, A.C.*
- The Issuers Committee of the Mexican Stock Exchange.

The company has taken part in vetting a variety of measures and regulations for the industry with the Federal Telecommunications Institute, the Chamber of Radio and Television Industry, and the BMV Issuers' Committee.

This past year, TV Azteca took part in the 2018 Consulting Council and in 2018 National Radio and Television Week, both organized by CIRT, which involved conferences on regulatory and technological topics.

United States

- North American Broadcasters Association (NABA).
- Advanced Television Systems Committee (ATSC).
- Media Rating Council (MRC).

Peru

- *Asociación Peruana de Recursos Humano (Aperhu)*.





Economic Value

Tenacious growth

102-7, 203-1

Financial Indicators	2017 Result	2018 Result	% Change 2018 vs. 2017
Net sales	\$13,829	\$14,534	5%
Costs	\$8,187	\$10,316	26%
Administration & sales expense	\$1,552	\$1,472	(5%)
Operating income	\$2,996	\$1,579	(47%)
Total assets	\$28,033	\$28,408	1%
Total liabilities	\$23,795	\$25,013	5%
Shareholders' equity	\$4,238	\$3,395	(20%)
Upfront advertising payments	\$4,390	\$5,185	18%
Capital expenditure	\$437	\$588	35%
Taxes and fees	\$898	\$940	5%

Note. Figures in millions of pesos.

Economic value generated		Economic value distributed		Economic value retained	
2017	2018	2017	2018	2017	2018
\$13,829	\$14,534	\$9,739	\$11,788	\$4,090	\$2,746
5%		21%		(33%)	

Nota. Cifras en millones de pesos.

Despite the tremendous popularity of TV Azteca's coverage of the World Cup soccer championships in Russia, which was a great success in terms of audience ratings, the financial results of the event's transmission were disappointing. This was because airing and production costs associated with the World Cup were higher than the actual revenues earned, as a result of exchange-rate fluctuations, which affected consolidated EBITDA.

In order to improve economic performance and strengthen its position at the top of audience preferences, TV Azteca adopted a number of strategic lines in 2018, among them:

- Innovative, inspiring and high-quality forums, close to audiences, with an emphasis on successful live entertainment programs.
- Productions, co-productions and strategic alliances to enrich our offering and improve the cost structures.
- Focus on free cash flow.
- Balance sheet solidity.

Ps. 2.48 billion pesos in EBITDA at the close of 2018

Ps. 3.94 billion invested in renewal of TV Azteca's broadcast television concessions

More than 46,000 hours of programming produced, 64% more than the year before

Late in 2018, the Federal Telecommunications Institute agreed to renew TV Azteca's broadcast television concessions for a 20-year period starting January 1, 2022. In the fourth quarter of last year, TV Azteca paid the corresponding consideration, totaling Ps. 3.94 billion pesos.

With this, TV Azteca expresses its confidence in the future of Mexico and underscores its firm commitment to invest, with an eye to the long term, in bringing free broadcast television to millions of Mexicans.



PRINCIPLE
1 / 2

Responsible Vision

TV Azteca has a talented, visionary team of professionals and executives who lead the company successfully on the path of Evolution. With extensive industry experience and a deep commitment to sustainability, the Board of Directors and management team of TV Azteca are essential to the company's strong performance.

Board of Directors

102-18

To ensure satisfactory performance, establish general strategies and manage the company, as well as to monitor its performance in keeping with TV Azteca's financial, administrative and legal situation, the company is led by a Board of Directors made of ten members, six of them executive (inside) members and three of them independent. TV Azteca has a declaration of Board independence, which is included in Clause 27 of the Corporate Bylaws.

The Board is the highest governance body, and is responsible for appointing, electing and removing the company's CEO, and for approving promotions, removals or appointments of other key personnel. The Board of Directors establishes general strategies for TV Azteca and the other companies it controls. It also oversees the company's general management, considering the influence these strategies have in the company's financial, administrative and legal situation, as well as the performance of key executives.

The Board tracks the main risks facing the company and the organizations it controls, and provides guidelines on managing these risks.

The Board files the reports required under the Securities Market Act and the General Commercial Corporations Law to the General Shareholders' Meeting, and monitors the risks to which TV Azteca is exposed.

102-22, 102-23

In 2018, TV Azteca's Board of Directors of had the following members:

The Board of Directors is made of 10 members, 3 of them independent (30%).

The average seniority of TV Azteca board members at present is 7 years.

Name	Title	Board member since	Age
Ricardo Benjamín Salinas Pliego	Chairman of the Board of Directors of TV Azteca	1993	63
Pedro Padilla Longoria	Related member	1993	53
Guillermo E. Salinas Pliego	Related member	1998	59
Mario San Román Flores	Related member	2004	60
Luis Jorge Echarte Fernández	Related member	1999	74
Joaquín Arrangoiz Orvañanos	Related member	1998	62
Francisco Javier Murguía Díaz	Independent member	2004	79
Sergio Manuel Gutiérrez Muguerza	Independent member	2000	67
Ignacio Cobián Villegas	Independent member	2006	64
José Ignacio Sánchez Conde (†)	Independent member	2010	66

Note: There are two alternates who may replace any board member: Carlos Díaz Alonso and Rodrigo Fernández Capdevielle.

102-19, 102-21, 102-27

The Board of Directors delegates authority to various senior executives, through regular meetings, reports and memorandums based on established goals and targets.

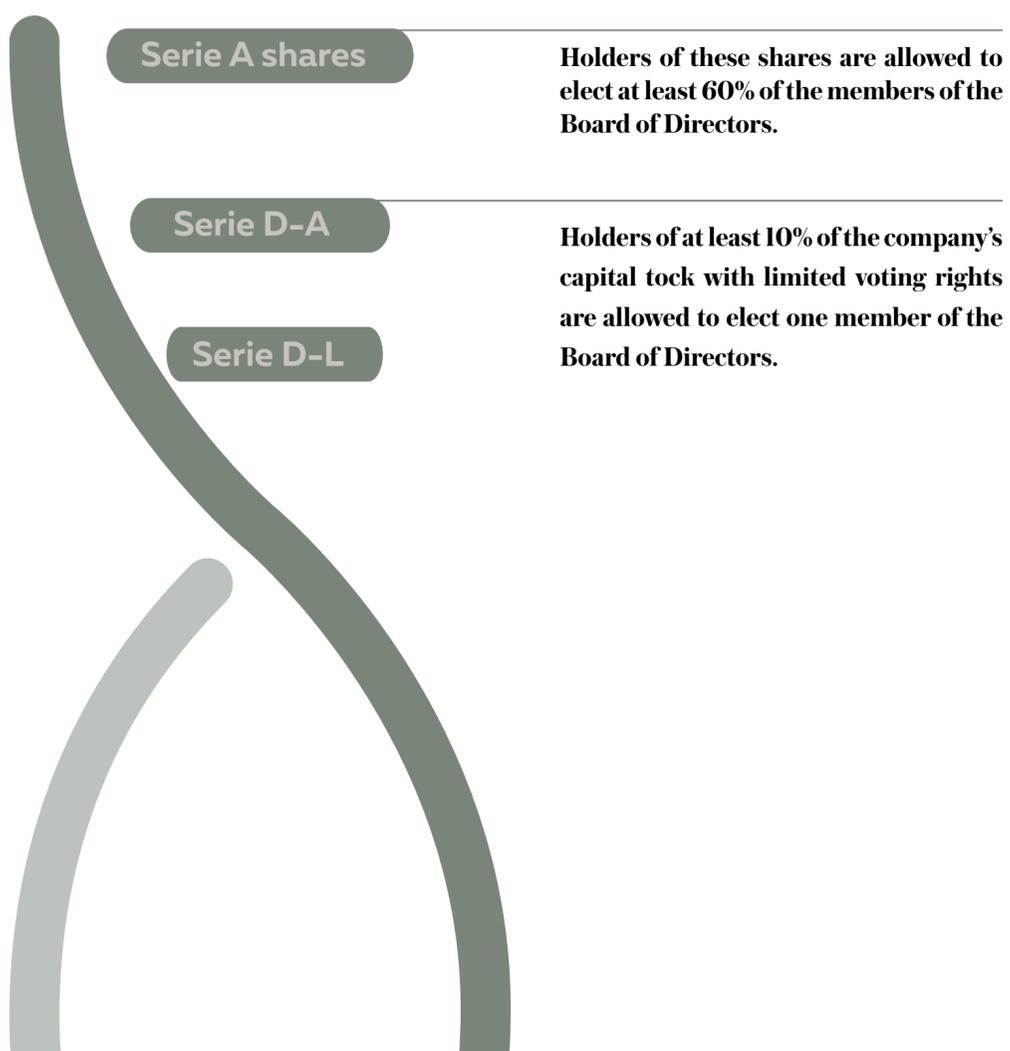
102-33

Stakeholders can communicate critical or material issues to the Board through a number of available channels: The website for Grupo Salinas (the group of companies to which TV Azteca belongs); the Socios Azteca website; e-mail, Honestel, Whistleblower's Mailbox, internal newsletters and social networks.

Selection process

102-24

Board Members serve for terms of at least a year, and are elected by the company's shareholders in their meetings. In keeping with TV Azteca Bylaws, the Board can have a maximum of twenty-one members, 25% of which must be independent.



Audit Committee

The body that supports the Board of Directors in its decision-making is the Audit Committee. In keeping with TV Azteca's bylaws and the Securities Market Act, this committee had at least three independent members appointed by the Board of Directors. Among its responsibilities are:

- **To inform** the Board of any irregular situation detected, and of any corrective measures taken or suggested.
- **To review** the financial statements and internal control and internal audit systems, as well as the activities and independence of the external auditors and the committee itself.
- **To remit** to the Corporate Counsel any lawsuits that have been brought against company employees.
- **To supervise** the CEO's compliance with resolutions and instructions of the Shareholders' Meeting and the Board.
- **To provide** an opinion on all transactions that must be approved by the Board amounting to more than 5% of the consolidated assets of TV Azteca, based on figures corresponding to the immediately preceding quarter.
- **To suggest** the engagement of independent experts when required.
- **To guide** the Board of Directors in the appointment, compensation and retention of accounting firms, and to oversee its performance.

102-22, 102-28

In 2018, the Audit Committee consisted of three independent members:

Name	Type of member	Member since	Age
Francisco Javier Murguía Díaz	Independent	2004	79
Sergio Manuel Gutiérrez Muguerza	Independent	2000	67
Ignacio Cobián Villegas	Independent	2006	64

In fiscal year 2018, TV Azteca appointed Sergio Gutiérrez Muguerza –an independent board member– as a financial expert to support the Audit Committee in its work.

Management Team

102-20

The company's management team is dedicated to guaranteeing the solidity and innovation of TV Azteca, and is characterized by a combination of experience in managing various business areas, and talent. In 2018, the following were the company's key executives:

Name	Title
Benjamín Francisco Salinas Sada	Chief Executive Officer
Ricardo Benjamín Salinas Pliego	Chairman of the Board
Joaquín Arrangoiz Orvañanos	General Sales Co-Director
Esteban Galíndez Aguirre	Chief Financial Officer
José Alberto Ciurana Macías	Content and Distribution Director
Jorge Adolfo Garralda Ochoa	Director of TV Azteca Corporate Culture and CEO of Azteca Social
Jesús Eduardo de la Vega Bustillos	Chief Sales Officer
Rafael Rodríguez Sánchez	Chief Legal Officer

Compensation for board members and key executives

102-35, 102-36, 102-37

In 2018, the total amount allocated for variable compensation to board members (including the Chairman of the Board), key executives of the corporation and individuals considered related parties, in return for services rendered, was approximately Ps. 647 million. This amount was determined on the basis of the company's achievements in its daily operations, and the events that improved its financial structure, as well as its success at generating present and future savings on the financial cost of TV Azteca's resources. This variable compensation was authorized by the Audit Committee and the Board of Directors.

Performance

TV Azteca guarantees the effectiveness of its Board of Directors by appointing its members according to the Corporate Bylaws, ensuring that each member has the qualifications and performs as required, and that the company can be confident in each members' abilities and dedication to their duties. Furthermore, the Board presents a report on its activities, which is evaluated and approved in the Annual Shareholders' Meeting.

The maximum period for which executives' performance may be evaluated for the purpose of assigning a performance bonus is one year.

In 2018, the attendance at Board Meetings was:

Attendance at Board Meetings	Indicators	
Number of meetings held during the past fiscal year	Average attendance at Board meetings	100%
	Minimum attendance required of all Board Members (percentage)	25%

Conflicts of Interest

102-25

The company defines a conflict of interest as any personal situation by which the company's interests may be affected, or its performance objectively hampered. It also includes improper personal benefits received as the result of the position that directors or key executives hold in the company.

When any situation of this type arises, protocol requires that the person who becomes aware of it immediately notify their superior and the Board of Directors so that it may take the appropriate decision in order to mitigate any negative impact for TV Azteca.



Risk Management

102-29, 102-30, 102-31

TV Azteca has a robust risk management system, the purpose of which is to provide ample coverage –with the support of its human, technological, material and financial resources– against any eventuality or contingency that may affect its operations.

To prevent risks from materializing, the Board is supported by the Internal Control area, which has a strict security and information backup system in place.

The duties of the Board of Directors in terms of risk management is to monitor the risks to which the company and its subsidiaries are exposed. Risk factors are identified through the Audit committee based on the information provided by the CEO, external auditors, accounting system, internal control and audit systems, records, filing and other information.

The Board of Directors analyzes the impacts, risks and opportunities in quarterly board meetings, when necessary.

Compliance

Through the office of the Legal Counsel, TV Azteca regularly monitors compliance with laws and regulations on telecommunications, political campaigns, gaming and lotteries, as well as the securities market obligations imposed by the national Securities Commission and the Mexican Stock Exchange.

Evolution

102-26

TV Azteca is today stronger than ever. It has become a benchmark in making television the way the public likes it. The company's process of Evolution is moving ahead decisively: attracting and retaining the best talent and producing content that is up to the expectations of its audiences.

In 2018, TV Azteca continued its Evolution process –a four-year plan drafted by CEO Benjamín Salinas Sada– which consists of offering state-of-the-art content and quality for Mexican audiences, and making TV Azteca one of the best places to work.

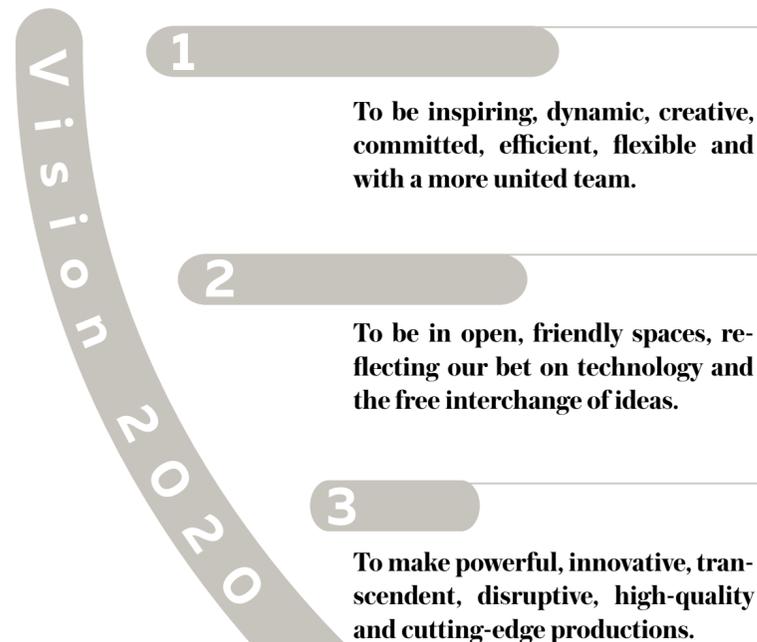
The CEO's vision for TV Azteca's Evolution process in 2019 is to have a nimble, dynamic, courageous company that adapts easily to fluctuations in the industry and its market. In 2018, the company made progress on a number of fronts, including:



PRINCIPLE
1/2/4/6/8/9

- **Azteca 13 evolved into Azteca Uno**, a channel that transmits live content 18 hours a day.
- **The cultural change** at TV Azteca continues, giving the company's creative voice increasing power.
- **Opening of new spaces** that encourage creativity and teamwork, for example, cross-forum screens.
- **TV Azteca triumphed in transmitting** World Cup soccer championships and boxing matches, increased its live television offering, achieved new audience levels with Exatlón and co-productions like Rosario Tijeras 2, together with Sunday shows like Master Chef and La Academia, which have met with resounding success.
- **adn40 became the most widely-viewed news** channel in Mexico.
- **With almost 3 billion video plays**, TV Azteca's digital platforms are leaders in Mexico.

Vinculado a la Evolución, Benjamín Salinas Sada, ha establecido el proyecto "La Nueva TV Azteca", el cual concibe la Visión 2020 como el inicio de una nueva era en la que todos contribuimos para hacer la mejor televisión. De esta manera, TV Azteca se ha propuesto los siguientes objetivos:





Azteca uno

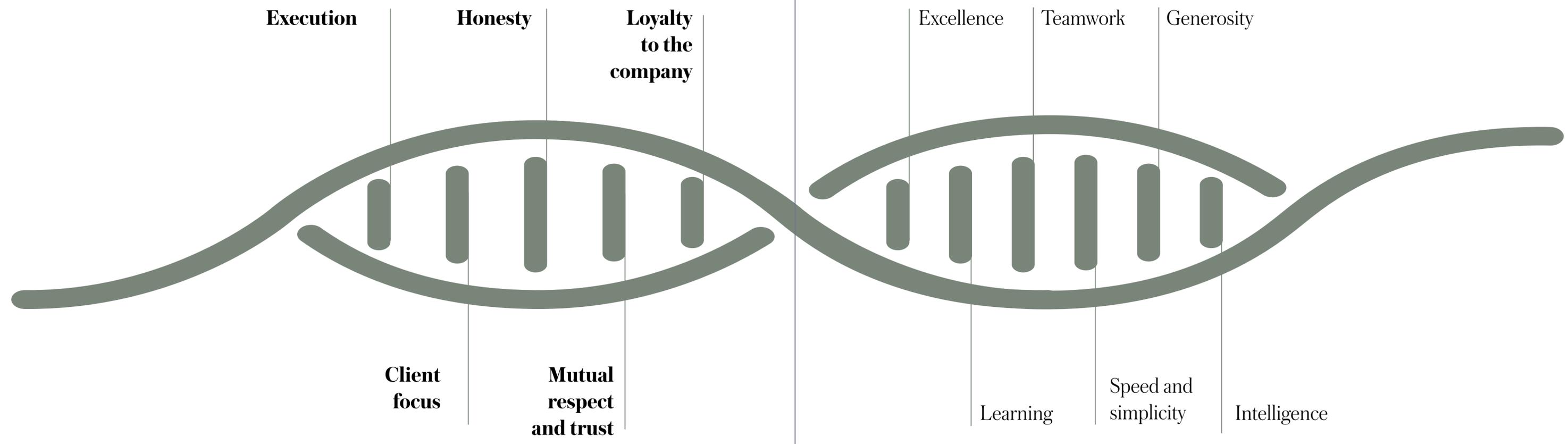
uno

Values

102-16

TV Azteca considers the following to be essential:

The qualities that distinguish TV Azteca are:





PRINCIPLE
3 / 4 / 5 / 6

Code of Ethics

102-16, 205-2, 412-2

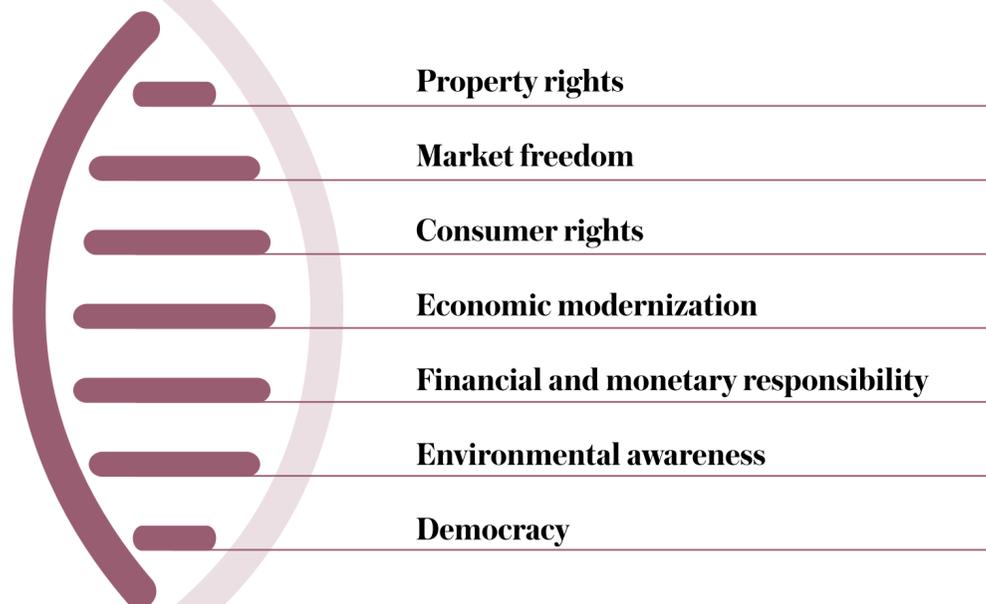
TV Azteca has a fundamental instrument for meeting standards of honesty, integrity and compliance with prevailing legislation in every activity by its board members and directors: The Code of Ethics.

Among the issues addressed in this document are information transparency and conflict, conflicts of interest, and the relevance and precision of documents resulting from TV Azteca operations and directed toward its stakeholders. It also covers the employee conduct, guidelines on interactions with each stakeholder group, anti-corruption practices and human rights, among others.

Together with a solid culture of compliance based on monitoring of legislation in various areas, TV Azteca's operations are based on a series of detailed principles expressly described in the Code of Ethics:

To learn more about the TV Azteca Code of Ethics, visit: go-de-etica

<http://www.irtvazteca.com/es/codigo-de-etica>



Ethics Committee

GRI 416, 419: 103-1, 103-2, 103-3
102-16, M2, M3, M4, M5

In addition to the Code of Ethics, TV Azteca has an Ethics Committee, whose purpose is to oversee compliance with legal provisions and each employees' adherence to the company's ethical principles. The Committee is headed by Jorge Garralda, and is made up of 10 advisors –both internal and external to the company– who conduct systematic reviews of our lineup, ensuring appropriate programming for our audiences –and prepare weekly reports on the ethical quality of our content.

In 1997, TV Azteca first drafted its Ethical Code for Self-Regulation, which contains the fundamental principles of TV Azteca's communication project, concerning the promotion of high-quality television whose programming is the result of dignified, professional and responsible work, in full respect for freedom of expression and the right to information.

Both instruments make up a control system that guarantees that TV Azteca and its employees have the tools and the ability to prepare programming content and conduct their professional activities on an ethical basis. To this end, the Committee has created a training and certification system to ensure that its employees are familiar with the Code of Ethics for Self-Regulation.

To ensure extensive, consistent and agile self-regulation, the Ethics Committee meets once a week to address incidents and prepare reports to be sent to the head of the area responsible. The Committee then calls the responsible parties to its meetings to inform them of corrective measures.

989 employees trained in ethical issues

One of TV Azteca's main goals in terms of self-regulation is to certify 100% of the employees involved in creating and airing programming.



Duties of the Ethics Committee

- **Systematic review of programming lineup**
- **Evaluation of programming to guarantee respect for values, language, culture and diversity.**
- **Suggestion of pertinent improvements to keep content in line with the company's philosophy**
- **Update of the Code of Ethics and oversight of its application**
- **Regular contributions to the monthly in-house newsletter "Among Partners," discussing the company's ethical criteria.**
- **Preparing reports on incident and sending them to content directors**
- **Weekly meetings to manage any incidents that arise**
- **Reinforcement of the Ethical Code of Self-Regulation among all employees.**

416-1

The channels through which suggestions or claims regarding content can be brought to the Ethics Committee are:

- E-mail
- Employee comments
- Observations by the On-Screen Audit Area



PRINCIPLE 10

Anti-corruption

GRI 205: 103-1, 103-2, 103-3
205-1

TV Azteca is firmly convinced that honesty is the basis for respectful, fruitful professional relations, and a fundamental element of teamwork and credibility. The company categorically rejects any kind of corruption, within or outside of TV Azteca.

102-16, 102-17, 205-2

In keeping with TV Azteca's Evolution, anti-corruption actions were vitally important in 2018 because since its founding the company has pursued a communication plan based on universal ethics, on our values and traditions. Its fundamental goal is to produce the best Spanish-language content in the world, not just for entertaining and information, but for educating society, meaning discharging our responsibility to educate the people in four basic areas: democracy, justice, social harmony, and economic development.

As a member of the communications media, TV Azteca fulfills its commitment to self-regulation. It assumes the risks and the satisfaction of doing a dignified job, respecting freedom of expression and the right to information, the Code of Ethics and the law, while promoting quality and values that the company pursues for each of its programs.

The company considers it essential to do business in a fair and transparent manner to ensure compliance with all laws, regulations and ordinances. It therefore neither accepts nor offers bribes, kick-backs or any type of cash or in-kind benefit in exchange for undue benefits.

Cibersecurity

TV Azteca has an important instrument for managing security: the Data Security Office (DSO). Its purpose is to establish institutional guidelines, policies and practices on data security, applicable to all Grupo Salinas business units as well as anyone who directly or indirectly provides professional services to these companies.

El DSI gestiona el diseño e implementación del modelo de Seguridad de Grupo Salinas, el cual considera:

- Management of system access
- Security for apps and databases
- Network
- Data security compliance
- Creation of a culture of security
- Perimeter security protection

The mission of the DSO is to protect Grupo Salinas' data and information assets against events that might affect their integrity, confidentiality and availability, generating value for its business units.

The DSO uses various technologies, in keeping with the cybersecurity control model:

- Hacker prevention systems
- Tools for protecting computer equipment and devices
- Event cross-referencing system
- File integrity verification tools
- State-of-the-art security monitoring equipment
- Perimeter and app-level protection equipment
- Blocking and prevention of database attacks
- Identity management technology for system access

The DSO evaluates the effectiveness of these tools through a specialized area called the DSO Lab, which is in charge of analyzing new technologies, fine-tuning and optimizing implementation, and comparing new technologies in use around the world with those currently being used within the Group.

The DSO reports the following achievements for 2018:

- Implementation and migration of a process for authenticating apps through a new cutting-edge system access management technology.
- Activation of more than 25,000 employees for the use of dual-factor identification (digital token).
- Increased security through management of passwords for users with special privileges using a digital vault, followed by passwords for communication equipment, servers, databases and apps.

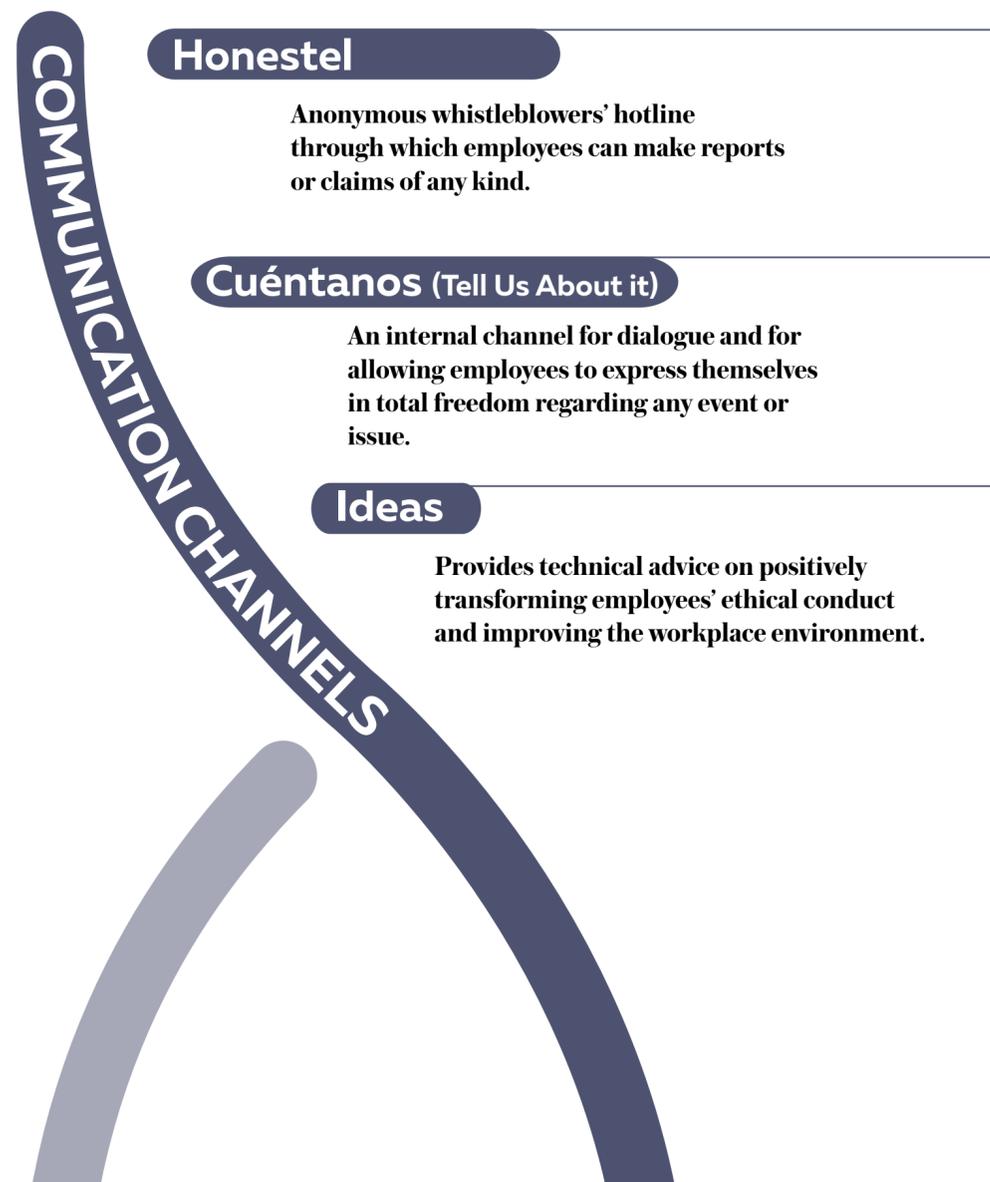
The DSO's goals for 2019 are:

- Reduce the risk of cyberfraud to avoid economic losses and impact on Grupo Salinas companies.
- Integrate a cybersecurity model for the Group into its digital transformation model, adapted to its vision and development model, so that it can create flexible, secure products.
- Minimize the risks associated with managing users with special system access and their passwords.

Honesty

102-17, 102-44

To reinforce communication within the company, TV Azteca encourages the use of direct channels of communication between employees and management. Employees are also kept up to date on what is happening in the company, and should feel confident that their ideas, inquiries and reports will be taken into account.



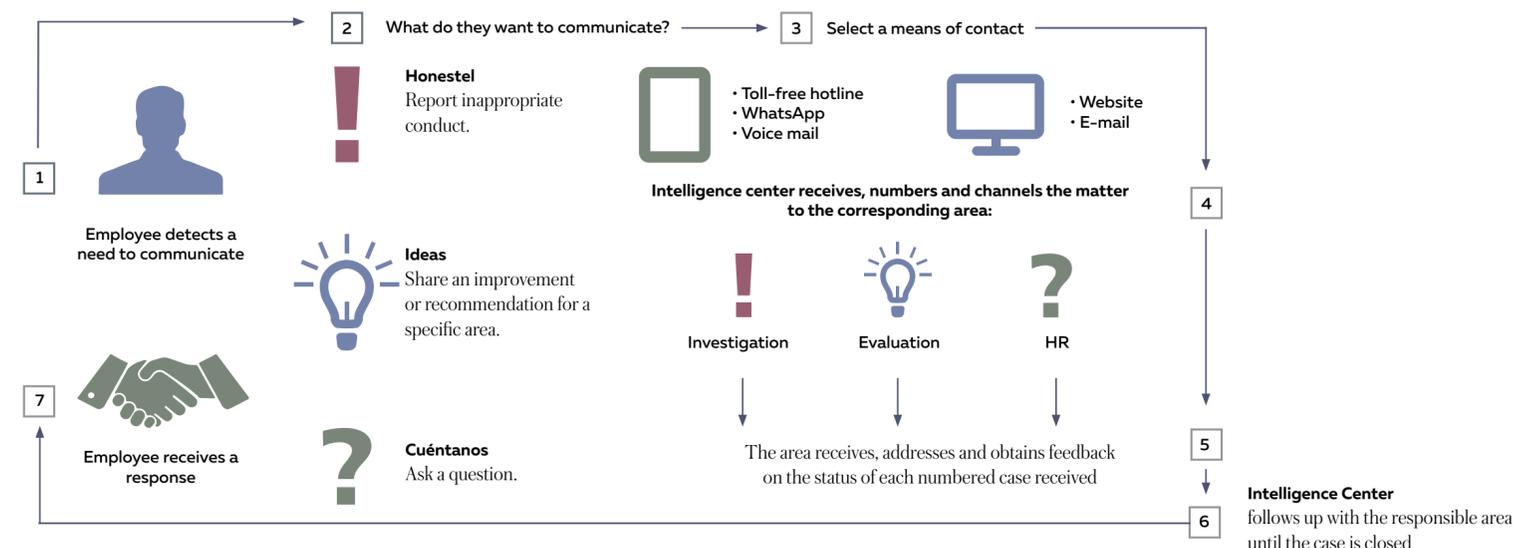
These media are available through various points of contact, 24 hours a day, 365 days a year.

Communication channels are managed through

- Defined general process.
- Specific procedures for each.
- Personnel in charge of receiving, channeling and following up on each contact.
- Evaluation indicators:
 - Number of incidents received
 - Trust
 - Anonymity (percentage of incidents received in which the person making the complaint provided no personal data), showing the level of trust in our channels
 - Effectiveness (percentage of effective investigations, projects implemented, and questions answered)
 - Time to address each incident, measured from the day the case is sent for attention until a satisfactory response is received.

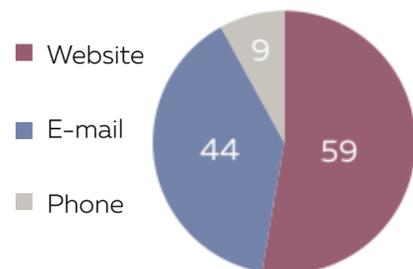
In 2018, 14 TV Azteca employees received training in the use of the Honestel, Ideas and Cuéntanos channels; 14 hours of training.

65 TV Azteca researchers were trained in 2018; 520 hours of training.

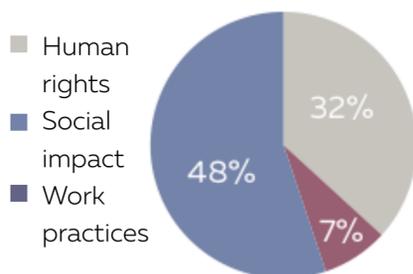


Honestel

Means of contact

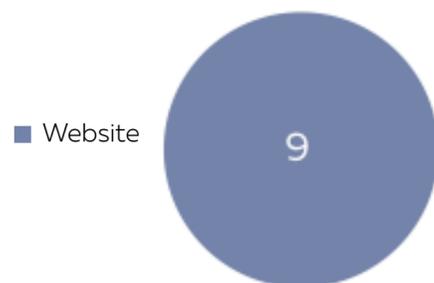


Issues Addressed



Ideas

Means of contact



Issues Addressed

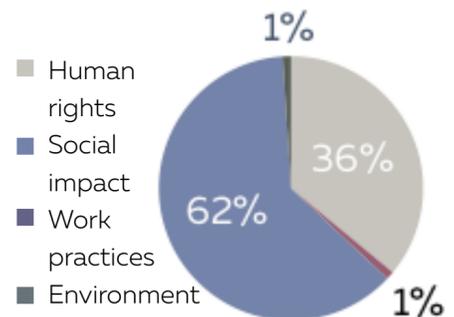


Cuéntanos

Means of contact



Issues Addressed



112 claims were received through Honestel in 2018, 3.4% less than in 2017

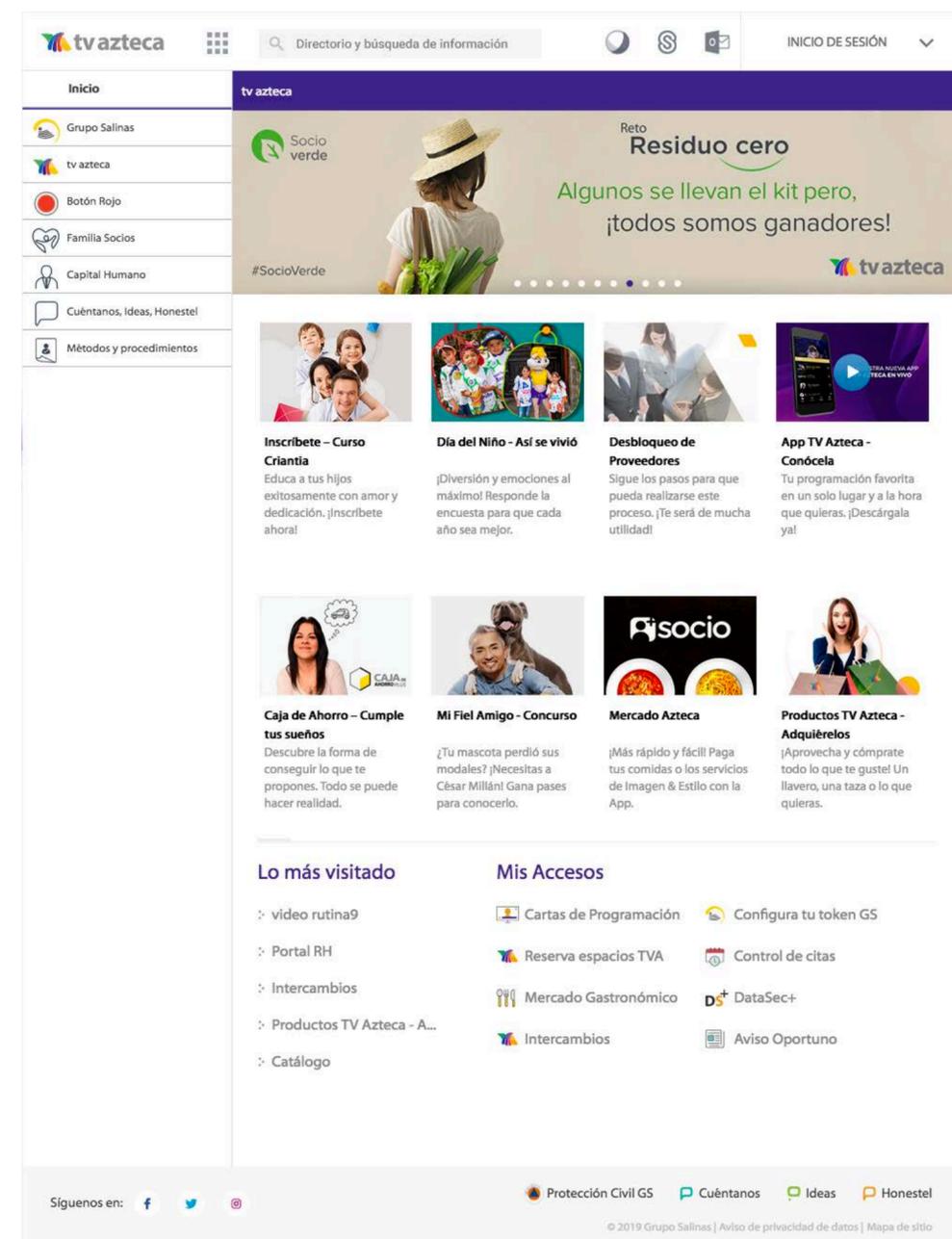
13% of the interactions represented breaches of the Code of Conduct; one was proven and closed.

79 investigations carried out, 73% of them pursued further.

88% of investigations opened during the year were closed in 2018.

9 interactions received through the "Ideas" channel, a 60% decline from the preceding year

489 interactions received through the "Cuéntanos" channel, an 8% reduction from 2017





PRINCIPLE 1 / 2



“A Quien Corresponda” Program

M6, M7

A platform that serves as a vehicle for communication between TV Azteca and its audience, the purpose of which is to invite their participation and collaboration in situations that affect society. “A Quien Corresponda” (which means “To Whom it May Concern”) encourages ethical conduct, justice and legality. It has been hosted by Jorge Garralda for more than 28 years.

Throughout the year, “A Quien Corresponda” received thousands of donations, which are given to the people who need it most.

Logros 2018

Medical Care Days

- With support of the Mexico City Family Services Department (DIF), free mammograms were offered to detect and prevent breast cancer.
- Oral health promotion through Fundación Arte, Educación y Talento Compartido, serving the public.
- Visual health days at Hospital de la Luz throughout the year.

- Application of more than 1,000 flu vaccines by the Mexico City Secretary of Health.
- Regular cardiovascular health days.

Campaigns

- Love to Mom: Visits to 17 old age homes in Mexico City to celebrate Mexican mothers on their special day.
- Adopt a grandparent: Senior citizens were celebrated in visits to 17 old age homes in Mexico City.

The methods for bringing complaints or suggestions to the attention of A Quien Corresponda are:

- **Phone: 5166-2313**
- **Social Media:**
 - **Facebook: @aquiencorresponda**
 - **Twitter: @aqcazteca - @jorgegarralda**
 - **Instagram: aqcazteca - jgarralda**
 - **Voice mail: 5166-2342**
- **E-mail: aqc@tvazteca.com.mx**
- **Post mail: Periférico Sur 4121, Col. Fuentes del Pedregal**
- **Service modules at: Periférico Sur 4121, Col. Fuentes del Pedregal**
- **Website: www.tvazteca.com/aqc**

More than 17,372 cases channeled to close to 200 government institutions, foundations, civil associations, among others.

10,604 people received legal counseling through law firms, in person and by phone.

Through local television stations the program reaches more than 40% of the country's population.

In 2018, A Quien Corresponda was migrated to channel a+, in order to bring it closer to the public and increase its scope to the nationwide level.

Toward a common commitment

102-9

For TV Azteca, the supply chain is an essential pillar on the path to sustainability, so the company carries out a painstaking process of supplier selection to strengthen its value proposal. TV Azteca seeks out commercial partners that specialize in their area of business and meet all requirements for offering quality content and services to both audiences and customers. This helps mitigate the risks that may arise in our operations.

TV Azteca has a Central Purchasing Area –specialized in supplier management—which establishes criteria for vendor approval according to the needs of each purchasing category. This process has helped it mitigate risk in its acquisition of materials and services, and increased the success rate of each transaction with commercial partners, guaranteeing the consolidation of the supply chain.

The Central Purchasing Area has various support mechanisms for selecting the best commercial partners:

1. Acquisition process:

- **Purchasing System and Tender and Auction Portal.** This system receives requests from each business unit, and negotiators for each category evaluates them to define and execute the purchasing process –generation of purchase orders which are sent to vendors to fill and/or execute.
- **Policies.** These govern the internal regulatory and commercial framework to be followed by business units, users, purchases and anyone else who interacts with the Central Purchasing Area. There are policies on:
 - Purchase requests
 - Delivery of materials and services
 - Order assignment
 - Negotiation of materials and services
 - Electronic releases

2. Supplier selection:

- **Purchasing system.** Concentrates master data on each vendor once it has been incorporated into the supplier registry for Grupo Salinas' Central Purchasing Area.

- **Policies.** Supplier Ethics, which addresses conflicts of interest, professional ethics, confidentiality and sanctions: Declaration of non-relationship with family members or former employees of Grupo Salinas; and the Non-Disclosure Agreement (NDA).
- **Supplier Portal.** Attracts potential vendors offering products or services; records contact data on the prospect so the purchaser for that category can get in touch with them and determine whether or not they are suitable for participating in tenders, auctions, comparative tables, etc.
- **Processing documents.** Forms that the Central Purchasing Area requests during the registration process to collect enough information to determine the extent to which a supplier meets the requirements to be incorporated into the supplier registry.
- **Certification.** A tool for rating the legal, financial and tax situation, commercial standing, creditworthiness and environmental handling of a company, so it can be assigned to the correct purchasing category.
- **Surety bond.** A resource that allows the company to determine the prospective vendor's capacity to guarantee performance and avoid compromising the Group's integrity.
- **Comprehensive risk management.** Processes are evaluated and improvement plans are drafted and preventive and correction actions are incorporated into the flow of operations.

Once a first-time supplier has provided the product or service, the Central Purchasing Area evaluates its level of compliance in terms of quality and service time required, and suggests the necessary improvements. If the results are acceptable, the supplier is eligible for future orders; if not, the supplier is inactivated and receives feedback to improve its performance; if it can subsequently prove that it has taken corrective measures, it will be re-considered for future orders.

607 TV Azteca suppliers were hired in 2018; at the close of the year it had 1,414 active suppliers.

85% of TV Azteca's supplier payments in 2018 went to domestic firms.

Progress, results and highlights for 2018

- Shortened the time it takes to register a supplier by 67% on average, from 60 to 20 days.
- Specialization of real estate suppliers, mitigating the risk involved in awarding a project to a new supplier.
- Constant evaluation of supplier deliveries, with the design a model to evaluate commercial partners in a functional, simple, accurate, understandable, actionable, accessible, sustainable and measureable way. The model can now be implemented in 2019.
- Inclusion of sustainability guidelines into the certification reports on suppliers that have processes for assembling, manufacturing or transforming products. This will shortly be applied to the rest of the supplier registry through visits to their premises to confirm sustainability plans and actions.
- Control of minimum stock quantities included in the calls for bids and auctions.

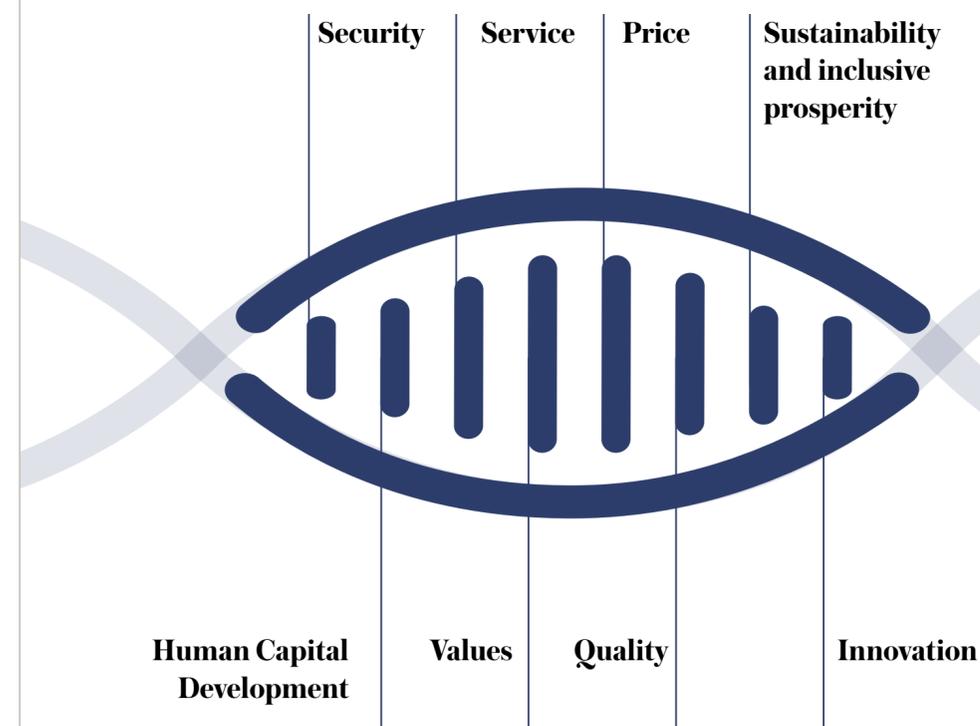
Suppliers' Circle Certification

GRI 308, 405, 406, 407, 408, 409, 412: 103-1, 103-2, 103-3 412-3

In keeping with the firm policy of environmental and social commitment Grupo Salinas is known for, and in addition to its evaluation of services rendered by its suppliers, TV Azteca has developed a concept known as "Suppliers' Circle Certification." This guarantees responsible purchasing based on ethical, labor, social and environmental criteria.

Under this system, companies that supply the group must meet various requirements, among them a social and environmental pledge by which they accept responsibility for complying by the existing laws, caring for the environment and respecting human rights.

The Central Purchasing Area intends to inculcate a new culture for 2019 based on eight pillars:



105 TV Azteca suppliers have Suppliers' Circle Certification

95 suppliers were able to improve their performance in economic, social, environmental and ethical terms



PRINCIPLE
1 / 2 / 4 / 5 / 6

1 Out of the total number of suppliers managed by the Purchasing Central, in other words, at the Grupo Salinas

The main indicators we will be tracking to ensure this culture is in place will be:

- Generation of savings for Grupo Salinas amounting to at least 5% of total expenses, in order to contain the increases reported in 2018
- Attraction of new businesses and purchasing volume
- Increase in service levels and customer satisfaction
- Increase in open and above-board competition between suppliers

The priorities resulting from this new culture, in terms of our sustainability goals, are:

Economic

- Cost reduction in order to mitigate the impact of inflation in 2019.

Social

- Promote integration and teamwork.

Environmental

- Inclusion of physical inspections to rate suppliers according to sustainability
- Negotiations with suppliers on environmentally-friendly materials
- Negotiation on destruction and disposal of toxic and other waste (in process).

Ethics

- Restructuring of the internal ethics policy for the Central Purchasing Area.

State-of-the-art strategy

417-1

Broadcast television remains the most widely used mass media in Mexico. In 2018, TV Azteca reached 29.6 million Mexican households each month. Audiences have become increasingly demanding, and TV Azteca's content offering is subject to a constant process of improvement to raise the quality of its state-of-the-art strategy.

Innovation and the challenges of creating proposals that exceed audience expectations have been an integral part of TV Azteca throughout its history, because one of our main goals is to maximize the value of the customers' brands. To do this, we have a Marketing Area responsible for capturing the interest of our audiences.

Marketing

Today, the average Mexican consumer has more access to sources and channels for entertainment, which has made the choice of channels and platform increasingly competitive. Innovation at TV Azteca –which remains a clear goal of its Reinvention and Evolution– demands more and better marketing to make its services more attractive.

With this, TV Azteca has improved its productivity in two ways:

- Creating new and better content
- Greater impact in marketing and advertising for attracting new audiences to TV Azteca screens

The increasing fragmentation of audiences creates a pressing need for companies that create and distribute content to increase their productivity.

The resources and tools that TV Azteca had in 2018 for generating new content, and for improving and diversifying its offering for customers and audiences, were:

Market studies and a deep understanding of current and potential audiences.

Fresh, renewed financial management focused on meeting the needs of a dynamic screen.

Alliances with the leading players in the world to generate content that allows innovation to flow

A new leadership at the senior management level that came to TV Azteca to inspire a new work culture, and a strategic vision for the short, medium and long term that generates positioning plans..

The integration of human resources with extensive experience in the world of entertainment and production to focus on TV Azteca's biggest programming bets



Audiences

GRI 416, 417: 103-1, 103-2, 103-3 / M2, M6

For TV Azteca, audiences represent the core of its decision making, so the company has various tools for learning about their expectations and needs:

- Market research that brings together capacities and experiences for measuring and providing relevant information at all levels
- Qualitative and quantitative audience and content assessment
- Portfolio of expert partners in various disciplines
- Interview sessions
- Research groups
- Social listening
- Quantitative preference studies

Quality standards for the content programmed into each of our screens requires specific measurement procedures and parameters:

Preventive measurement

TV Azteca anticipates the interest content may have, so it can make the necessary adjustments before the initiative is launched.

Corrective measurement

While a program is on the air, its performance is measured from various perspectives, to make the necessary changes.

Ethical measurement

TV Azteca has a committee with the authority to veto or approve any content aired on our screens. It also evaluates the content according to the guidelines of various government agencies that oversee our industry in Mexico.

TV Azteca's Evolution is a reality. With the findings of our measurement tools, the company's signals increased their audiences in prime time, and their production quality is renowned throughout the global content industry, reflected in the interest of other international producers.

Financial measurement

The company assesses the financial performance of all of its content, seeking to maximize return throughout its value chain.

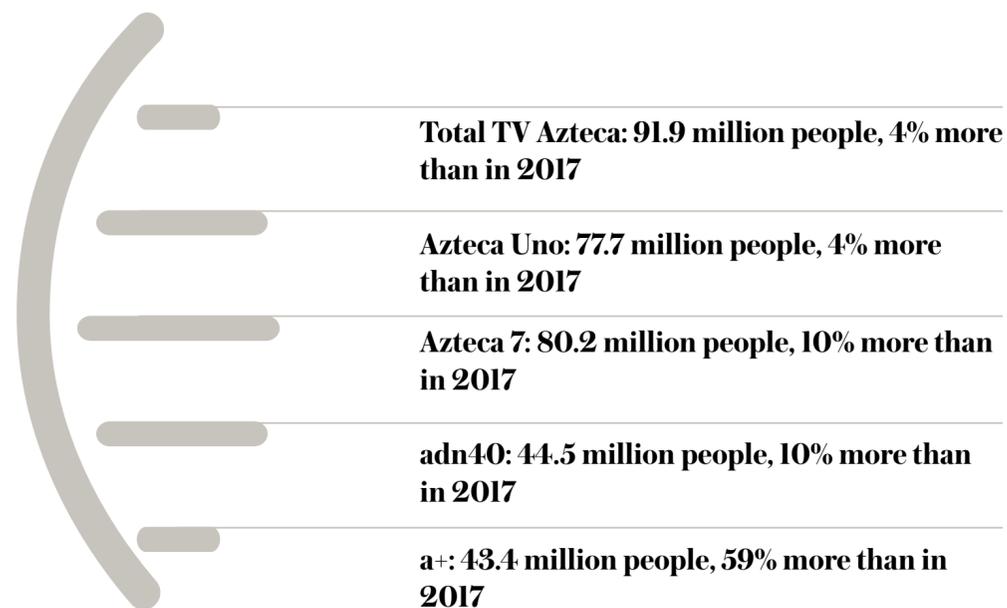
M3

Audience feedback is obtained through an analysis of their viewing habits. These habits are in turn studied through statistical variables that enable us to determine what programs they view the most, which have the broadest reach or are able to attract TV viewers' attention for longer.

Audiences are measured electronically and automatically, and information is available on the following business day, so the production and programming areas of each of our channels can make prompt, well-informed decisions that help them to improve the content and ensure it is consistent with the lifestyle and reality of each audience segment. Currently, TV Azteca has a contract with Nielsen IBO-PE Mexico and HR Ratings Media for audience measurement services. Both companies collect and process information on broadcast and pay TV consumption in Mexican households.

Through software used to manage the information used in these databases, the staff of the audience area makes the necessary analyses to learn more about audience expectations.

Average monthly reach 2018



TV Azteca reached 29.6 million Mexican households.

More than 105.5 million individuals reached by TV Azteca in 2018



2018 Highlights

A huge audience response to:

- The season finale of *Exatlon* and the start of the second season.
- A new season of *La Academia*, Master Chef and Rosario Tijeras.
- The coverage of the World Cup soccer championships in Russia and transmission of 32 football matches played by the world's top selections.
- The coverage of the Mexican presidential election and change of administration.
- The transmission of boxing matches by Saúl "Canelo" Álvarez.

M6, M7

Because today digital platforms have become essential for distributing content, TV Azteca has been working on bolstering its value proposition to incorporate this type of tool. It also intends to exploit these new media to broaden its scope and encourage a dialogue on content by creating a community for hearing about audience opinions, preferences and needs.

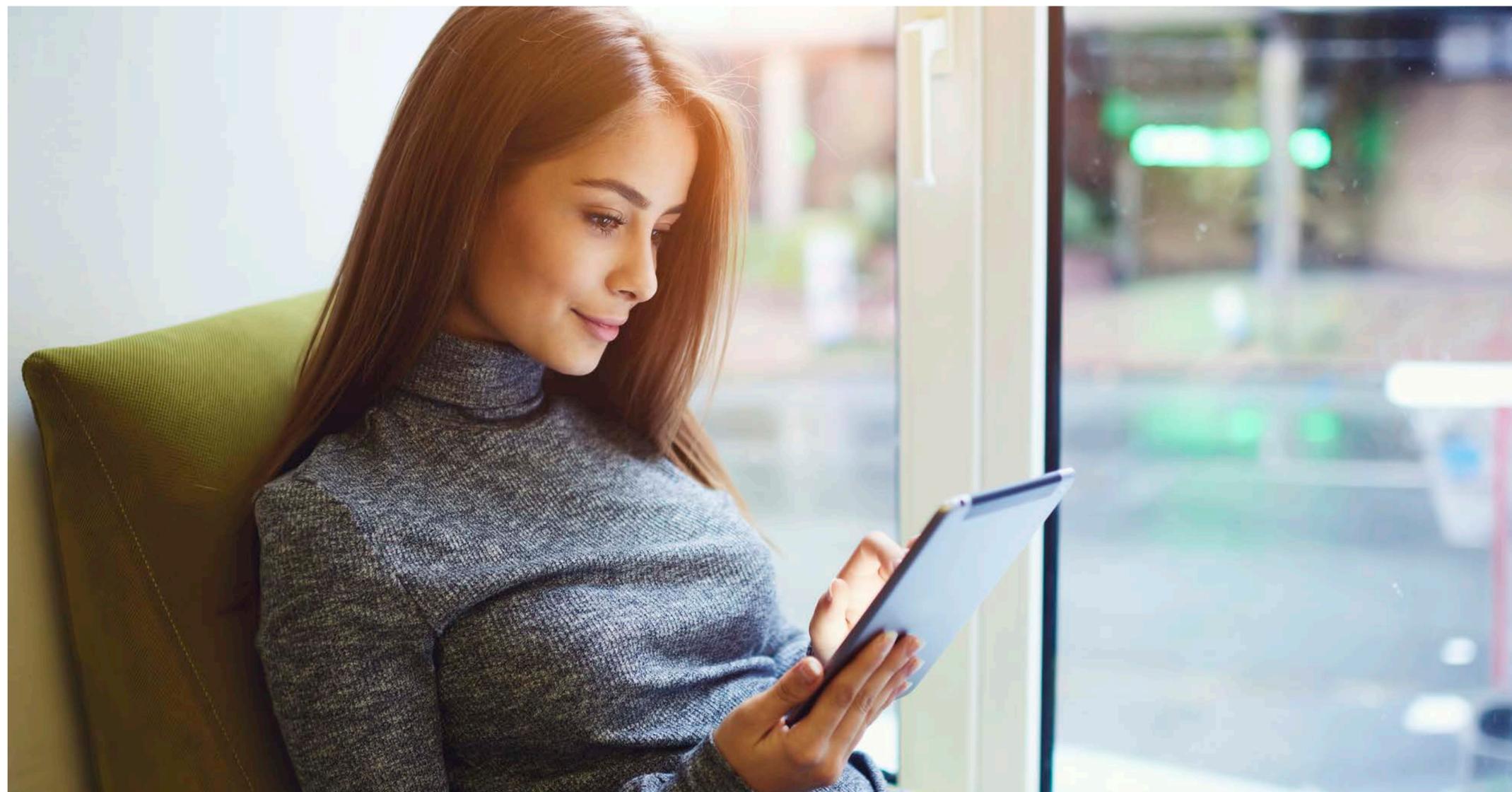
The main issues addressed by audiences through social media were:

Opinion	Users converse with each other about content.
Information search	Social networks distribute information about programs to consumers.
Criticism	Social networks are the media through which audiences communicate their approval or disapproval of content.
Participation	Users participate in promotions and in screen-based dynamics.

Convinced that the television of the future is multi-screen and interactive, TV Azteca Digital obtained the following key results:

- Its videos were played 8,100 times.
- The Azteca Conecta app was downloaded more than 800,000 times for audiences to interact with “La Academia” and “Master Chef Mexico.”
- Social networks totaled 70 million users.
- More than 170 million hits and more than 380 million page views for TV Azteca content.

Followers on social media 2018



Close to 78.6 million followers on social media in 2018.

47,135,520
5.8% more than in 2017



5,909,354
80% more than in 2017



10,694,437
8% less than 2017



14,846,381
59.6% more than in 2017

Customers

GRI 416: 103-1, 103-2, 103-3

TV Azteca focuses on its customers –advertisers who acquire advertising spaces during the transmission of content, primarily ad agencies and partners–, which means the Company's efforts are focused on market research to determine their needs, by gender, age, socio-economic level, geographic zone, consumer preferences and wealth.

Based on this research, we come up with programming ideas that are consistent with each audience segment, and where these goals can be met, generating a solid strategy for becoming the ideal framework for advertisers to maximize their brand value.

Because TV Azteca is the only television company in Mexico with four nationwide channels, each with a different identity, advertisers know that it can bring them to a very broad public. They also learn about the characteristics of the audience watching the show, to make sure their resources are invested optimally.

416-1

To guarantee that each client achieves its advertising goals. TV Azteca has a process for tracking the sales force, in order to maintain a close relationship and constant dialogue with customers and agencies, and to hold regular meetings for analyzing and correcting areas of opportunity as necessary.

TV Azteca uses the Net Promoter Score (NPS), a methodology for measuring client satisfaction and loyalty, determined by its recom-

mendations. This indicator is calculated on a scale of 0 to 10, and customers are grouped into three categories: detractors (dissatisfied with the service); passive (or satisfied but do not recommend the service); and promoters (satisfied and enthusiastically recommend the company).

TV Azteca evaluates the results of its customer relations through Nielsen Mexico, which, as it does in many other markets in the Americas, generates information on audiences and performance metrics. Rating, share, scope and frequency are the four-basic metrics of this market, and those on which advertisers base their investments.

In 2018, TV Azteca introduced new tools to its client base for better understanding TV viewers and specific consumer, investing in one of the most advanced tools on the market: Content Appreciation Panel by Growth from Knowledge (GfK), a company renowned worldwide for its ability to offer advanced media research products.

To offer services to customers and guarantee that the advertising aired to audiences is responsible, free of confusing messages and discrimination, every advertisement goes through a process of technical and editorial quality control.

Additionally, TV Azteca has initiatives to inform and build awareness among its commercial partners about the advantages its products offer:

- Efforts by sales teams, which hold events, presentations and activities that keep them in communication with advertising decision-makers.
- Public relations and a daily presence in

the social media, vehicles for communication with our commercial partners. The company distributes information every day about its products, successes, and the status of the competition around it.

- Seminars and meetings with industry representatives based on the knowledge generated by its research and development team for prompt communication through newsletters and documents given to customers and commercial partners.

In 2018, new work processes were incorporated in order to clearly and consistently establish the company's goals, which are grounded in its vision. The most outstanding action in this regard was the introduction of Objectives and Key Results (OKRs).

Customer relations highlights 2018

TV Azteca proved itself one of the best options for obtaining effective advertising results, which will ultimately increase the number of initial clients and the average amount closed per client.

2019 Goals

- Strengthen our knowledge of clients based on behavior, habits and advanced segmentation. All of this supported by a multi-layer data strategy and the capacity of our sales force to establish fruitful lines of communication and business.
- Continue promoting a technical and strategic commercial culture.

Improved relations with the customers increases the likelihood and frequency of their success with large-scale, long-run commercial offerings resilient to changes in audiences.

Corporate and commercial policy forbids discriminatory, offensive or untruthful advertising.

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**¡MAMÁ!
COMO TU
COCINA
NINGUNA**

Experiencia Azteca

tv azteca

Cinsa
Cocina con sabor a hogar

Santa Anita
Inspirando tu mesa

Daniel Bisogno

Social Value

The Best Talent

GRI 401, 405, 406, 407: 103-1, 103-2, 103-3



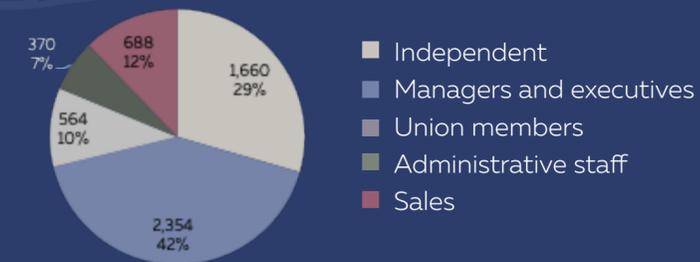
In 2018, TV Azteca set its sights on being of the best places to work and attracting the best talent in the industry, offering outstanding talent and a stronger value proposition to benefit both audiences and clients.

To this end, TV Azteca has added national and international talent to its team with broad experience in programming and content, strengthening the company's global leadership and long-term growth plans.

For TV Azteca, attracting the right talent for every position is highly important, because it is a key factor in the success of its projects, its ability to meet goals in various areas, continuously improve its processes, and build the skills needed to encourage effectiveness and sustained growth.

An internal human capital system was put in place to record and track job applicants and candidates, to evaluate and hire the right people for each job depending on the requirements and needs of our different business units. There is a team of six executives who specialize in talent attraction, taking advantage of some of the primary sources of online recruitment, like LinkedIn, Indeed, Hiring Room, Bumeran, and others, to search for candidates and fill vacancies.

TV Azteca employees in 2018



Around 17.3% of TV Azteca's permanent employees are represented by the television workers' union. A smaller number is represented by the actors or musicians' unions.

102-8

TV Azteca had 5,636 employees in 2018.

401-1

Approximately 29.4% of new hires in 2018 were independent.

At the close of 2018, TV Azteca underwent an audit to certify the companies belonging to Grupo Salinas according to official Mexican standard NMX-R-025-SCFI-2015 in labor equality and non-discrimination. The exercise involved a review of current human capital processes and their compliance with this standard.

In 2018 TV Azteca filled 1,066 vacancies across the nation

GRI 401, 405, 406: 103-1, 103-2, 103-3

In its search for human capital, TV Azteca has tools like the Grupo Salinas Recruitment and Hiring Policy, which establishes guidelines and criteria for attracting talent more efficiently, and in keeping with the needs and standards of the labor market.

TV Azteca also makes an effort to assemble diverse teams, and since 2017 we have been aligning our talent management and cultural change with the Great Place to Work methodology, strengthening our commitment to employee quality of life, gender equity, non-discrimination and equal opportunity. With this we can attract talent with experience in the industry and improve our value proposition without regard to gender, age, physical condition or other factors.

For 2018, the company worked on various strategies to improve its talent attraction process, including:

- Strengthening ties with universities and social service and internship programs as seedbeds for new talent.
- Generating a database of high-potential candidates and referrals to fill vacancies.
- Building a specialized team with extensive knowledge of the positions and a close relationship with headhunters and human resource specialists for a fuller understanding of each position.
- Reducing the time to fill vacancies by tracking key talent attraction indicators.

Our Position Fulfillment Program filled vacancies that had opened up in the company due to movements, promotions, resignations or firings.

GRI 401: 103-3

In 2018, TV Azteca evaluated the results of its talent attraction efforts through a biweekly review of key management indicators. The goals for this past year in the area of hiring and coverage of vacancies were met 100%, with an average of 90 vacancies filled each month.

401-1

60% of Trainee Program participants were hired at the end of the program in 2018

To reduce the time it takes to fill vacancies, we will continue working as a team to present candidates in an optimum period of one week, maximum two, for specialized positions. We will try to improve communication with the business units by communicating specific functions and serving as a strategy partner for filling vacancies nationwide.

Talent Development

GRI 404: 103-1, 103-2, 103-3

Technology, innovation and creativity are all factors that, given the nature of our business, directly affect TV Azteca operations. The company strives to remain at the forefront of industry technology and provide professional preparation for its employees, equipping them with the tools they need to do their jobs. We also try to generate a working environment that nourishes creative skills, and to this end we have a number of training programs:

- **Onboarding.** Designed for new hires. Employees are welcomed and attend information sessions about the company's value chain and daily tools. They are then shown the facilities of each area.
- **Online.** Material currently found in the Learning Management System, and which will be transferred to the Success Factors system, a tool that provides a repository of training material linked to the employee database, in order to monitor progress and prepare career development plans within a single platform.
- **Transition to Success Factors.** Everyone involved in the use of the tool receives training.
- **In person.** Classroom courses on camera direction, production, and television editing.
- **Online training.** In 2018 this training focused on compliance and business product issues.
- **"Talent Seedbed" trainee program.** Designed for recent graduates of educational programs related to television, its aim is to attract young talent. This year we provided three months of training to 15 people, in which students were provided an orientation and exposure to real professional experiences in order to strengthen their job skills.



PRINCIPLE
6

401-1

2,202 employees trained in 2018, 65% of them men and 35% of them women

25,268 hours of classroom and onsite training in 2018

7,734 hours of training given to 53 employees on technical aspect of content generation

1,040 employees took online courses in 2018, 63% of them men and 37% of them women

2,249 hours of online training in 2018



404-2

Among the types of courses and topics taught to employees are:

Corporate: Seguridad de la Información / Honestel

Production techniques: Camera / Editing / Lighting / Virtual production

Onboarding: For new hires

Systems administration: Azteca Tube, online certification / Inews / Final Cut

Television business: Sales / Audience metrics / Programming

Civil defense: Evacuation brigades

Ethics: Code of Ethics for Self-Regulation

404-2

Additionally, in 2018 TV Azteca took part in a preparatory school equivalency initiative, in which employees had access to online courses supplied by an external vendor, and upon conclusion were given the opportunity to sit an exam conducted by the National Center for Higher Education Evaluation (CENEVAL).

This course encourages employees to improve their formal education, particularly those working in technical areas, while still keeping up with their job responsibilities. Those who chose not to sit the exam in 2018 still have a chance to take it in 2019.

TV Azteca will continue participating this program in 2019.

8 participants in the Preparatory School Equivalency Program, 60% of whom completed it with a satisfactory grade.



Quality of life

401-2

Quality-of-life programs for TV Azteca employees were vitally important for the company's Reinvention and Evolution in 2018, a year in which we continued to generate and promote initiatives that encourage a healthy life balance, wellness and a good organizational climate within the company.

PRINCIPLE 6

Depending on their position and the country where they work, TV Azteca employees are given access to social security and home finance, vacations, annual bonus, vacation bonus, and individualized retirement savings plans (AFOREs) among other benefits which may vary from place to place.

The company also holds events –celebrations, fairs, bazaars and special sales– to give employees access to a variety of benefits, and improved workspaces like dining areas that offer affordable prices for workers.

These programs and initiatives help promote a balance between work and home life, offering employees benefits for optimizing their time and strengthening integration, a sense of belonging, and healthy lifestyles. These activities are fully inclusive, and are offered on the basis of equality and gender equity. For TV Azteca, it is essential that everyone has the same benefits in the workplace, with no distinctions.

The tools used by the Employee Wellbeing and Internal Communication area in quality of life programs in 2018 were the following:

- **Internal communication.** Tools for publicizing initiatives that promote employee well-being, like e-mail, intranet screens, bulletin boards, Facebook and activations.
- **Wellness and Events.** The area has a budget for such events, bearing in mind the company's savings goals. It also has national and local agreements to give employees access to savings and discounts from a variety of vendors.

The goals of the Wellbeing and Internal Communication area in 2018 were:

Strengthening employee pride, identity, commitment and a sense of belonging	By creating quality events that strengthen our brand.
Improving employee quality of life	By strengthening and creating wellbeing initiatives, improving facilities and common areas, and planning sports tournaments, as well as various employee activities.
Supporting employee wellness	Preserving employee health to reduce illness and absenteeism, and optimizing productivity by introducing an appropriate healthcare system.

Two of the most important tools for managing quality-of-life programs are setting goals and targets, and monitoring their progress. In 2018, the main results and achievements in this area were:

- Successful events attended by 70% of employees
- Full migration of the employee dining room to Mercado Gastronómico –a space created especially for them– where employees have access to a variety of food options.
- A 25th anniversary celebration, and other programs surrounding that event.

The Employee Wellbeing and Internal Communication area evaluates the effectiveness of these tools by tracking the following aspects:

- **Number of participants in each program or initiative** The goal is to reach as many employees as possible, optimizing the budget assigned for each event.
- **Communication.** In order to maximize scope and impact.
- **Satisfaction surveys.** Conducted among a sampling of employees to measure the impact of initiatives; this past year the survey revealed a satisfaction rating of at least 70%.
- **Great Place to Work.** TV Azteca earned GPTW certification according to this methodology in 2018.

102-44

Las principales expectativas y necesidades de los colaboradores identificadas en 2018 a través de los canales de comunicación fueron las siguientes:

Need for other fitness class options
Creation of new work and leisure spaces
New food options
New internal communication media to reach a larger number of employees

Talent retention programs

The following events were held in 2018 to promote a sense of belonging and traditions within the TV Azteca community:

Three King's Day	Sharing of the traditional cake for 2,500 people.
Candlemas (Tamale Day)	A get-together for 1,400 people
Valentine's Day	Employees received a small gift; an event was held for 2,420 people.
Children's Day	Employees and their children under 12 were invited to a family event at the Mexico City Children's Museum, Papalote. Around 540 families attended.
Mother's Day	Gift were given to 650 TV Azteca moms, and event was organized to take them to the theater. 350 people participated.
Father's Day	1,700 gifts were given to TV Azteca dads.
Secretary's Day	A gift was given to 55 employees who work as secretaries, thanking them for their work.
<i>Independence Day Fair</i>	Celebrating September 15th with Mexican traditions and music
Institutional Day of the Dead Altar (Ofrenda)	A traditional altar was assembled with all the elements for Day of the Dead. Employees were urged to participate in teams to encourage traditions and togetherness.
Costume and ofrenda contest	Employees were invited to participate in these two contests, concluding with a parade and award ceremony.
Christmas tree lighting	An event for employees and their families, attended by 1,600 people who joined in lighting Christmas trees and kicking of the year-end holidays.
Presentation of turkeys and calendars	5,600 employees were given a calendar and a voucher to buy their Christmas turkey.
End-of-Year Party	A holiday party was held for 3,500 employees on company premises.



Additional events

International Women's Day	All the women in the TV Azteca community received a gift.
Health week	Held twice a year, in this weeklong event the Corporate Wellness area brings vendors and medical tests to employees at affordable prices and provides checkups on the premises.
TV Azteca 25th Anniversary	TV Azteca celebrated its 25th anniversary, attended by CEO Benjamín Salinas Sada. Another event for employees and family members was held at an amusement park, impacting around 3,400 families.
Summer day camp	A two-week summer camp program was held on the premises of TV Azteca. Employees were offered preferential prices to enroll their kids; 25 children attended.

Eventos deportivos

Soccer tournament: 24 women and men's teams competed; 288 players participated

Bowling tournament: 20 teams with 100 participants.

Fit Dance: Exercises classes.

Yoga: An average of 10 participants per class.

Kick Boxing: An average of 10 participants per class.

Insanity: An average of 10 participants per class.



Corporate Sales

Held during the year to bring products and services to our employees, generally in connection with significant holidays and to support other areas of the company:

- February 14th
- Children's Day
- Mother's Day
- Father's Day
- Back to School
- Christmas Bazaar

The main challenges and goals of the Employee Wellbeing and Internal Communication Area in 2019 are:

Internal communication



Ensure that all employees have access to new information mechanisms and tools

Align messages and standardize experiences with local television stations through a network of links.

Create strategies and initiatives that contribute to TV Azteca's Evolution project

Position the Internal Communication area as a strategic agent to serve our partners.

Wellbeing

Impact as many employees as possible through initiatives and events designed especially for them.

Continue improving the *Mercado Gastronómico*, optimizing spaces and vendors to meet employees' needs and demands.

To let our employees know we are interested in improving their quality of life on the job.

Together with the world of TV Azteca's Wellbeing and Internal Communication area, the Corporate Human Development, Communication and Integration area of Grupo Salinas also creates programs with an inclusive prosperity approach, to help the Group transform organizational culture and improve employees' quality of life by promoting a work-family balance, physical activity and healthy lifestyles, among other fundamental aspects of comprehensive advancement.

In 2018, Grupo Salinas continued to encourage its employees to live its values through various initiatives, this time with more programs particularly in the area of Culture. The main results obtained in each of the spheres of activity during the year were:



Sphere	Program	Goal	Achievements
Health	Kilotón	A team contest to help employees lose weight and adopt healthier lifestyles	<ul style="list-style-type: none"> 1,233 Grupo Salinas employees signed up for the program More than 7,257 kilos total lost
	Health Fair	Encourages employees to maintain a holistic balance, improve healthy habits, make them more productive and helping them attain goals.	<ul style="list-style-type: none"> 17,968 employees on average 1,100 dental treatments 180 mammograms 9,367 medical checkups 1,024 glucose tests 42 blood donations 140 colonoscopies and pap tests 151 vaccines 20 free pairs of glasses for employees 330 gym memberships 165 healthcare discount agreements 154 employees participated in the Health Circuit 4,320 employees received anti-stress massage 688 traditional Chinese medicine therapies 452 dental plans
	Nutrition	Encourages healthy lifestyles among employees by helping them adopt healthier eating habits with personalized follow-up according to each employee's needs	<ul style="list-style-type: none"> 5,150 Grupo Salinas employees helped, an increase of 2,150 employees on average over the previous year.
Lifeline	One more in the family	Assisting and advising soon-to-be-parents in the most important moments of their lives and those of their families.	<ul style="list-style-type: none"> 1,116 employees signed up. 3,000 cards with pregnancy care recommendations. 32 mothers took advantage of the Nursing facilities at Grupo Elektra headquarters.
	True Friends	Promotes a culture of friendship at work, sharing experiences and companionship through the "Cuéntanos" channel, encouraging productivity and efficient performance by employees.	<ul style="list-style-type: none"> 751 stories of friendship and companionship received from Grupo Salinas employees.
	Death in the family	Accompanies employees at the difficult moment of losing a family member or loved one, through psychological and emotional support.	<ul style="list-style-type: none"> 134 Grupo Salinas employees received counseling.
	Thanks Mom	Generate emotional ties with employees and a sense of belonging, promoting company values	<ul style="list-style-type: none"> 11,610 Grupo Salinas employees recognized
	Dad's a Champ	Recognizes employees who are fathers, who are distinguished by their effort, dedication and persistence, within the company and with their families.	
Social-environmental	Recycling campaign	Build employee awareness about the importance of collecting waste to protect the environment, positively affecting their quality of life in the workplace.	<ul style="list-style-type: none"> 25 kilos of bottle caps collected 1,120 PET bottles collected 56 bottles = 1 kg of fiber = 20 blankets 123 Associates submitted ideas for the environment in the "Zero Waste" initiative 108 photographs received during the "Revalue the Environment" initiative 217 kilos cycled in the Green Partner initiative: 88kg of cardboard, 1kg of aluminum, 29kg of PET, 90kg of electronic waste, 1kg of glass and 8 kg of magazines and newspapers.

Vertiente	Programa	Objetivo	Logros 2018
Integración familiar	Little Monsters	Celebrate Children's Day on April 20 with employee children, promoting family togetherness	<ul style="list-style-type: none"> 2,100 kids participating in Grupo Salinas
	Little Associates Club	Aims to create emotional ties between employees' children and the company, through activities for children to support parents when their children are out of school on the last Friday of every month, when schools are closed, there are.	<ul style="list-style-type: none"> 414 children are club members
Sports	Associates' Cup	This program creates activities outside of work that promote integration, companionship and a better working environment.	<ul style="list-style-type: none"> 3,903 Grupo Salinas employees participated in 279 teams.
	Running Associates	Encourages the adoption of healthy lifestyles through a club in which employees can practice sports, relax and improve their health.	<ul style="list-style-type: none"> 241 kits given to employees
	Running Associates	Encourages the adoption of healthy lifestyles through a club in which employees can practice sports, relax and improve their health.	<ul style="list-style-type: none"> 620 Grupo Salinas employees participated 262 medals awarded
	Tournaments	Encourages physical exercise, discipline, effort and togetherness among employees, as well as TV Azteca's values	<ul style="list-style-type: none"> 2,425 employees participated
Culture	Associates' Library	Encourages good reading habits for employees and their families.	<ul style="list-style-type: none"> 3,638 books borrowed by employees.
	Reading club	Encourages reading habits among employees and their families, expanding their knowledge.	<ul style="list-style-type: none"> 14,633 books borrowed by Grupo Salinas employees.
	Associates' Universe	Encourages employees to take up basic habits of studying, reading, music and art, so they can acquire training and new skills.	<ul style="list-style-type: none"> 7,991 participating Grupo Salinas employees.
	Associates in harmony	Supports an eagerness to learn and interact among employees, contributing to a better work/life balance through the emergence of new skills	<ul style="list-style-type: none"> 12,138 participating employees.
	The Book that changed my life	Invites employees to share the book that made a huge change in their life.	<ul style="list-style-type: none"> 235 stories received.
	Light literary verse	Encourages employees to exercise their creativity and involvement through imagination	<ul style="list-style-type: none"> 215 light poems composed
	Play Library	Encourages reading and culture among employees through fun physical spaces.	<ul style="list-style-type: none"> 60 books loaned out each month.
	Microstories	Encourages creativity, communication and language through a contest in which employees write a short-short story of 500 characters, in the genre of their choice.	<ul style="list-style-type: none"> 1,702 mini short stories contributed by Grupo Salinas employees



PRINCIPLE 6

Occupational health and safety

GRI 403: 103-1, 103-2, 103-3, 403-4

Employees are a priority for TV Azteca, and the company has worked hard to develop a culture of prevention that guarantees safe and dignified working conditions, compliant with the various regulation that apply to Grupo Salinas and its companies, among them:

- NOM-017-STPS-2008, personal protection equipment, use and handling in the workplace.

433 TV Azteca brigade members were trained in 2018

- NOM-002-STPS-2010, safety, prevention and protection against fire in the workplace.
- NOM-005-STPS-1998, safety and sanitary conditions in workplaces where chemical substances are handled, transported and stored.
- NOM-006-STPS-2014, handling and storage of materials, health and safety conditions in the workplace.

The tools it uses for protecting the safety of TV Azteca employees are:

- **Industrial Safety and Occupational Health Program.** The company provides basic information and practices on conditions in the facilities for each employee to do their job properly and safely.
- **Civil Defense Teams.** Made up of paramedics trained in disaster prevention, assistance and recovery; regular checks of disaster protection systems and training for the work community.
- **Workplace Brigades.** These identify and report risks in our buildings, to determine corrective and preventive measures; support other employees in the event of emergencies; and review emergency plans for each work center to avoid risks.
- **Employee health maintenance and promotion.** In keeping with our Medical Care Policy, TV Azteca holds two health fairs each year in order to detect risk factors among our employees and their families. These checkups keep track of glucose, cholesterol, triglycerides, uric acid, blood pressure, prostate antigen and HIV detection. Employees can also receive vaccines and parasite prevention, and receive nutritional advice focused improving their eating habits.
- **Accident and illness control.** By monitoring the accident rate, we can work to reduce risk factors on the job.

TV Azteca is genuinely interested in the comprehensive wellbeing of each of its employees, so its occupational health and safety area works continuously on:

1. Controlling work-related accident and illness

2. Maintaining and promoting employee health

Employee recognition

TV Azteca knows how important its employees' work is, because it is because of the excellence they bring to their day to day activities that this company continues to advance. In recognition of their contributions, the following events were held in 2018:

International Women's Day	An event was held to recognize women who embody certain TV Azteca values, and who were previously nominated by their coworkers and area directors. Gifts were given to 750 women and 60 women employees received distinctions after receiving the vote of their fellow employees.
Recognition of World Cup transmission staff	A cocktail party was held for 550 people and recognitions were given to those who participated in transmission of the soccer championship.
20-year awards	A breakfast was held honoring employees who have been with the company for 20 years, including regional employees. Benjamín Salinas Sada congratulated them and gave them a special token of distinction.

2018 Results

Work-related injury rate	12
Work-related illness rate	0
Days lost index	11.93
Fatalities on the job	0



PRINCIPLE 4 / 5

Promoting Development

GRI 203: 103-1, 103-2, 103-3
413-1, 413-2

Throughout its history, TV Azteca has been a driving force in social changes. By sharing stories and challenges and through the work of Fundación Azteca and other Grupo Salinas business units, TV Azteca continues to create economic, social and environmental value.

By working to protect the environment and reinforcing ties with the communities where it operates, the company gives society the tools it needs to achieve inclusive prosperity.

Through local TV Azteca stations, direct and indirect jobs are created and Mexican products are consumed, supporting small, mid-sized and large companies and thus contributing to the economies of each region where they operate.

203-2

Juguetón

The world's largest toy drive, bringing toys to children in schools, shelters, orphanages, indigenous communities, hospitals, day care centers, soup kitchens, youth recreation centers, migrant shelters and penitentiaries. Year after year, *Juguetón* brings joy to thousands of children in critical situations.

1,315 direct jobs generated by local TV Azteca stations in 2018

Around 17.5 million toys delivered, with 11,800 volunteers joining the cause



Donations

The “A Quien Corresponda” (To Whom it May Concern) platform has an area in charge of receiving and addressing requests for donation in the area of basic needs and medical services. In 2018 it made the following donations:

- In conjunction with Grupo Altía, it delivered 10 specially-equipped wheelchairs for people with cerebral palsy.
- Joining efforts with various institutions like Servicios Caritativos SUD, PHONAK, Clínica Edison and others, it donated 642 wheelchairs and 109 hearing aids.
- With the support of Fundación Cinépolis, 7 cataract surgeries were provided to needy people.
- Fifty liters of Lifestraw water were donated to shelters in Mexico City and Mexico State.
- In collaboration with the Mexico City Department of Family Services (DIF), 31 people received a total of 34 prosthetic arms and/or legs, with a donation of more than 3 million pesos.
- H&M, C&A, Shasa, Andrea and other fashion companies joined us in bringing thousands of articles of clothing to various communities in the country suffering from high poverty rates. The donations totaled more than Ps. 11 million pesos
- Laboratorios Compharma donated 36,000 articles of medicine worth approximately Ps. 35.5 million to various charitable institutions across the country.
- Hundreds of warm blankets were distributed to poor communities and shut-ins.
- Women’s prisons received more than 1,400 personal hygiene kits.
- In collaboration with Fundación Andrea, 1,000 articles of clothing were distributed to 400 residents of the Villa Mujeres women’s shelter
- L’Oreal donated 3,250 beauty supplies.
- 100 mini-laptops were donated to independent foundations and government institutions.
- 1,000 books were given to the Santa Martha penitentiary.
- To promote musical education, Fundación Hermes Music donated 50 guitars and two violins.



**425,000 trees
planned, 448
hectares restored
in rural areas, and
23,870 volunteers
participating in
Un Nuevo Bosque
in 2018**

**In 2018 events
like “Health
Week,” “Women’s
Week,”
“Breast Cancer
Prevention”
and “Value Your
Health” were
organized and
promoted.**

**1,100 participants
enrolled, 80
children benefited**



Un Nuevo Bosque (A New Forest)

www.gruposalinas.com.mx/es/un-nuevo-bosque

This is an ongoing reforestation campaign that seeks to build environmental awareness in the general population through campaigns, news capsules in digital and televised media, and involvement in reforestation work.

“Un Nuevo Bosque” embodies the environmental commitment of Grupo Salinas and its companies, for the purpose of restoring areas affected by natural phenomena or human action.

The program is endorsed by the National Forestry Commission (CONAFOR), which helps it with the selection and preparation of land, participation of brigade members, and advice to volunteers.

Toward healthy living

For TV Azteca, fair competition, sports activities and healthy lifestyles are vitally important, and for these reasons local TV Azteca stations hold events in various parts of the country, like races, tournaments, and leagues for men, women and children.

“Run with Soul”

In 2018, the Monarcas Morelia soccer team encouraged physical activation by supporting a run to benefit kids with cancer. The “Run with Soul” race for the Asociación Mexicana de Ayuda a Niños con Cáncer included various activities, like autograph-signing by players, presentation of awards to participants, publicity in social networks and the presence of the team mascot, Súper Monarca, at association events.

Supporting education

TV Azteca is a key social agent and takes advantage of its reach to build awareness about the importance of education among millions of people. As part of this effort, we sponsor educational events like conferences and exhibitions intended to:

- Offer youth options for their professional careers
- Provide information so that young people can make informed decisions about their professional futures.
- Facilitate vocational guidance.

Our educational initiatives in 2018 were:

Media 13

Workshops on TV Azteca hosting, production and journalism given by specialized personnel. Aimed at the general public but especially directed at students, graduates and professors in the areas of humanities, communication, journalism and digital media.

Expo Vocation

An expo bringing together educational institutions to present the array of training and education options they offer, from primary school through university.

Fundación Azteca

FB: [FundaciónAzteca](#)

IN: [fundacionazteca](#)

TW: [@FundacionAzteca](#)

Sitio: <http://www.fundacionazteca.org/>

GRI 203, 413:103-1, 103-2, 103-3
102-12, 203-2, 413-1, 413-2

Fundación Azteca is the main social arm of Grupo Salinas, and for more than 20 years it has been creating social, environmental and educational value through high-impact programs and synergies with the public sector and the citizens of Mexico. All of the social responsibility actions of the Company are carried out solely and exclusively to bring better living conditions to new generations in the countries where it operates.

Grupo Salinas' Fundación Azteca has affected and improved the lives of millions of people by reaching out to address their most pressing needs through organizations with a similar sense of commitment and social responsibility.

The actions Fundación Azteca carries out are sustained by three pillars: Education and Culture, Environment, and Community. The essential tools it has for the optimal functioning of each area are:

Accountability reports	Like the Annual Transparency Report to the Tax Administration System and monthly donation reports to comply with the Law on Prevention and Identification of Illegal Funds.
Azteca Social Network	Where nonprofit organizations can apply for support. The Donations Evaluation Committee proposes, coordinates, executes and oversees compliance with processes and policies that ensure transparent allocation of support.



Ps. 575.8 million pesos total invested by Fundación Azteca in the development of its programs in 2018

More than Ps. 55.9 million pesos donated by TV Azteca in 2018 to support the actions of Fundación Azteca



Education and Culture

Education is one of the most powerful tools for improving quality of life, so at Plantel Azteca (or Azteca Campus) –a private school that provides high school and preparatory school degrees– scholarships are available to low-income students to gain an education with academic excellence.

Students have an opportunity to obtain a high-quality academic education, with technical excellence, values and new technological tools.

2,100 scholarship students at the Mexico City campus

More than 11,000 graduates

Collaborative Learning Model

This was developed for the purpose of promoting a new teaching model that optimizes students' performance through a curriculum based on their daily lives and family and community context.

42,703 students and 1,636 teachers benefited in 464 schools in Puebla

1,200 students and 141 teachers benefited in 40 schools in San Luis Potosí

655 students and 100 teachers benefited in 20 schools in Durango



In 2018, 50 outstanding university students received stipends by "México de 10"

509 beneficiaries in Bicentennial Generation Scholarships 2018



México de 10

Since 2016, Fundación has Azteca provided stipends to university students with outstanding grade point averages, to cover food, transportation and school supplies.



Bicentennial Generation Scholarships

In the year 2010, one thousand of Mexico's best students from primary, secondary and preparatory school were awarded monthly scholarships that would support them throughout their entire education.



Robotics

An initiative that fosters interest among children and youth in science and technology and helps them develop numerous skills in a fun, hands-on learning experience alongside experts, through sponsorships for participating in local and international robotics championships and contests.

Children and young people learn in a playful and fun way alongside experts while they interact and make equipment with contestants from other states and even countries.



10 participating teams sponsored by Fundación Azteca in 2018

Participation of the Aztech team in the Regional Championship in Monterrey, and, for the first time, in the Regional championship abroad in Calgary, Canada. The team won the Engineering Word and went on to the FIRST world championship.

The second edition of the FIRST Global Challenge was held in Mexico City, and the Mexican team was selected and sponsored by Fundación Azteca. The team won the Albert Einstein Silver Medal and Al Khwarizimi Gold Medal for its performance as "Outstanding Supporter."



Esperanza Youth Symphony Orchestras and Chorus

A social-musical program conceived to improve the quality of life of disadvantaged children and youth, their families and communities, through music, while teaching them values like discipline, excellence and teamwork.

The initiative gives new generations an opportunity to gain an excellent musical education with committed professional teachers.

62 Symphony
Orchestras and
children and
youth choruses

532 concerts in
2018



Community

Azteca Social Network

A multi-action program created to assist and connect nonprofit organizations with people who can provide direct and indirect aid to others, primarily through goods, social services and health.

In 2018 the fourth Azteca Social Network called "Leave Your Mark" was launched, focused on supporting institutions previously enrolled in the network who work to rescue abandoned dogs.

Additionally, the Azteca Volunteer corps was fortified in 2018 through the participation of various universities in Azteca Social Network campaigns, bringing in an additional 150 eternal volunteers who each donated three days of their time.



More than 2,000 nonprofit organizations registered in the Azteca Social Network

700 associations attended the Second Nonprofit Organizations' meeting arranged by the Azteca Social Network in 2018

13th annual Small-Scale Donation (Donativo Hormiga) presentation ceremony: 1,380 articles donated with a value of Ps. 2.7 million

100 benefited institutions through direct donations in 2018

6,780 hours of volunteer time given in 2018

2,700 hours of external volunteer time

Vive Sin Drogas

(Drug-Free Living)

A campaign intended to encourage people –mainly young people– to choose a healthy, addiction-free life. The initiative explores issues relating to drug use, alcoholism, correct use of social networks, bullying, smoking, eating disorders, and promotion of sports and artistic and cultural activities.

In 2018 more than 140 tours were carried out in Mexico, the United States and Central America, in which more than 400 lectures and specialized seminars were given.

20 years of broadcasting TV spots, interviews and news

627,000 people affected by the campaign and more than 6,500,000 calls received by the Citizen's Addition Help Line, under an agreement with CONADIC





Movimiento Azteca

Together with TV Azteca, Fundación Azteca maintains a shared social and environmental responsibility campaign inviting society to contribute to various institutions.

In 2018 the 100th Movimiento Azteca (or Azteca movement) was carried out, this time benefiting victims of the September 2017 earthquakes. In this event, Grupo Salinas, together with various allies and thousands of people who came together in support of the event, raised more than Ps. 63 million in a first phase.

With this amount, 525 families received help in rebuilding their homes in five states of Mexico:

- 20 in Puebla
- 72 in Morelos
- 121 in Chiapas
- 132 in Mexico State
- 180 in Oaxaca

The funds also went to building a school in San Dionisio del Mar, Oaxaca.

In the 105 Movimiento Azteca campaigns held to date, around 359 organizations and more than 1.5 million pesos have received support, among thing children, young people, adults and the elderly.



Five MOVAs were held in 2018, benefiting 30 institutions throughout Mexico



Tocando Vidas

Through this TV show, whose title means “Touching Lives,” hosted by Esteban Moctezuma, Fundación Azteca shares inspiring and positive life stories.

Professional midwives

A program that provides three years of training to women who to accompany women in childbirth in their communities, generally located in remote areas with limited access to public health facilities. Their goal is to reduce maternal-infant death.



28 episodes of “Tocando Vidas” aired in 2018

6 scholarship recipients completed their studies in 2018



Environment

Limpiemos Nuestro México (Let's Clean up our Mexico)

Fundación Azteca is a supporter of this program to raise public awareness about the seriousness of the solid waste problem. The aim is to raise environmental and social awareness through an ongoing call to action toward a clear goal: building a cleaner, sustainable Mexico, committed to protecting the environment and biodiversity.

“Proudly Clean Desierto de los Leones”	50% reduction in waste in the La Venta zone. 2,800 cigarette butts, 3,098 straws and 1,114 screw caps were collected.
Mega Beach Cleanup and Waste Collection Day	The event was held along 16 kilometers of the coastline in the municipality of Alvarado, Veracruz. 3,680 brigade members helped collect 10 metric tons of trash.
National Public Space Recovery	Held in the Laguna de Terminos, Comisaría de Puerto Rico, Atasta and Carmen zones of Campeche, where 60 children from the Interact Perla del Golfo Rotary Club pitched in to help with 10 local police officers. One metric ton of trash was collected in two hours of activity.
	10,000 blankets made out of recycled PET (each using 56 600ml bottles) were donated to poor communities, generating a reduction of 30.56 metric tons of CO2 emissions in partnership with Morphoplast, Red Social and its “Weaving for Mexico” program.
Jornada Nacional de Recuperación de Espacios Públicos junto con la Gendarmería Nacional	Se convocó a los 32 estados del país y, con la participación de más de 6,000 voluntarios, se recolectaron más de 100 toneladas de basura y se recuperaron más de 76 kilómetros de espacios públicos.
“Proudly Clean Campeche” drive	600 preparatory school students enrolled with the Campeche State University participated in a Mega-Cleanup day, collecting 6 metric tons of trash in the areas surrounding campus.

In November 2018, Fundación Azteca carried out its “Recyclathon” together with the Ministry of the Environment and Natural Resources (SEMARNAT) and the city of Xalapa, Veracruz, with the following results:

Expired medicines	More than 1 metric ton
Electronics	15 metric tons
Vegetable oil	450 liters
Mineral oil	40 liters
Paper and cardboard	More than 4 metric tons
Glass	6 metric tons
Styrofoam	5m ³
Plastic	400 kg
Spent batteries	More than 1 metric ton

The *Limpiemos Nuestro México* program has been replicated in Guatemala, as *Limpiemos Nuestra Guatemala*. As in Mexico, the program’s aim is to build people’s awareness about the problem of solid waste and the negative impact it has on the environment.

It also proposes possible solutions, communicates the benefits of recycling and reforestation and seeks to plant the idea in each Guatemalan that we are all responsible for leaving coming generations a better world, through actions we take today as good citizens.

Between 2012 and 2018, eight nationwide cleanup days have been held, mobilizing 2.2 million volunteers and collecting more than 19,000 metric tons of trash.

The short-term goal is to start up *Limpiemos Nuestro Perú* and *Limpiemos Nuestra Colombia*.



21,276 hours of volunteer time by TV Azteca associates in the 2018 *Limpiemos Nuestro México* campaign

More than PS. 325,000 invested in prizes for winners of the *Limpiemos Nuestro México* contests in 2018

4,230 metric tons of trash collected through the “*Limpiemos Nuestra Guatemala*” program, with the participation of 559,904 volunteers organized into 2,988 brigades.



In 2018 *Limpiemos Nuestro México* also held a contest to recognize environmental leaders. The winners by category were:

- Community Environmental Leaders
 - 1st place. Centro de Bachillerato Tecnológico Agropecuario No. 184, for their work in Acatlán de Osorio, Puebla.
 - 2nd place. Brigada Eco-Mapaches, for their dedication in Península de Atasta, Municipio de Carmen, Campeche.
 - 3rd place. Brigada Ríos Limpios, in recognition of efforts to clean up the Río San Joaquín/Presa Capulín and the Tarango, Xochimilco, Playa Progreso and Nautla rivers.
- Grupo Salinas Environmental Leaders
 - 1st place. Regional television station brigades.
 - Honorable mention. TV Azteca Brigade, for its work in the Cuemanco-Canal Nacional sports area, Mexico City.
- Environmental Leaders by institution or company
 - Grupo Bimbo, Chetumal Sales Center.
 - Barcel, Laguna and Centro de Ventas Gómez Palacio Brigade.
 - SEMARNAT, San Luis Potosí Delegation.
- Recycle 2017-2018
 - 1st place. Mapwater, for its recycling efforts in favor of sustainable development.



¡Que Viva la Selva Lacandona! (Long Live the Lacandon Rainforest!)

This initiative raises public awareness, particularly among Mexican children, about the importance of conserving natural protected areas. Through a drawing contest on the theme “Long live the Lacandon Rainforest!” and various productive projects, Fundación Azteca helped protect the rainforest.

More than 500 children between 9 and 15 years of age submitted drawings, and winners were given a chance to travel to the Montes Azules Reserve in Chiapas, visit the Lacandon rainforest, becoming environmental ambassadors and spokespersons for this important ecosystem.

In February 2018 the campaign succeeded in having the Mexico City Viveros/Derechos Humanos metro station renamed “¡Que Viva la Selva Lacandona!,” helping raise awareness among millions of users of the Mexico City mass transit system.

The program was also introduced in Guatemala with the name “¡Que Vivan Nuestros Lagos!” (Long Live our Lakes), focusing on ecology through a nationwide drawing contest aimed at raising social-environmental awareness through the vision of children and their artistic expression. Also with this Initiative, Fundación Azteca Guatemala works to highlight the importance of conserving wa-

ter resources, like lakes lagoons, rivers and beaches.

With eight campaigns to date, more than 640,000 drawings have been submitted from across the country, and 1,100 kids won awards, eight of which were given a chance to visit the Lacandon rainforest in Mexico.

Eco-tours were also given to more than 160 children from various parts of Guatemala, like Lago de Atitlán, Petén, Champerico and Cobán. The experience gave youth an opportunity to get to know other regions of Guatemala and the country’s cultural diversity.



More than 42,000 drawings entered

32 children won a trip to the Lacandon Rainforest

170,000 participants in the “¡Que Vivan Nuestros Lagos!” initiative in Guatemala in 2018..

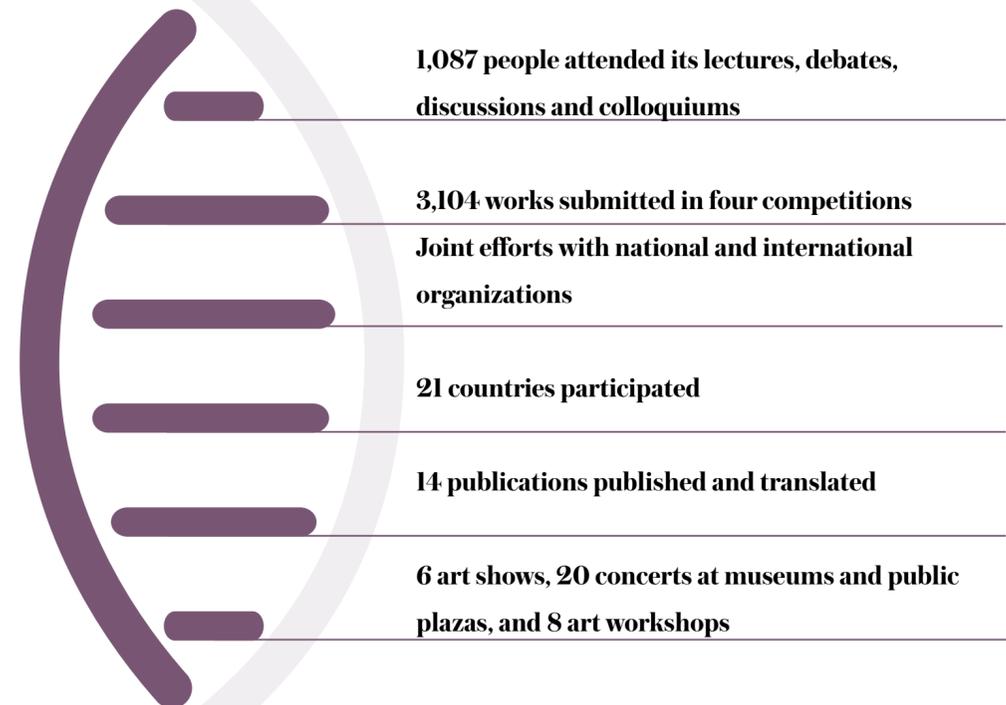


Caminos de la Libertad (Paths to Freedom)

www.caminosdelalibertad.com/

This is a social initiative by Grupo Salinas, which is important because it serves as a forum for transmitting the Group's ideas and principles in Latin America, influencing public opinion both locally and internally on the matter of fundamental human rights –like economic freedom and freedom of expression– the rule of law, free trade, individual and civil liberty, the war on poverty, creation of wealth, and the social value of entrepreneurs.

In 2018 its main actions were as follows:

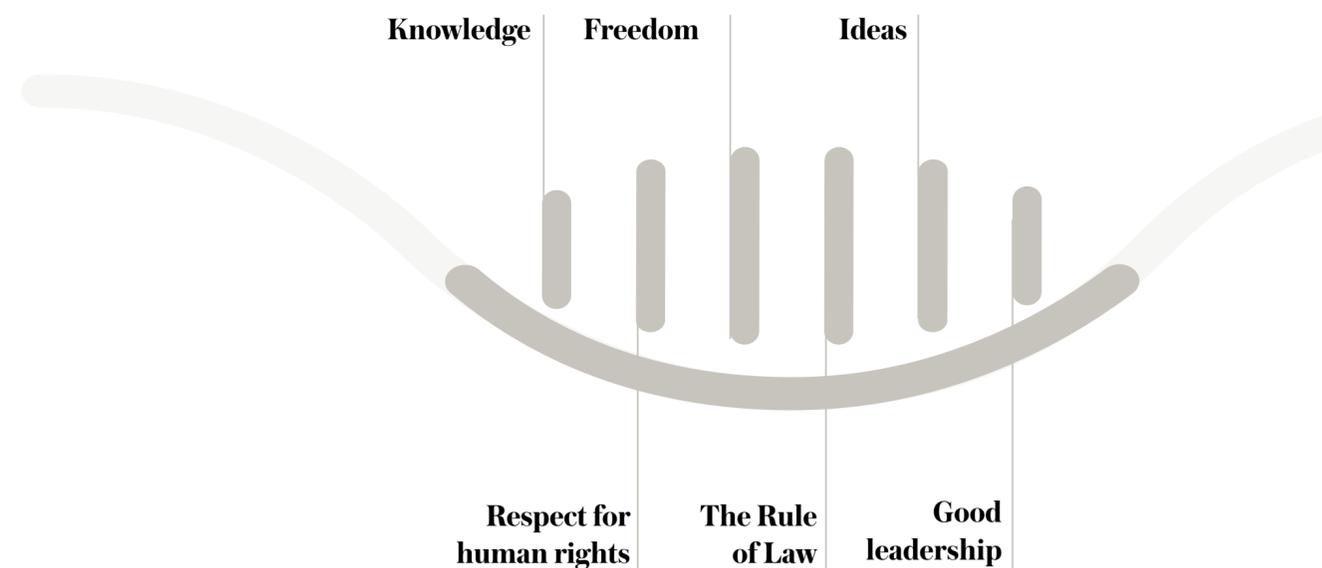


La Ciudad de las Ideas (City of Ideas)

This is a festival that brings together brilliant minds who are changing the world. Its goal is to empower society through knowledge; a celebration of human creativity and curiosity. *La Ciudad de las Ideas* is an event designed to share perspectives, dialogue and encourage critical thought.

Based on the principles of respect, plurality and tolerance, it seeks to give citizens tools for social transformation so that all Mexicans can live in a free, safe, respectful, responsible and prosperous Mexico. It does so through an articulated presentation that promotes the development of new alternatives and critical analysis of political and government issues.

La Ciudad de las Ideas seeks to empower society by encouraging:



85 million people have followed the festival through live streaming and various programs aired by TV Azteca and adn40

Around 5.4 million plays on the official CDI channel on YouTube

More than 570 speakers

More than 170 art interventions on stage: dancers, musicians and international performers

More than 40,000 people attended the various festivals





Kybernus is made up of more than 2,000 leaders throughout Mexico, 42% of them women and 58% of them men.

More than 1,200 local activities in 2018.

In 2018, Kybernus carried out 42 projects on gender equity nationwide.

In 2018, Kybernus held 129 entrepreneurship activities across the country.

Worked with more than 450 agencies, organizations, and people.

#RecuperaTuFuturo (recover your future) National Forum

**36 local forums and 5 regional forums
1,635 public policy proposals**

First Feminist Conference of Young Kybernus Leaders: Substantive Equality, Positive Impact:

35 women participated

First Kybernus Citizen Value Award

First Kybernus Enterprising Merit Award

Kybernus

www.kybernus.org

A social value creation program of Grupo Salinas; it aims to drive and spread the importance of excellence leadership for building an inclusive prosperity environment.

The areas promoted in this event are:

- **Fortalecimiento de la sociedad civil**
- **Estado de derecho**
- **Igualdad de oportunidades**
- **Libertad**

Las áreas impulsadas en este evento son:

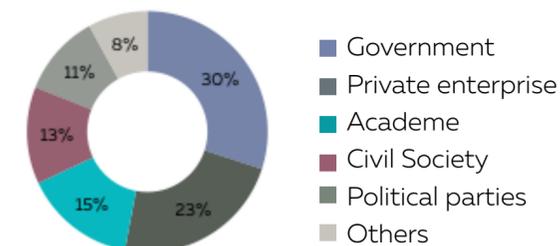
- Leadership
- Culture
- Peace
- Rule of law and respect for the law
- Citizen engagement and civic culture
- Environment
- Human Rights
- Lobbying
- Public policy
- Entrepreneurship
- Gender
- Transparency and accountability



Kybernus promotes the individual freedom of leadership, helping positively transform and strengthen the Rule of Law, respect for the law and equal opportunities.

Furthermore, through the agendas of its local collectives, it promotes gender equity. To do this, it operates a national cooperative network of Kybernus leaders, called the "Gender Equality Network," whose goal is to positively influence legislative and public agendas.

Areas of involvement for Kybernus leaders



It promotes entrepreneurship through a collaborative entrepreneurial network made up of leaders of business changes, entrepreneurs and youth, focused on innovation.

Acciones Atlas y Monarcas

Some of the main social actions by the **Monarcas Morelia** soccer team in 2018 were:

Jugetón

The Monarcas helped collect toys through an autograph-signing event with the whole team. The team's mascot, Super Monarca, took part in the presentation of toys for Three Kings' Day, in conjunction with TV Azteca Michoacán.

National Red Cross Fundraising Campaign

In collaboration with the state communication area and the Red Cross, audiovisual material was developed with two players –Aldo Rocha and Mario Osuna– for the fundraising and athletic race, which were disseminated by both of these over social media.

Model Volunteers

Reforestation and cleanup of Punhuato mountain. Attended the Marketing Area, Super Monarca, and Basic Forces, who planted trees and helped clean up the mountain slopes.

Cleanup and painting of the Tarímbaro primary school, attended by employee volunteers and Mini Monarca.

Among the social responsibility actions of the Atlas Soccer Club in 2018 were:

- **Stadium visits:** To help promote sports, the Atlas Soccer Club works together with associations supporting the neediest members of society. As part of this effort it regularly invites kids to the monumental Jalisco Stadium, along with parents and social responsibility staff, to camp out as Atlas fans. This is one of the ways Atlas contributes to cultural and social integration in our country.
- **Visit to Acortar Distancia, A.C.:** Members of the first Atlas FC team visited the organization Acortar Distancia, A.C., which works to prevent poverty and violent behavior by teaching values and helping poor children, youth and families develop life skills.
- **Faithful to the cause:** Atlas FC invested in social projects coordinated the organizations it works in partnership with, like "Faithful to the cause," which works in breast cancer prevention, and strengthen the social and economic capital of charitable organization in this area.
- **Visit to Casa Hogar 12 Piedritas.** Fourth-division minor league players visited the Casa Hogar 12 Piedritas children's shelter and spent time with residents. The shelter is home to 33 poor or abandoned children between 4 and 17 years old and helps them integrate into society. Players brought tee shirts for the kids and played a round of soccer with them.
- **Autism get-together:** Players from the sub-17 representation welcomed 50 kids with autism from the Zapopan Family Services Division (DIF) to the Soccer Training Center, where they spend time with the children.

Around 10,000 people benefited

Around 6,000 beneficiaries

Around 2,500 people benefited.

100 schoolchildren benefited.

40 people benefited from various associations.

Various activities held with 40 kids from the institution.

Atlas FC collected Ps. 120,000 for breast prosthesis donations, and funded 100 mammograms for Atlas FC employees



PRINCIPLE
7 / 8 / 9

Environmental Value

Commitment to the environment



Environmental management

102-11

Grupo Salinas has an Energy and Environment Area, which specializes in matters of energy and environmental efficiency to generate strategic solutions through technology, innovation and research projects. It is also responsible for ensuring environmental compliance so that the businesses can continue improving while guaranteeing optimization of natural resources.

As part of this effort, the Energy and Environment and Information Technology areas developed an Energy Management System which provides information on electricity consumption by all the companies that make up Grupo Salinas. We can thus evaluate our energy efficiency through the following activities:

- Analyze monthly electrical energy consumption through a comparison against past billing.
- Audit representative buildings to model environmental mitigation programs.
- Prepare a report for the National Emissions Registry, in accordance with the General Law on Climate change, in order to achieve Mexico's goal of reducing emissions by 30% by 2025 and by 50% by 2050.
- Measure the success of communication campaigns during the year (number of hits).
- Monitor monthly waste generation and recycling volume.
- Internal tracking audits.
- Detect opportunities for improvement against official regulations and standards in terms of infrastructure, health and wellness, civil defense and the environment.
- Meet water quality and waste management standards;
- ISO 9001:2015, risk management, within the Quality Management Systems

² This system is not externally audited; the data come from official billing from the Federal Electricity Commission (CFE).

TV Azteca is aware that the Evolution process towards the achievement of its 2020 Vision involves strengthening actions for the benefit of the environment. Accordingly, the Company continually reiterates its pledge to generate environmental value by designing initiatives and actions that mitigate our adverse impact on the environment and expand opportunities for present and future generations.

- ISO 14001:2015, management system for improving the lifecycle of property, risk management and environmental improvement.
- Compliance with these and other standards requires the cooperation between many areas: Maintenance, Sanitation, Energy and Environment, Procurement, and Communication, as well as service suppliers.

The main benefits of the Energy Management System are:

- Identification of consumption patterns in our buildings, individually or as a whole, for given periods of time
- Tracking of activities and goals established by the Energy and Environment area.
- Manual collection of data by building heads.
- Generation of notices and alerts about consumption-related events and information.

At the close of 2018, Grupo Salinas we considering the possibility of expanding the system to monitor not only energy consumption but also water use and waste generation.

Mexico's environmental ministry has an Annual Operating Seal which is used to identify environmental risk, quantifying the generation of hazardous waste, the potential for the transfer of pollutant to the atmosphere, ground and water, fuel consumption and greenhouse gas emissions resulting from the operation of a business.

Environmental licenses obtained by the companies of Grupo Salinas, including TV Azteca, require monitoring of atmospheric emissions, generation and treatment of hazardous waste, environmental impact, environmental risk and wastewater discharge, with their respective chemical analyses.

TV Azteca invested around Ps. 10.6 million in replacing lighting and air conditioning equipment

Energy

GRI 302, 307:103-1, 103-2, 103-3

Because electrical energy is one of the main inputs for TV Azteca's company operations, it must abide by various regulations and standards to guarantee the safety of its employees and its workplace processes, and to use energy efficiently, among which are:

- NOM-001-SEDE-2012, electrical installation safety
- NOM-031 and 031-ENER-2012, Energy efficiency and minimum parameters for LED lighting
- NOM-025-STPS-2008, Workplace lighting conditions
- NMX-AA-164-SCFI-2013, Minimum environmental criteria for sustainable buildings
- National Emissions Registry/General Law on Climate change, annual report on CO₂ and greenhouse gas emissions, primarily because most of these emissions stem from the use of energy required for the Company operations

Compliance with these standards guarantees the safety of people and operations, the comfort of our workplaces and the efficient use of electrical energy in various processes.



To comply with these regulations and add value to the environment, one of Grupo Salinas' priorities in the area of energy is the ongoing pursuit of efficiency in all of its operating, production and distribution activities, while remaining competitive. This competitive means controlling costs while deciding on different ways to optimize resources.

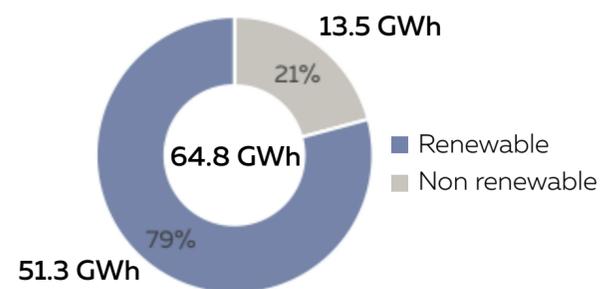
At Grupo Salinas, all electrical equipment –air conditioning, lighting, generators, etc.– is certified compliance with energy efficiency standards. Various energy optimization actions have also been taken, such as:

- Improvement in maintenance of air conditioning equipment and condenser fan control, adjustments to the compressor start and shutoff system, and monitoring pressure in refrigerators.
- Emphasis on decommissioning fragile, inefficient compressors.

In addition to these efforts, continuing its commitment to environmental care and resource efficiency, Grupo Salinas is developing plans and strategies so that in coming years it can increase its consumption of energy from renewable sources to more than 50% of the total, primarily through:

- Distributed generation: installation of solar panels on building rooftops.
- Renegotiation of current self-supply contracts.
- Better rates and commercial conditions available in the market –entering the wholesale electrical market and looking for a new self-supply contract.

Electrical energy consumption by type of source (Gigawatts/hour)



- Notes:
- GJ means Gigajoules.
 - The breakdown of non-renewable energy consumption by source is: 51.3 Gigawatts-hour (GWh) of electricity; 801,741 liters of gasoline; 47,616 liters of diesel; and 127 liters of LP gas.
 - The breakdown of renewable energy consumption by source is: 13.5 Gigawatts-hour (GWh) of electricity, of which 9.2 GWh were wind energy and 4.3 GWh were geothermal.



Grupo Salinas' goal for the coming years is to continue improving its energy efficiency in order to continue its rate of saving 20% or more on energy consumption

302-1

64.8 GWh of electrical energy consumed by TV Azteca in 2018, a 2% increase over the previous year

302-3

217,614 kWh of electrical energy consumed per location in 2018

302-1

In 2018, 21% of TV Azteca's energy consumption came from renewable sources.

302-4, 302-5

0.2 GWh reduction in TV Azteca energy consumption in 2018, due to initiatives to improve energy efficiency and conservation

To calculate energy consumption, TV Azteca follows the international protocol developed by the Efficiency Valuation Organization (EVO), the purpose of which is to measure and guarantee energy savings, reduce costs and systematize the measurement and verification of energy performance.

Furthermore, like other Grupo Salinas companies, TV Azteca calculates a Seasonal Energy Efficiency Ratio (SEER) and Integrated Energy Efficiency Ratio (IEER), which calculate the energy consumption efficiency of equipment in cooling the environment to different temperatures. These ratios improved with the installation of new high-efficiency inverter-type air conditioners, resulting in efficiency ratings of 18.3 SEER/IEER in 2018, compared to 15.3 in 2017.

We also installed thermal insulation on our roofs and thermal film on the windows of some facilities, maximizing energy savings by cutting down on the amount of heat from sunlight.

The current strategic solutions proposed for improving our energy efficiency and thus generating savings and higher profit on existing and new businesses are:

- Improving maintenance and refrigerant gas in air conditioners
- Thermal insulation
- Insulating film for windows

Finally, the group introduced sustainable procurement guidelines based on a calculation of the energy efficiency of lighting and air conditions, as well as technical requirements. These methods are applied to expansions of retail locations and financial service offices throughout Mexico and in planning and executing energy savings initiatives by Grupo Salinas.

Emissions

GRI 307: 103-1, 103-2, 103-3

Since 2010 the companies of Grupo Salinas have been reducing greenhouse gas (GHG) emissions through a number of initiatives, such as:

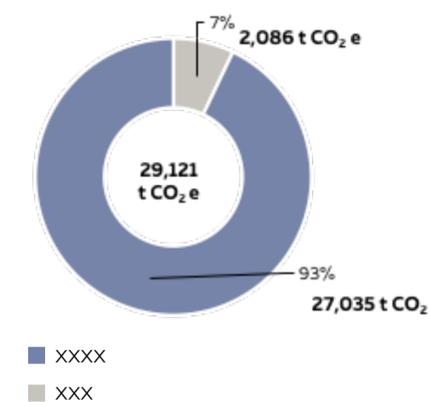
Since 2010 the companies of Grupo Salinas have been reducing greenhouse gas (GHG) emissions through a number of initiatives, such as:

- Use of new LED lighting technology and inverter-type air conditioning which optimize energy consumption and efficiency and thus reduce indirect emissions of CO₂ equivalent (Scope 2).
- Use of environmentally-friendly refrigerant gases (R407, R410A and R507) for air conditioning, which are non-ozone depleting.
- GHG mitigation through reforestation campaigns like Un Nuevo Bosque, which represent the capture of an estimated 144,000 to 316,000 metric tons of atmospheric CO₂ by around 6.7 million trees planted and 4.2 million surviving trees, as well as 1.7 million metric tons of oxygen released into the atmosphere per year. Although there are areas of opportunity in measure-

ments and indicators on soil improvement and environmental services –rainwater absorption and retention, capture of suspended particles modification of local climate, etc.– that result from these campaigns, reforestation is generally good for the environment and helps protect biodiversity.

- Strict controls to avoid atmospheric emissions through a focus on energy efficiency, specifically electricity consumption. Although we cannot stop using electricity altogether because it is indispensable to our operations, we can continually work to use it more responsibly and minimize consumption and the resulting impact on the environment.

TV Azteca Emisiones de GEI (toneladas de dióxido de carbono equivalente)



Note:

- Direct emissions are composed of carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O).
- GHG emissions come from consumption of fuel and electrical energy reported to the National Emissions Registry (RENE). IN this methodology, the volume of each fuel is multiplied by an emission factor and by its Global Warming Potential. Each type of gas (CO₂, CH₄, N₂O) has its own factor. For more information, visit: <https://www.gob.mx/semamat/acciones-y-programas/registro-nacional-de-emisiones-rene>.
- This approach has been adopted for consolidating emissions encompasses financial and operational controls.

109.5 metric tons of CO₂ equivalent issued per site in 2018 (scopes 1 and 2), a 30% reduction from the year before

3.6% reduction in metric tons of CO₂ equivalent emitted as a direct result of emission control initiatives

Water

Every year, TV Azteca reinforces its commitment to saving natural resources through the conscious use of water and various communication campaigns on reducing water use, avoiding water waste through leaks and misuse.

At the operational level, the company has a number of water stewardship initiatives in place:

- Logs for tracking the efficacy of awareness-raising campaigns
- Installing water purifiers in corporate offices, which has a number of positive effects, such as improving employee quality of life by providing them with a constant supply of drinking water; optimization of economic resources; reducing the use of plastic containers; reducing emissions caused by highway traffic generated by distribution of water jugs, and savings on warehouse space.
- Monitoring to detect leaks in toilets, faucets and cisterns.
- Monthly check of the physical condition of meters, pipes and devices.
- The use of water-saving toilets –four liters per flush, according to NOM-009-CONAGUA-2001.
- Certified water quality analysis of cisterns and water coolers to meet official standards such as:
 - NADF-015-AGUA-2009, maximum permissible limit of contaminants in wastewater discharged from processes and services into the Mexico City drainage and sewage system from fixed sources.
 - NOM-092-SSA1-1994, water analysis. Aerobic plate count method.
 - NMX-AA-042-SCFI-2015, water analysis. Count of total coliform organization, fecal coliforms (thermotolerant) and Escherichia coli, using the most probable number in multiple tubes method.
 - NMX-AA-108-SCFI-2001, water quality. Measurement of free chlorine and total chlorine.

One hundred percent of the water consumed by TV Azteca in Mexico City comes from the Mexico City Water System, for use in bathrooms, plant watering, dining rooms, cooling systems and water coolers/purifiers in office buildings.

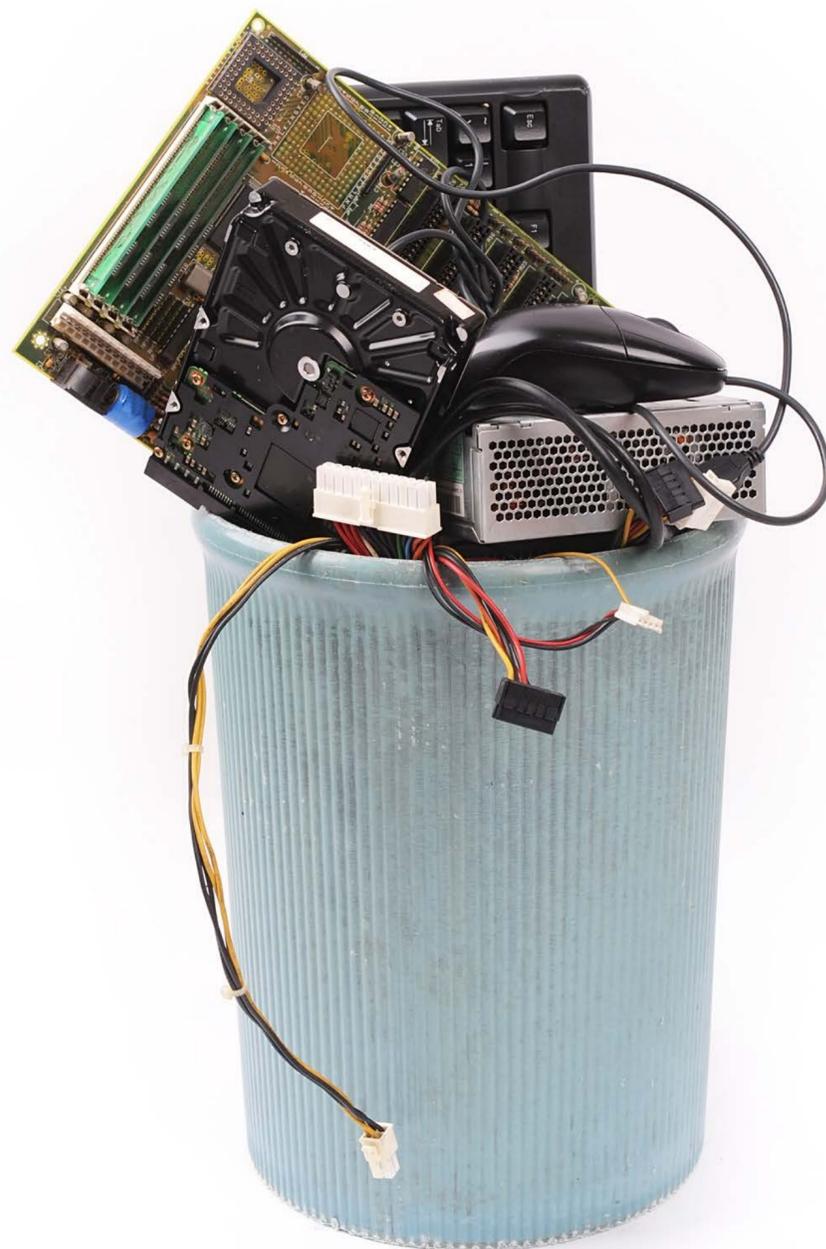
The microbiological quality of the water in TV Azteca cisterns and filters is analyzed monthly in certified laboratories. These examine aerobic mesophilic bacteria, fecal coliforms and residual chlorine. Cisterns are always kept at 90% of capacity.

Water consumption at TV Azteca is measured by taking into account both real consumption in the five corporate offices and by calculating the number of days of operation of stations served (national network) and local TV Azteca stations, as well as the number of employees and number of buckets of water used each day for cleaning, which gives us total cubic meters of consumption.

TV Azteca's water goals for 2019 focus on reducing cost and increasing savings by pursuing well water supply; introducing pipe degassing systems, water-saving toilets, dry urinals and wastewater treatment plants; monitoring city water bills to make sure readings are accurate; attention to nighttime watering and looking in to the possibility of incorporating water consumption monitoring to the company-wide Energy Management System.



183,574 m3 of water consumed by TV Azteca in 2018.



Materials

Because of the nature of our business, most of the materials used by TV Azteca operations are lighting systems:

Waste

GRI 306, 307: 103-1, 103-2, 103-3

In keeping with the Internal Manual on Solid Waste Classification, TV Azteca has a program for separating waste at all its corporate offices, which includes recycling stations where waste is sorted into four types: organic, inorganic, recyclable and hazardous.

There are also waste management standards governing the various companies of Grupo Salinas, including TV Azteca, among them:

- NOM-017-STPS-2008, personal protection equipment, use and handling in the workplace.
- NOM-002-STPS-2010, fire safety, prevention and protection in the workplace.
- NOM-005-STPS-1998, safety and health conditions in the workplace regarding handling, transportation and storage of chemical substances.
- NOM-006-STPS-2014, handling and store of materials, safety and health conditions in the workplace.
- NOM-052-SEMARNAT-2005, procedure for identifying hazardous waste.
- NOM-161-SEMARNAT-2011 and its amendments, criteria for classifying special handling waste.
- NADF-024-AMBT-2013, criteria and technical specifications for sorting, classifying, selectively collecting and storing waste in Mexico City.
- NOM-055-SEMARNAT-2003, requirements for sites to be used for controlled confinement of hazardous and previously stabilized waste.
- NOM-087-SEMARNAT-SSAI-2002, classification and specifications for handling biological-infectious waste for environmental protection and health.
- NOM-054-SEMARNAT-1993, procedure for determining incompatibility between two or more types of waste.
- ISO 9001:2015, Quality Management System.
- ISO 14001:2015, Environmental Management System.
- NMX-AA-164-SCFI-2013, minimum environmental criteria for sustainable buildings.

135 air conditioners and 927 lighting fixtures acquired by TV Azteca in 2018.

In 2018, more than Ps. 143,000 in paper and cardboard and more than Ps. 15,000 in PET, aluminum and HDPE were recycled from our corporate offices

Close to 1,795 metric tons of waste generated in 2018, around 33 metric tons of which were sent for recycling.

Close to 16 metric tons of hazardous waste generated, which was disposed of through external vendors authorized to handle this type of waste.

Waste collection services are supplied by outside vendors with a preference for those who are socially and environmentally responsible and generate value chains. To identify these, we have prepared quality standards that are part of the requirements listed on requests for bids on waste collection and cleaning services.

TV Azteca continues to promote waste management actions to monetize as much as possible and reduce the volume of waste sent to sanitary landfills. It participates in cleanup campaigns like Limpiemos Nuestro México, which has also resulted in new initiatives to expand waste separation and recycling efforts.

Recycling programs in our corporate offices focus on shredded paper, cardboard, aluminum, PET, HDPE and plastic film. TV Azteca recently established synergies with other Grupo Salinas business units to channel part of this waste to social programs at Fundación Azteca, where they can be made into blankets, coast, toilet paper, hand towels, etc., useful for a variety of causes.

Additionally, to promote proper waste handling during our 2019 Juguetón toy drive, in 2018 Grupo Salinas trained employees on correct waste separation. It established gene-

ral guidelines for setting up recycling station, planning cleaning tasks, construction, the work, supplier logistics, delivery of recycled products and analysis of results. It also developed quality standards for requesting bids on storage, collection, transport, placement, reuse, treatment, recycling, incineration and final disposal of all types of waste.

306-4

It also created alliances with waste recycling companies who are able to turn some recycled material into profitable products. The Energy and Environment area guarantees the execution of recyclable material collection services while the maintenance area manages solid urban waste, hazardous and special-handling waste.

At the close of 2018, some projects were in the phase of viability evaluation, such as:

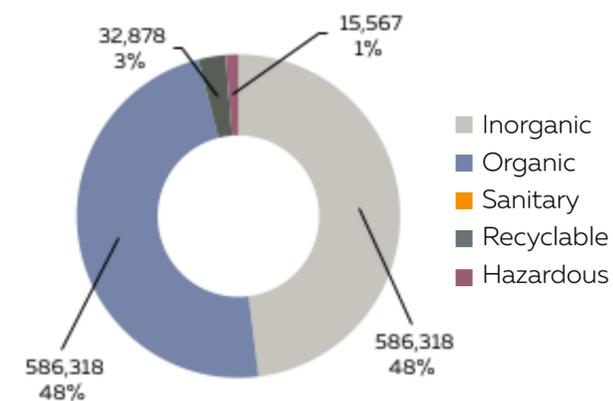
- Production of biogas and compost from organic waste
- Recycling of wood for reuse in furniture and decoration, wood shavings for boilers or fuel made from waste
- Recycling of waste in facilities across the nation.

In addition, Grupo Salinas has the following goals for the years ahead:

- Improvements in the management of special-handling waste, like quoting wood with paper pulpers, agglomerate manufactures, carpenters and artisans, and clearing warehouses of waste and metal
- Optimizing management of solid urban waste by improving recycling stations, strengthening environmental awareness and education campaigns, separating waste at the origin into containers, monetizing waste, strengthening the process of requesting bids from waste management firms and establishing automated monitoring processes through the company-wide Energy Management System.

306-2

TV Azteca Waste generated



About this report

Sobre este Informe

102-50

TV Azteca, S.A.B. de C.V. is pleased to present its 7th Annual Sustainability Report, in which it presents the results of the economic, social and environmental performance of its operations for the period between January 1 and December 31, 2018.

102-49, 102-54

For the second time in a row, this report has been prepared following the Global Reporting Initiative (GRI) Guide: essential option, and continues to report the information regarding the Media Sector Supplement (MSS).

102-10, 102-45

The scope of the information corresponds to operations in Mexico, Guatemala, Honduras, and Peru when possible. It should be noted that at the end of 2017 TV Azteca announced that in keeping with the company's strategic approach –which is to concentrate on solid media operations in Mexico and on maximizing profitability in other– it had sold the assets of Azteca America to HC2 Network Inc. As a result of the sale, Azteca America no longer consolidates its results into the financial statements of TV Azteca, so the results for 2018 do not reflect these operations.

In the case of environmental data, information corresponds only to Mexico.

The figures contained in this report are reported in Mexican pesos (MXN/Ps.), unless otherwise specified.

Principles used in preparing this report

TV Azteca's 2018 Sustainability Report is intended to serve as a clear, balanced, comparable, precise, timely and accurate source of information, in keeping with the principles used to determine report content and quality established by the Global Reporting Initiative (GRI), as follows:

Sustainability context

TV Azteca reiterates its commitment to inclusive prosperity, through the generation of economic, social and environmental value. In 2018, as part of Grupo Salinas, it joined the United Nations Global Compact and reaffirmed its commitment to the Sustainable Development Goals (SDG), mapping the initiatives through which it contributes to achieving the global Agenda 2030.

Materiality

TV Azteca is aware of the impact of its operations in various areas, and focuses on processes and initiatives that help it optimally manage the aspects that were identified in the 2017 materiality study, and validated through the stakeholder engagement in 2018. It therefore takes actions that help the Company to strengthen its sustainability strategy.

Stakeholder Inclusiveness

In 2018, TV Azteca updated the 2017 materiality study based on dialogue with two stakeholders –suppliers and employees. This report considers the opinion of both groups, validating material aspects and strengthening the continuous improvement process, both in terms of the level of information required by stakeholders, and in TV Azteca's sustainability strategy.

Completeness

Throughout this report you will find the results of TV Azteca's performance in economic, social and environmental terms, providing an exhaustive account of the significant impact on material aspects and coverage of each of these areas.

GRI Content Index

102-55

GRI Standard	Disclosure	Page / Direct Response	Omission
General Disclosures			
Organizational profile			
102-1	Name of the organization	4	
102-2	Activities, brands, products, and services	4	
102-3	Location of headquarters	75	
102-4	Location of operations	4	
102-5	Ownership and legal form	4	
102-6	Markets served	4	
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102-9	Supply chain	29	
102-10	Significant changes to the organization and its supply chain	67	
102-11	Precautionary Principle or approach	60	
102-12	External initiatives	13, 48	
102-13	Membership of associations	16	
Strategy			
102-14	Statement from senior decision-maker	7	
102-15	Key impacts, risks, and opportunities	7	
Ethics and integrity			
102-16	Values, principles, standards, and norms of behavior	23, 24, 25	
102-17	Mechanisms for advice and concerns about ethics	23, 25, 26	
Governance			
102-18	Governance structure	18	
102-19	Delegating authority	18 Series A, full voting rights Series D-A, limited voting rights as established in article 113 of the General Commercial Corporations Law Series D-L, limited voting rights as established in article 113 of the General Commercial Corporations Law Series L, voting rights restricted to company transformations, mergers or cancelation of listing of shares in this series.	
102-20	Executive-level responsibility for economic, environmental, and social topics	20	
102-21	Consulting stakeholders on economic, environmental, and social topics	18	
102-22	Composition of the highest governance body and its committees	18, 19	
102-23	Chair of the highest governance body	18	
102-24	Nominating and selecting the highest governance body	19	
102-25	Conflicts of interest	20	

GRI 102: Contenidos Generales 2016

GRI Standard	Disclosure	Page / Direct Response	Omission	
GRI 102: General Disclosures 2016	102-26	Role of highest governance body in setting purpose, values, and strategy	21	
	102-27	Collective knowledge of highest governance body	18	
	102-28	Evaluating the highest governance body's performance	19	
	102-29	Identifying and managing economic, environmental, and social impacts	21	
	102-30	Effectiveness of risk management processes	21	
	102-31	Review of economic, environmental, and social topics	21	
	102-32	Highest governance body's role in sustainability reporting	All areas participate in approving the Sustainability Report; the Sustainability area, inside Investment Relation area, meanwhile carries out a permanent monitoring of the process.	
	102-33	Communicating critical concerns	18	
	102-34	Nature and total number of critical concerns	No critical concerns existed during the reporting period.	
	102-35	Remuneration policies	20	
	102-36	Process for determining remuneration	20	
	102-37	Stakeholders' involvement in remuneration	20	
	102-38	Annual total compensation ratio		For security reasons, this information is confidential.
	102-39	Percentage increase in annual total compensation ratio		For security reasons, this information is confidential.
	Stakeholder engagement			
	102-40	Stakeholder engagement	11	
	102-41	Acuerdos de negociación colectiva	35	
	102-42	Identificación y selección de grupos de interés	11	
	102-43	Enfoque para la participación de los grupos de interés	11, 14	
	102-44	Temas y preocupaciones clave mencionados	14, 26, 38	
	Prácticas para la elaboración de informes			
	102-45	Entities included in the consolidated financial statements	67	
	102-46	Defining report content and topic Boundaries	15	
	102-47	List of material topics	15	
	102-48	Restatements of information	There are not restatements of information.	
	102-49	Changes in reporting	67	
102-50	Reporting period	67		
102-51	Date of most recent report	2017		
102-52	Reporting cycle	Annual		
102-53	Contact point for questions regarding the report	75		
102-54	Claims of reporting in accordance with the GRI Standards	67		
102-55	GRI content index	68		
102-56	External assurance	All data in the report herein is reviewed internally, foregoing external verification.		

GRI Standard	Disclosure		Page / Direct Response	Omission
Material topics				
Corruption, Bribery and Transparency				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	25	
	103-2	The management approach and its components	25	
	103-3	Evaluation of the management approach	25	
GRI 205: Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	25	
	205-2	Communication and training about anti-corruption policies and procedures	24, 25	
	205-3	Confirmed incidents of corruption and actions taken	No confirmed cases of corruption existed in the reporting period.	
Anti-competitive Behavior				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	16	
	103-2	The management approach and its components	16	
	103-3	Evaluation of the management approach	16	
GRI 206: Anti-competitive Behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	No anti-competitive or monopolistic incidents existed in the reporting period.	
Public Policy				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary		
	103-2	The management approach and its components		
	103-3	Evaluation of the management approach		
GRI 415: Public Policy 2016	415-1	Political contributions	In compliance with the law, TV Azteca does not contribute in any way to political parties or representatives.	
Environmental Policies / Environmental Management System				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	61	
	103-2	The management approach and its components	61	
	103-3	Evaluation of the management approach	61	
GRI 302: Energy 2016	302-1	Energy consumption within the organization	62, 63	
	302-3	Energy intensity	62	
	302-4	Reduction of energy consumption	63	
	302-5	Reductions in energy requirements of products and services	63	
Environmental Compliance				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	61, 63, 65	
	103-2	The management approach and its components	61, 63, 65	
	103-3	Evaluation of the management approach	61, 63, 65	
GRI 307: Environmental Compliance 2016	307-1	Non-compliance with environmental laws and regulations	Due to TV Azteca's full compliance with environmental laws, there were no violations of the standards in the reporting period.	
Environmental Management System				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30	
	103-2	The management approach and its components	30	
	103-3	Evaluation of the management approach	30	
GRI 308: Supplier Environmental Assessment 2016	308-1	New suppliers that were screened using environmental criteria	30	
	308-2	Negative environmental impacts in the supply chain and actions taken	Three suppliers were vetoed because of failure to comply with Grupo Salinas' economic, social and/or environmental criteria. This is equivalent to 0.08% of the total number of vendors available to clients of Grupo Elektra and TV Azteca.	
Waste Management				

GRI Standard	Disclosure		Page / Direct Response	Omission
GRI 103: Enfoque de gestión 2016	103-1	Explanation of the material topic and its Boundary	65	
	103-2	The management approach and its components	65	
	103-3	Evaluation of the management approach	65	
GRI 306: Efluentes y residuos 2016	306-2	Waste by type and disposal method	66	
	306-3	Significant spills	Given the nature of the business, there are no significant spills.	
	306-4	Transport of hazardous waste	66	
	306-5	Water bodies affected by water discharges and/or runoff	Due to the business nature, there is no water body affected by water discharges and/or runoff.	
Talent attraction and retention				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	35, 36	
	103-2	The management approach and its components	35, 36	
	103-3	Evaluation of the management approach	35, 36	
GRI 401: Employment 2016	401-1	New employee hires and employee turnover	35, 36	
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	38	
	401-3	Parental leave	4 women exercised their right to maternity leave in 2018. 75% of them returned to work once the maternity period ended and still kept their job a year after their return.	
Human Capital Development				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	36	
	103-2	The management approach and its components	36	
	103-3	Evaluation of the management approach	36	
GRI 404: Training and Education 2016	404-1	Average hours of training per year per employee	37	
	404-2	Programs for upgrading employee skills and transition assistance programs	37 There are two retirement savings systems in Mexico. 1. For people who vested before 1997 there is a pension according to the number of weeks contributing (minimum of 500). 2. Current law establishes a minimum of 1,250 weeks listed; according to the savings generated, the Mexican Social Security Institute can offer partial deposits or a lump-sum deposit. In other countries where TV Azteca operates, retirement plans are consistent with local laws."	
	404-3	Percentage of employees receiving regular performance and career development reviews	100% of trained employees undergo performance evaluations based on the courses they were imparted.	
Diversity and Equal Opportunity				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30, 35, 36	
	103-2	The management approach and its components	30, 35, 36	
	103-3	Evaluation of the management approach	30, 35, 36	
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	37	
	405-2	Ratio of basic salary and remuneration of women to men	"In 2018, the ratio of women's to men's salaries was as follows: • Executives: Women earned 9% less than men. • Directors: Women earned 9% less than men • Non-directors: Women earned 8% less than men."	
Human Rights				

GRI Standard	Disclosure		Page / Direct Response	Omission
Human Rights				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30, 35, 36	
	103-2	The management approach and its components	30, 35, 36	
	103-3	Evaluation of the management approach	30, 35, 36	
GRI 406: Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken	No cases of discrimination were reported in the period.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30, 35	
	103-2	The management approach and its components	30, 35	
	103-3	Evaluation of the management approach	30, 35	
"GRI 407: Freedom of Association and Collective Bargaining 2016"	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	No operations or suppliers exist under which there is a risk to freedom of association or collective bargaining.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30	
	103-2	The management approach and its components	30	
	103-3	Evaluation of the management approach	30	
GRI 408: Child Labor 2016	408-1	Operations and suppliers at significant risk for incidents of child labor	No operations or suppliers exist under which there is a risk of child labor being involved.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30	
	103-2	The management approach and its components	30	
	103-3	Evaluation of the management approach	30	
GRI 409: Forced of Compulsory Labor 2016	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	No operations or suppliers exist under which there is a risk of forced labor being involved.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	30	
	103-2	The management approach and its components	30	
	103-3	Evaluation of the management approach	30	
GRI 412: Human Rights Assessment 2016	412-1	Operations that have been subject to human rights reviews or impact assessments		Procurement processes require evaluations of the impact of suppliers on human rights. TV Azteca does not make internal evaluations.
	412-2	Employee training on human rights policies or procedures	24	
	412-3	Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	30	

GRI Standard	Disclosure		Page / Direct Response	Omission
Social Impact				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	45, 48	
	103-2	The management approach and its components	45, 48	
	103-3	Evaluation of the management approach	45, 48	
"GRI 203: Indirect Economic Impacts 2016"	203-1	Infrastructure investments and services supported	17	
	203-2	Significant indirect economic impacts	45, 48	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	48	
	103-2	The management approach and its components	48	
	103-3	Evaluation of the management approach	48	
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	45, 48	
	413-2	Operations with significant actual and potential negative impacts on local communities	45, 48	
Products and Services Development / Customer Relations Management				
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	24, 31, 34	
	103-2	The management approach and its components	24, 31, 34	
	103-3	Evaluation of the management approach	24, 31, 34	
"GRI 416: Customer Health and Safety 2016"	416-1	Assessment of the health and safety impacts of product and service categories	24, 34	
	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	No cases of violations regarding impact on client and audience health and safety existed in the reporting period.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	31	
	103-2	The management approach and its components	31	
	103-3	Evaluation of the management approach	31	
GRI 417: Marketing and Labeling 2016	417-1	Requirements for product and service information and labeling	31	
	417-2	Incidents of non-compliance concerning product and service information and labeling	No non-compliances by advertising or content information distributed by TV Azteca existed in the reporting period.	
	417-3	"Incidents of non-compliance concerning marketing communications"	No non-compliances by advertising or content information distributed by TV Azteca existed in the reporting period.	
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary	24	
	103-2	The management approach and its components	24	
	103-3	Evaluation of the management approach	24	
GRI 419: Socioeconomic Compliance 2016	419-1	Non-compliance with laws and regulations in the social and economic area	Due to TV Azteca's full compliance with applicable laws, no social or economic violations existed in the reporting period.	

GRI Standard	Disclosure		Page / Direct Response	Omission
"MSS Economic Performance"	M1	Significant funding and other support received from non-governmental sources	TV Azteca does not receive any financing from any non-government sources.	
"MSS Content Creation"	M2	Methodology for assessing and monitoring adherence to content creation values	24, 31	
	M3	Actions taken to improve adherence to content creation values, and results obtained	24, 32	
"MSS Content Dissemination"	M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained	24	
	M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses	24	
"MSS Audience Interaction"	M6	Methods to interact with audiences and results	28, 31, 32	
"MSS Media Literacy"	M7	Actions taken to empower audiences through media literacy skills development and results obtained	28, 32	

Contact

102-3, 102-53

For more details about this report on issues relating to sustainability at TV Azteca, please contact:

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