



# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40

Q+



tvazteca  
internacional

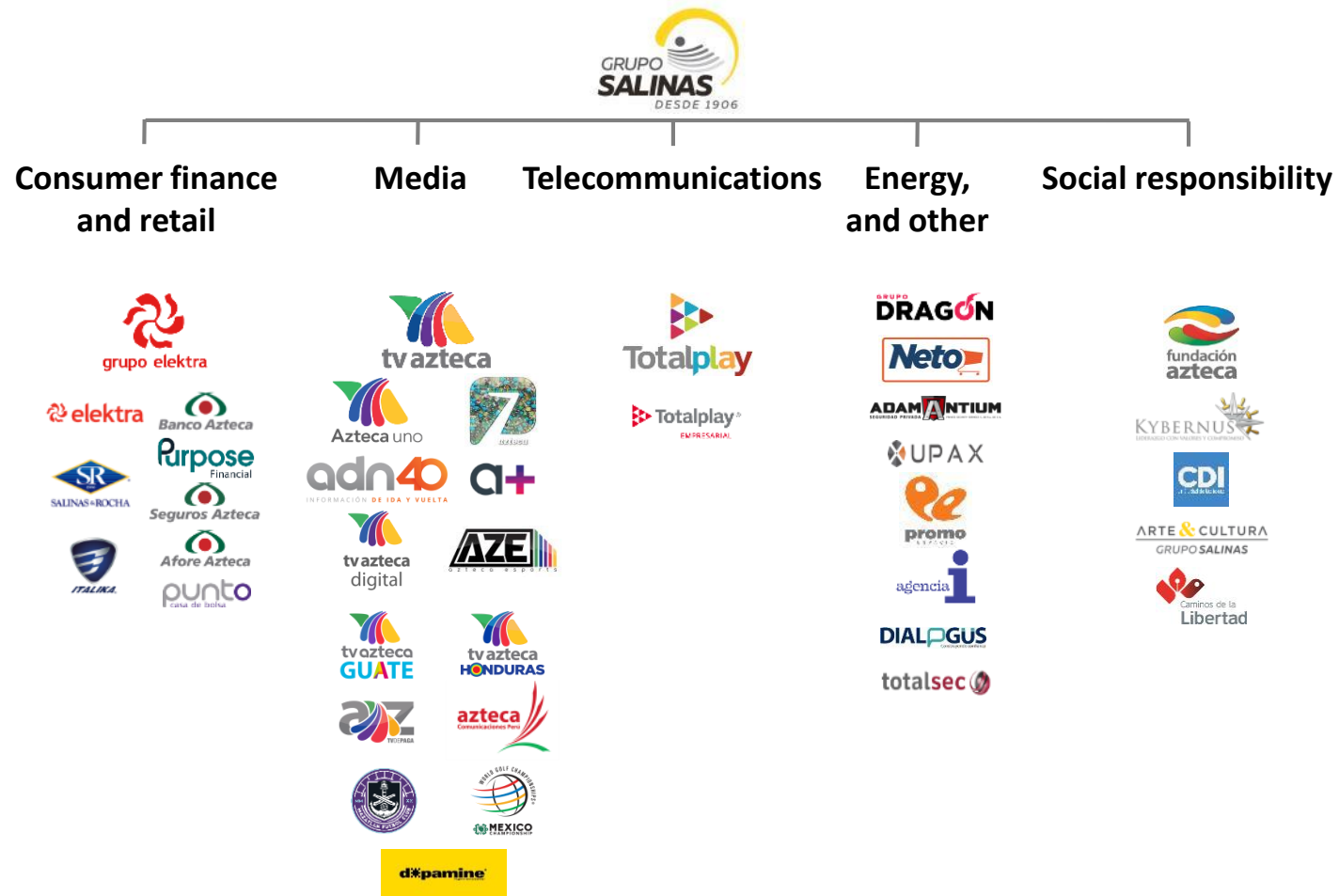


tvazteca  
digital

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- ❑ More than 110,000 direct employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, Panama and Peru

- ❑ **Mexico's second largest TV broadcaster**
  - ❑ More than 88 million viewers per month
- ❑ **One of the largest two producers of Spanish language television content in the world**
  - ❑ Content has been sold in over 100 countries, as well as to OTTs
  - ❑ Broadcasts in Mexico, Guatemala, Honduras
  - ❑ Listed in the Mexican Stock Exchange (BMV) and in Spain (Latibex)



**~93%**  
 households in  
 Mexico

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

**33%** OTA  
 national market  
 share in LTM  
 3Q20

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

**Top 20 most  
 valuable  
 brands** in Mexico

**+34,000  
 hours**  
 of content produced  
 in 2019

**4 HD national  
 channels**  
 in OTA

## Strong market position with strategies for improved momentum



Focus on TV

Azteca's

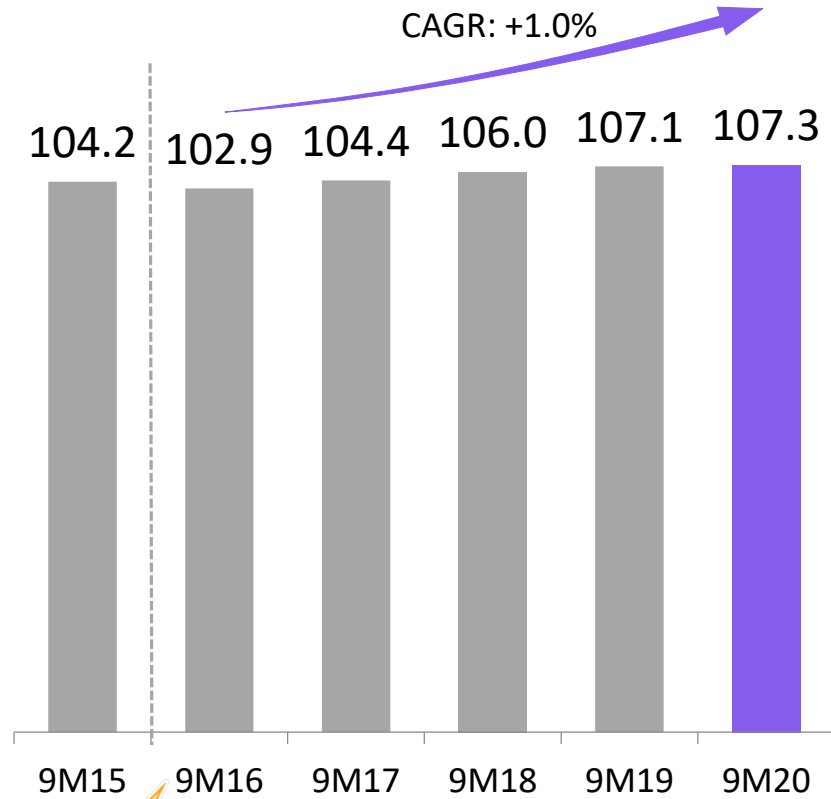
core business

- ❑ **Azteca uno:** Live entertainment programs, attached to reality and in the original language of the audience. Focused on those who make decisions at home.
- ❑ **Azteca 7:** Innovative and high quality content (premium fictional series, sports, among others). Focused on contemporary families.
- ❑ **adn40:** The news channel with the largest audience on broadcast television in Mexico.
- ❑ **a+:** Generates local content closer to the audience of each region. Competes with local media.
- ❑ Four pay television channels: AZ Corazón, AZ Cinema, AZ Mundo and AZ Click that reach nearly 40 million homes in 18 countries in the Americas and Spain.
- ❑ Strategically positioned to benefit from the growth of the Internet through the offer of cross-platform content and the gaming and esports market.

# Rising OTA TV viewership

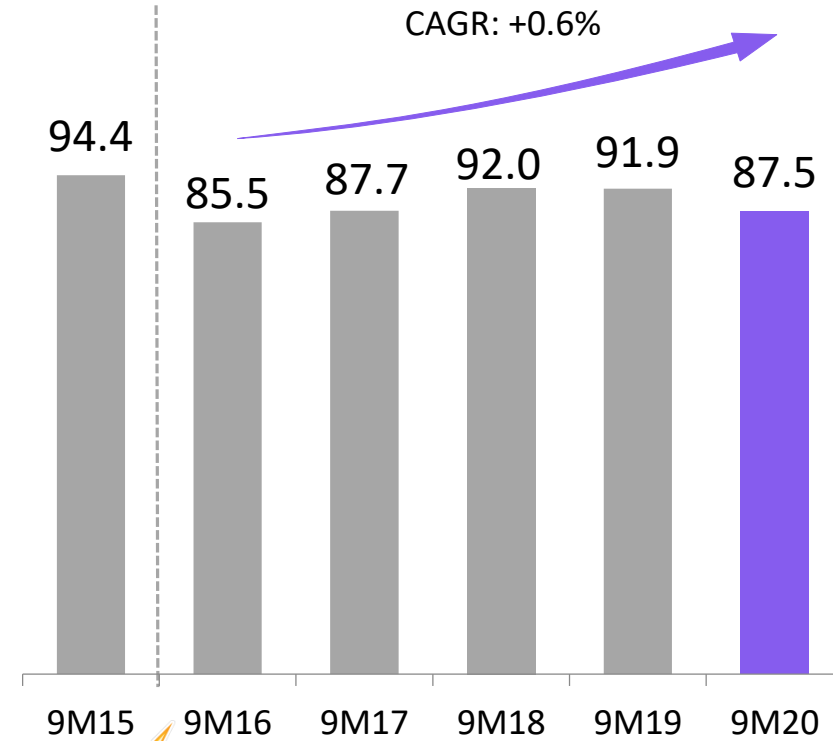
Millions of people monthly

**Mexico's Total Viewership**



National analog switch off

**TV Azteca's Total Viewership**

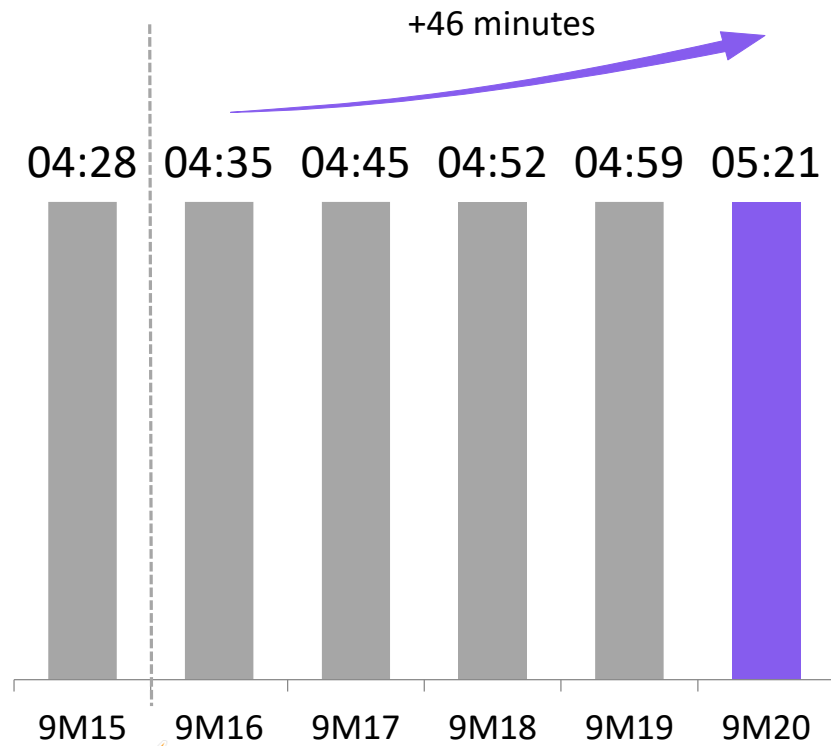


National analog switch off

# Time spent watching OTA TV is also increasing

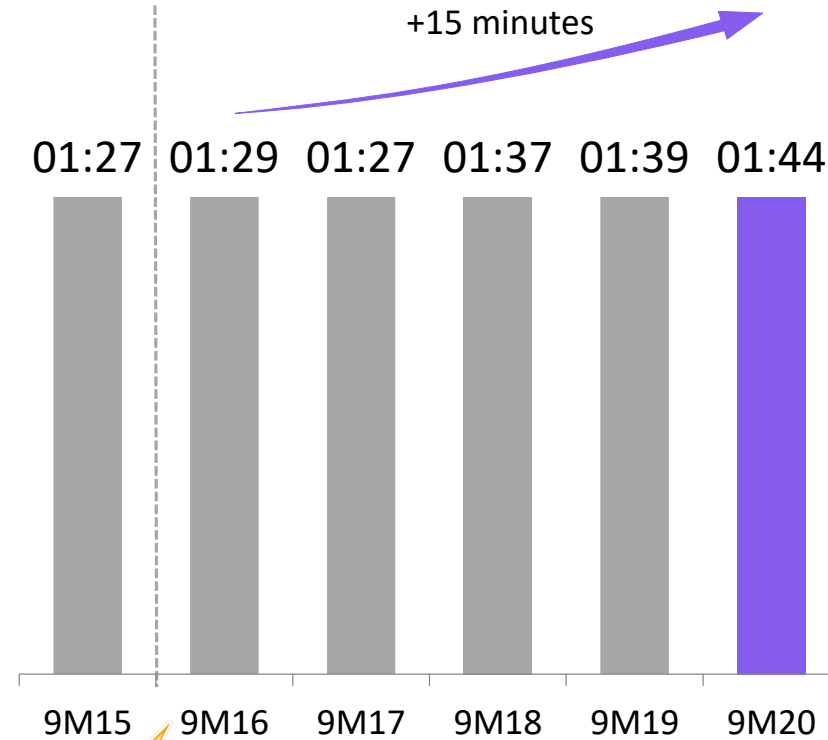
Daily Hours per household

## Mexico



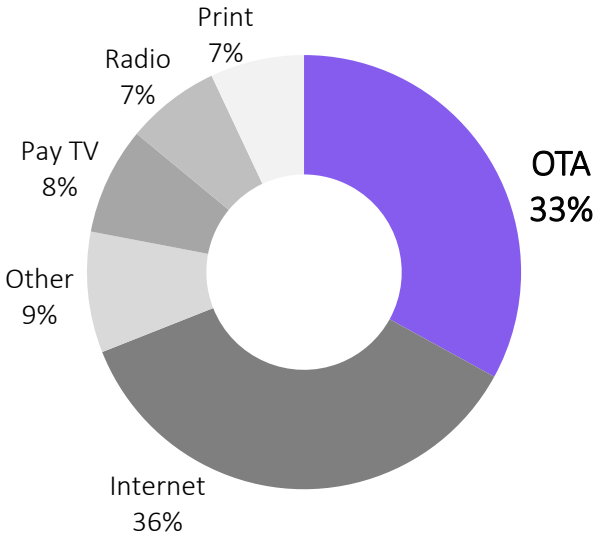
⚡  
National analog switch off

## TV Azteca



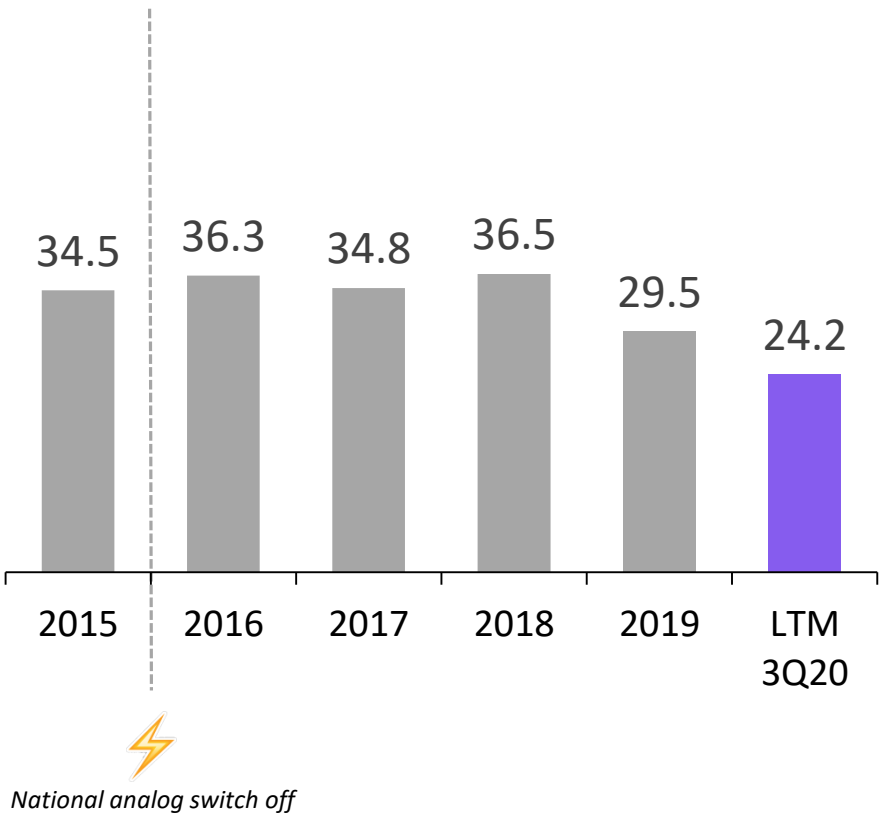
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**Estimated 2019 Total Media Advertising in Mexico**



- Advertising spend in Mexico is ~Ps\$ 91 Bn or 0.40% of Mexican GDP
- In the US, it represents 1.1% of US GDP

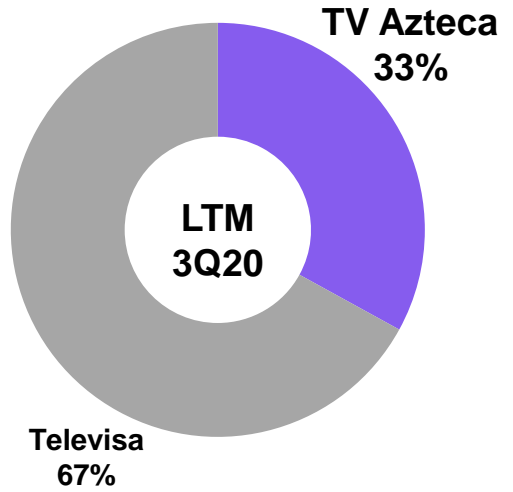
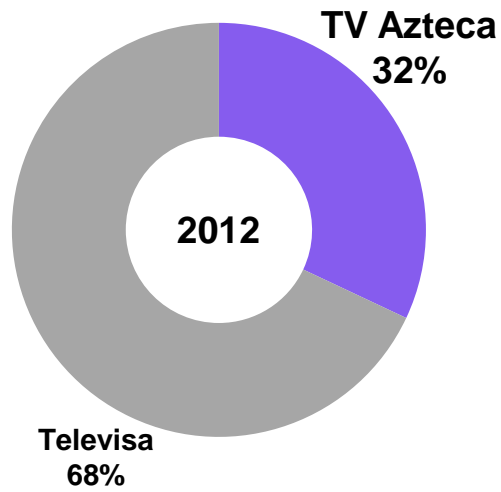
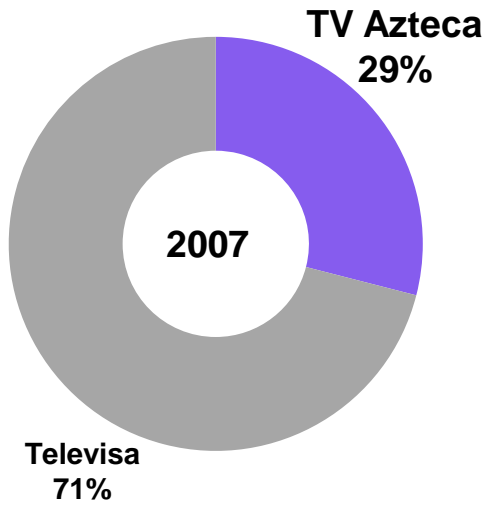
**National Advertising Market of Two Main Broadcasters**



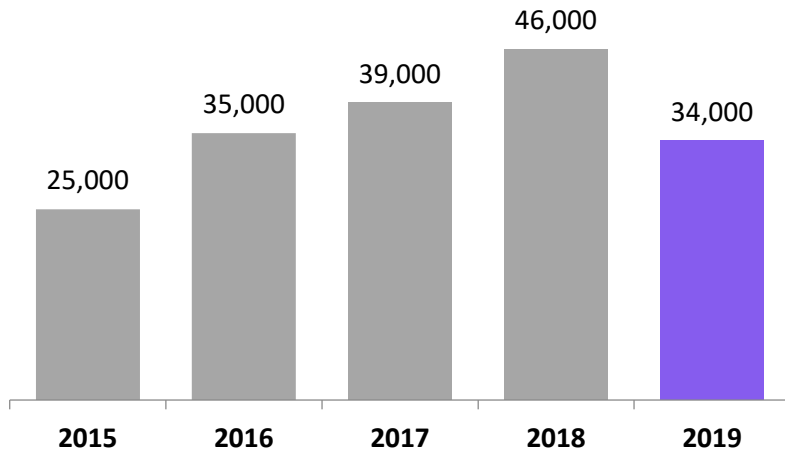
Source: Advertising Expenditure Forecasts, December 2019, Zenith, The ROI Agency  
 OTA calculated with published financial statements of companies as of December 2019  
 - Others refers to billboards and external advertising, and cinema  
 \* Figures of Televisa and TV Azteca as of September 30, 2020



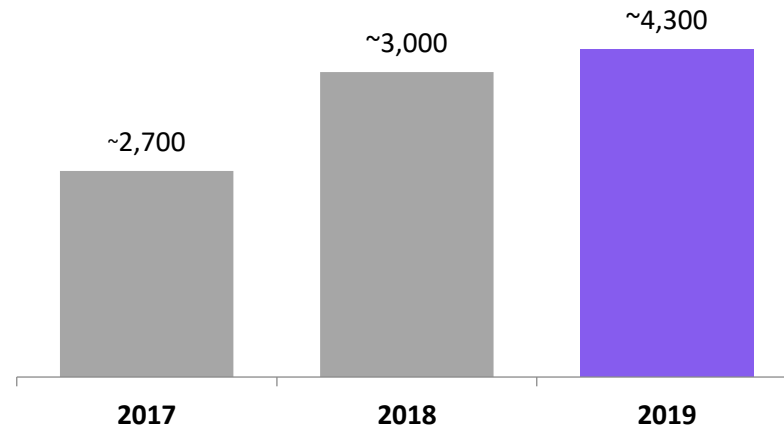
*OTA National Television Market Share in Mexico*



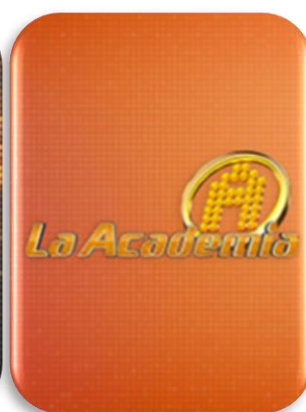
*Internally produced hours of content*



*Production of live entertainment hours*



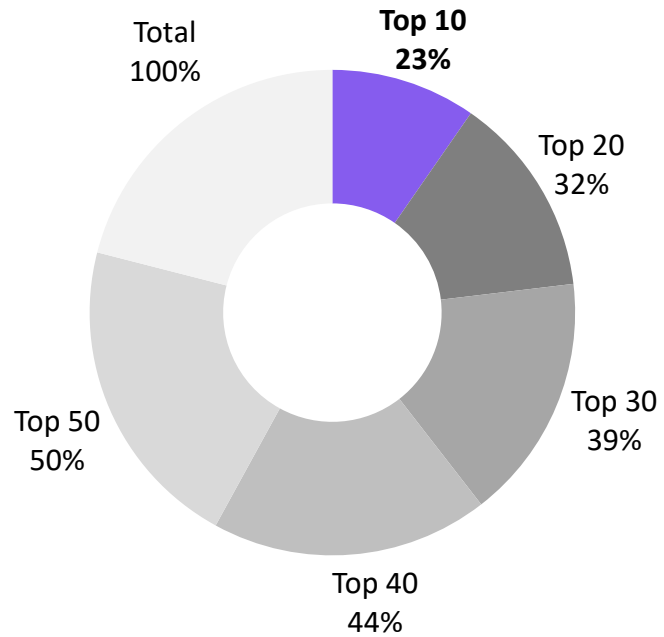
*Complementing its programming with co-productions, alliances and globally recognized brands & TV shows, creating high-quality and inspirational formats closer to the audience*



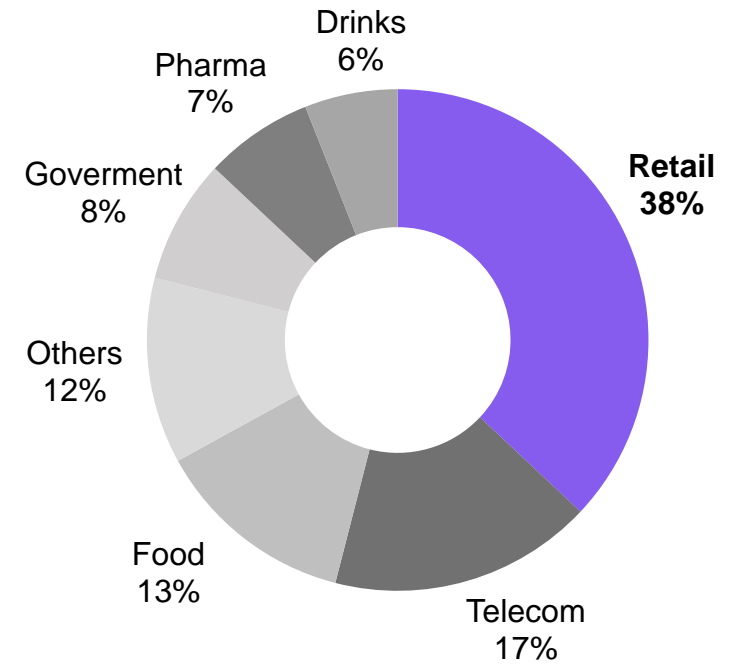


# Driving diverse, high-quality client base

**9M20 Share of Sales by Client**

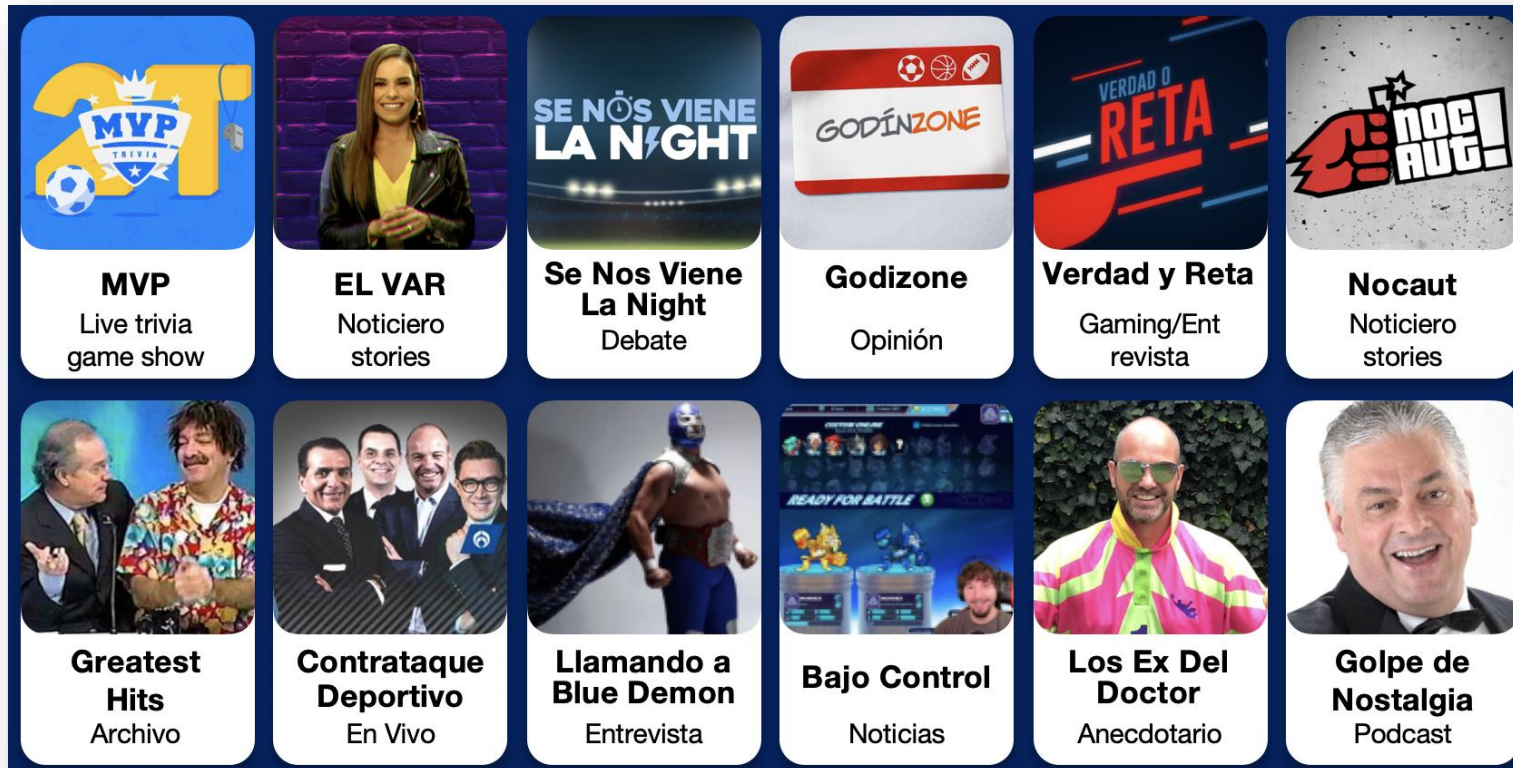


**9M20 Share of Sales by Industry**



□ Well diversified client base by economic sector

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





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



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



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

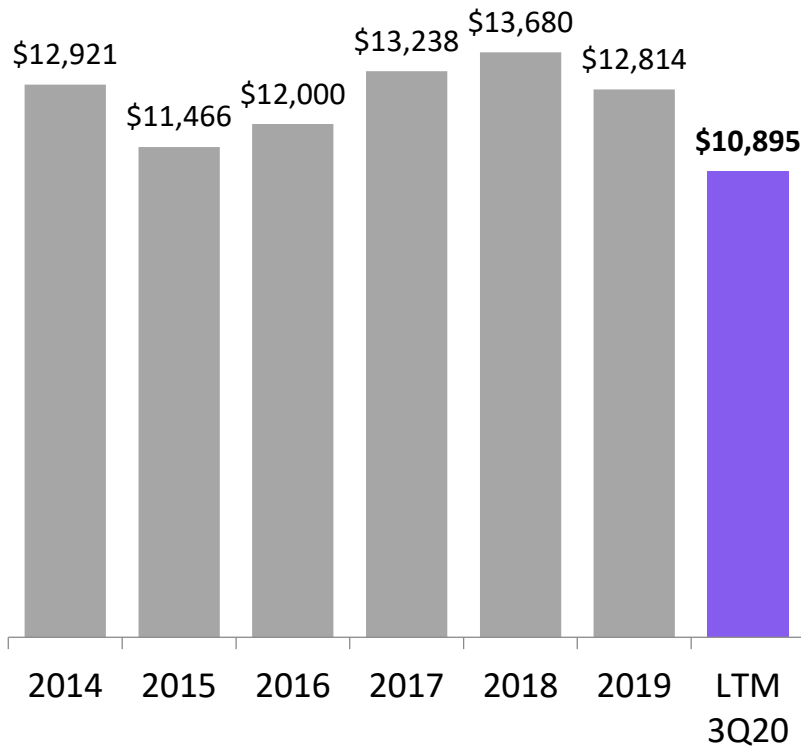


- ❑ Exclusive partnership to commercialize adverting in the OTT's free content app and upload some of TV Azteca's popular content.

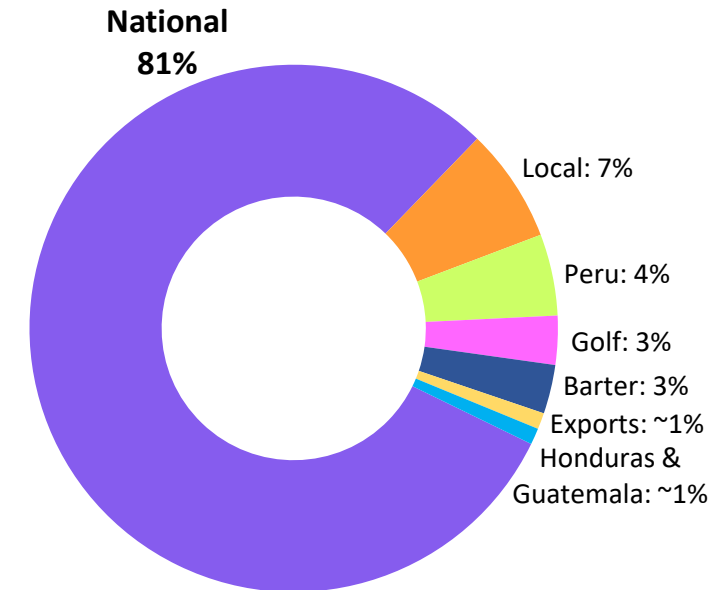


- ❑ adn40 news casts are available for free in Amazon Prime Video without having to purchase a Prime subscription.

## Net Sales\*



## Sales Breakdown

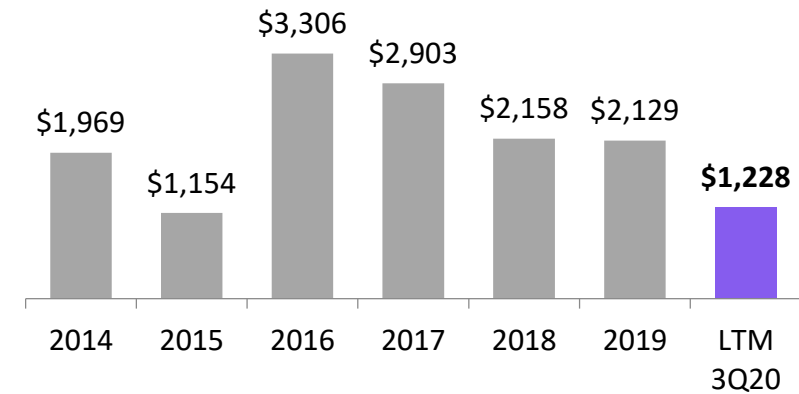
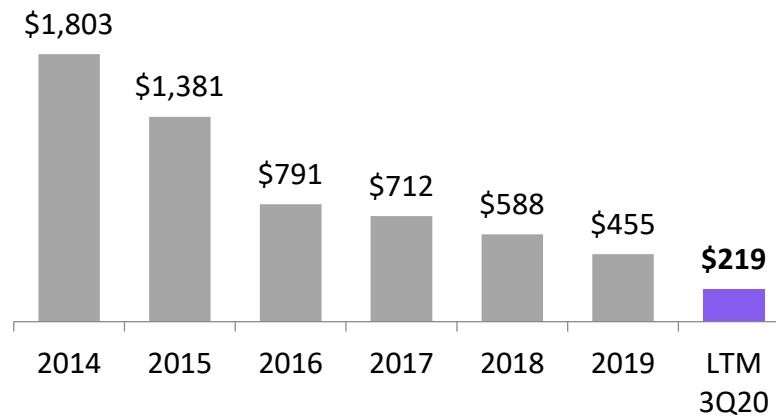
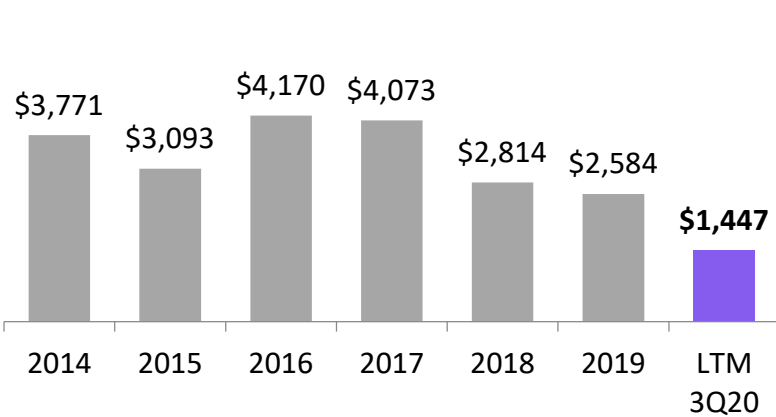


\* 2015 up to date excludes Atlas operations

## EBITDA

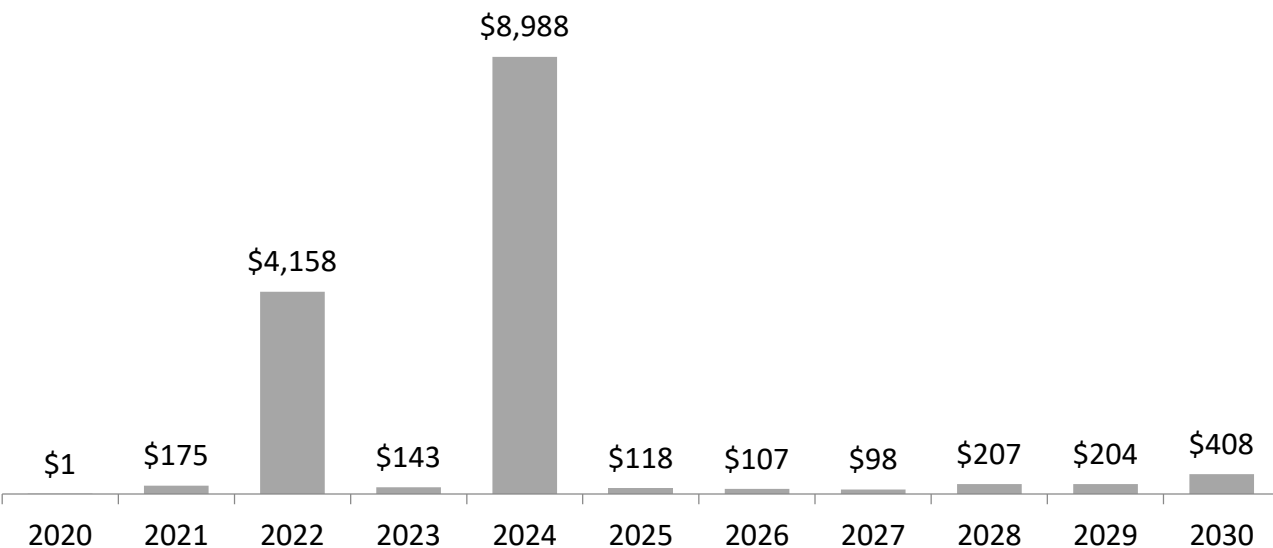
## CAPEX

## Cashflow<sup>1</sup>



1. Cashflow = EBITDA – CAPEX (excludes intangibles)





	Amount	Rate	Due date
Senior Notes US\$400 <sup>1*</sup>	\$8,858	8.25%	09/08/2024
CEBURES <sup>2</sup>	\$4,000	TIIE+2.9%	20/09/2022
Banco Azteca	\$1,708	TIIE+2.0%	09/03/2030
Private	\$40	10.5%	30/04/2028

1. Senior Notes have a coverage that the interest rate in Pesos in 9.9%

2. CEBURES have a coverage that fixes the interest rate in 10.2%

\* Exchange rate: Ps.22.1438 / US\$

Social

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



### Environmental

- ❑ **27% of the energy** consumed comes from **renewable sources**
- ❑ In **17 years**, in the reforestation program **Un Nuevo Bosque**, more than **1.3 million volunteers** have planted more than **6.3 million trees**, recovering more than **6,000 hectares**
- ❑ In 2019, it reported a **decrease of more than 14,200 tons CO<sup>2</sup> eq.** compared to 2015



### Corporate Governance

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





# LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



Azteca uno



adn40



tv azteca  
internacional



tv azteca  
digital