



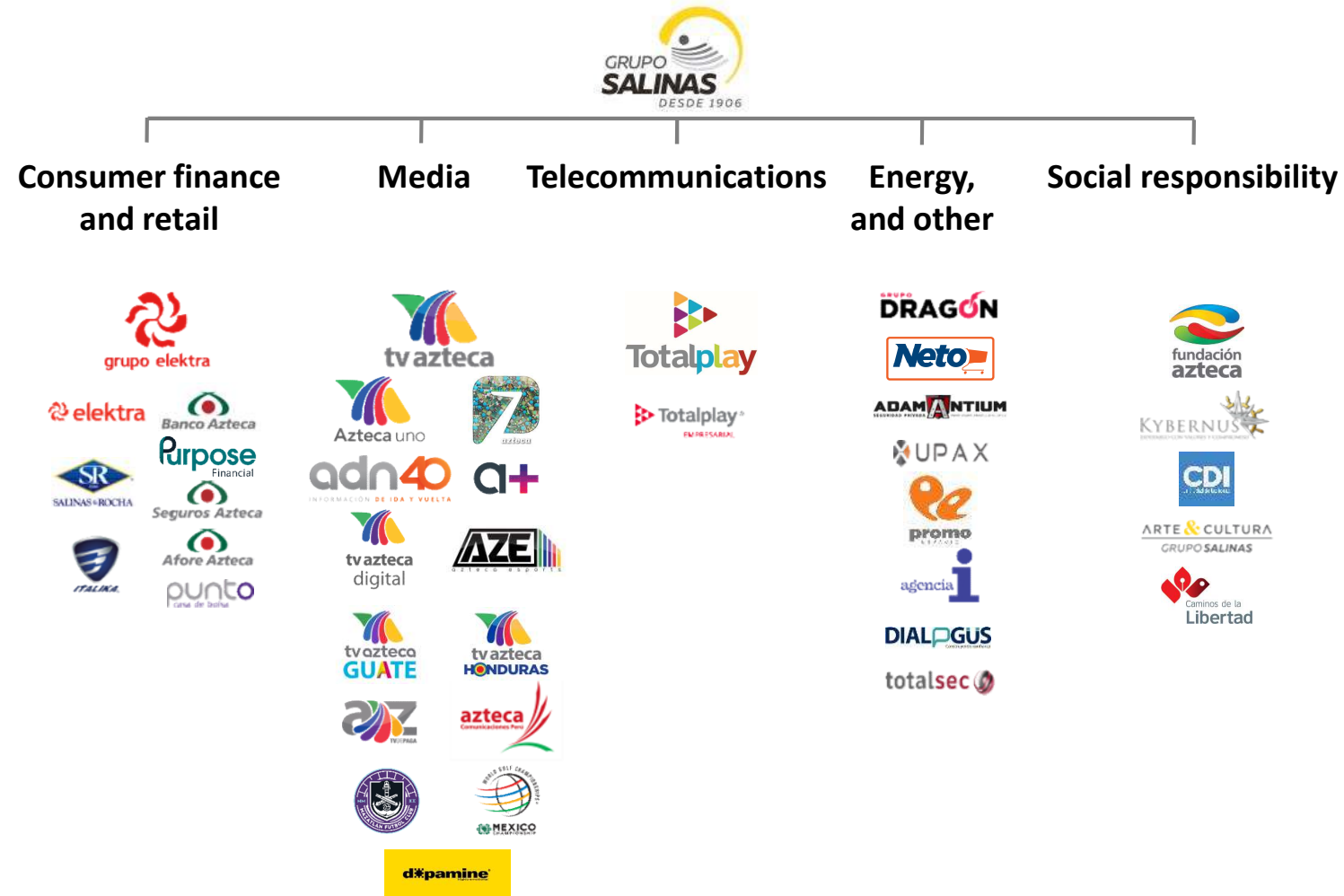
LA TELEVISIÓN DEL FUTURO COMIENZA AQUÍ



The following information contains or may be deemed to contain, “forward-looking statements”. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The future results of the issuer may vary from the results expressed in, or implied by, the following forward-looking statements, possibly to a material degree. TV Azteca, S.A.B. de C.V. (“Azteca” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.

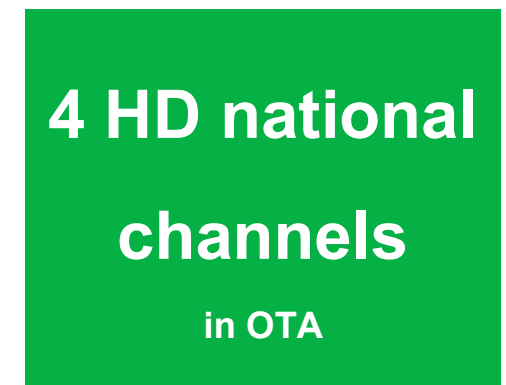
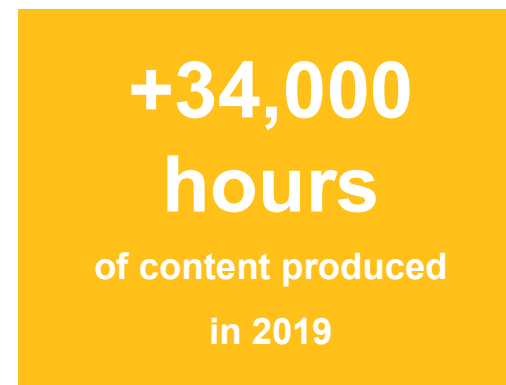
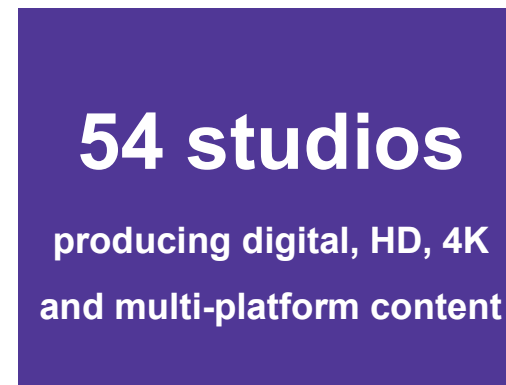
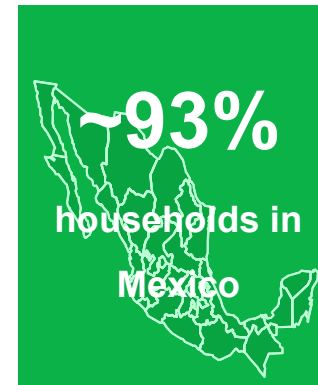
The Notes (as defined herein) may not be publicly offered or traded in Mexico unless the same are offered or traded pursuant to the provisions of Article 8 of the Mexican Securities Market Law (Ley del Mercado de Valores) and regulations issued thereunder.

The information contained herein is solely the responsibility of the Company and has not been reviewed or authorized by the Mexican National Banking and Securities Commission (Comisión Nacional Bancaria y de Valores) (the “CNBV”). The terms of the offering will be notified to the CNBV for information purposes only which will not constitute a certification as to the investment quality of the Notes or the solvency of the Company.



- More than 100,000 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)



Strong market position with strategies for improved momentum



Focus on TV

Azteca's

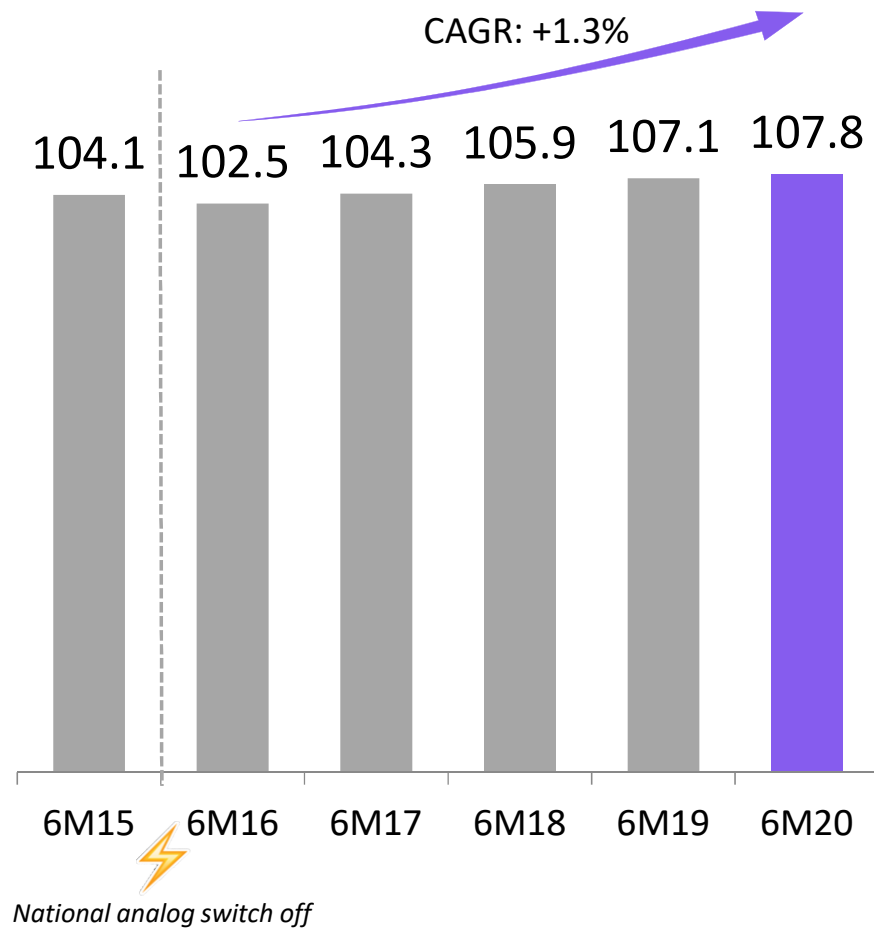
core business

- ❑ **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.

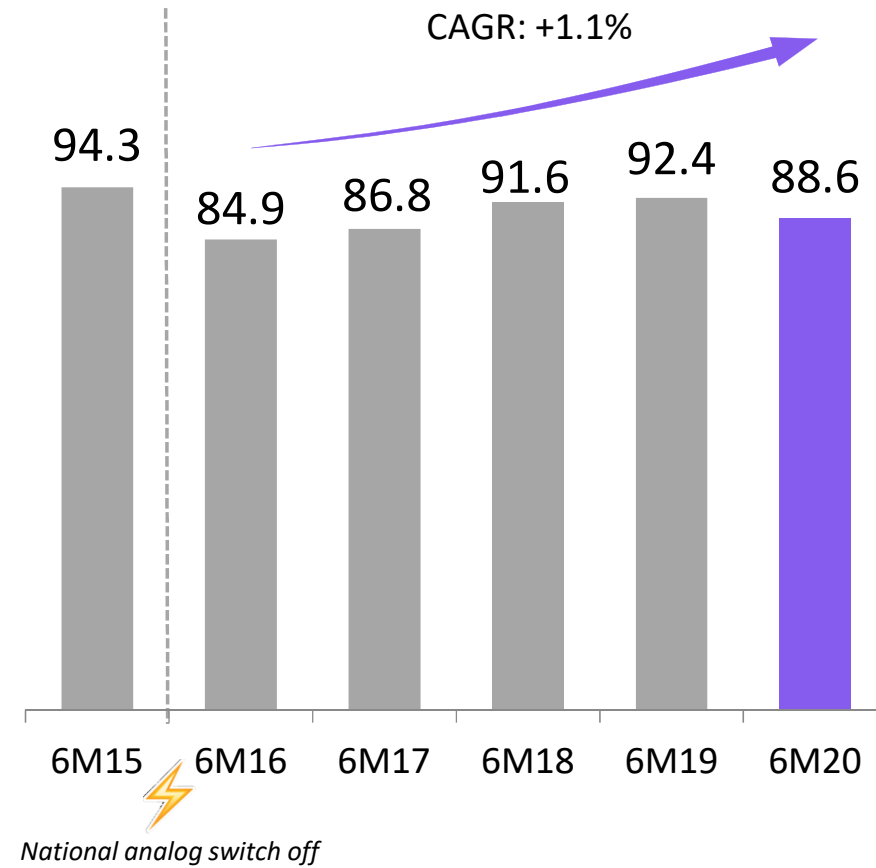
Rising OTA TV viewership

Millions of people monthly

Mexico's Total Viewership



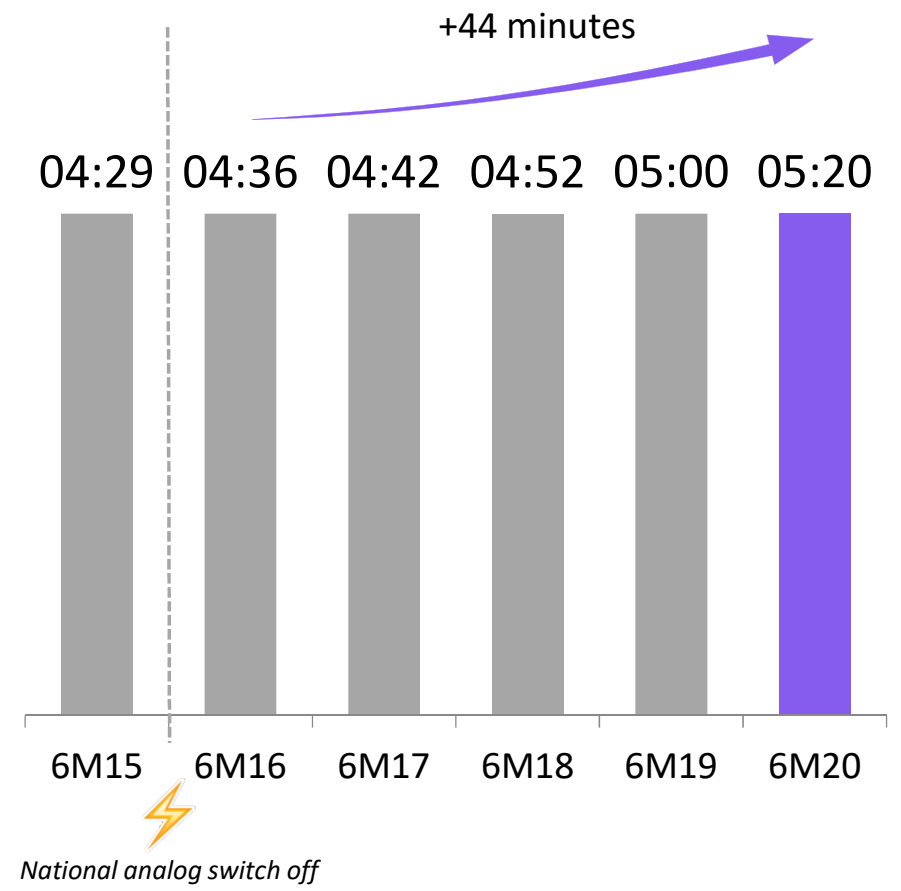
TV Azteca's Total Viewership



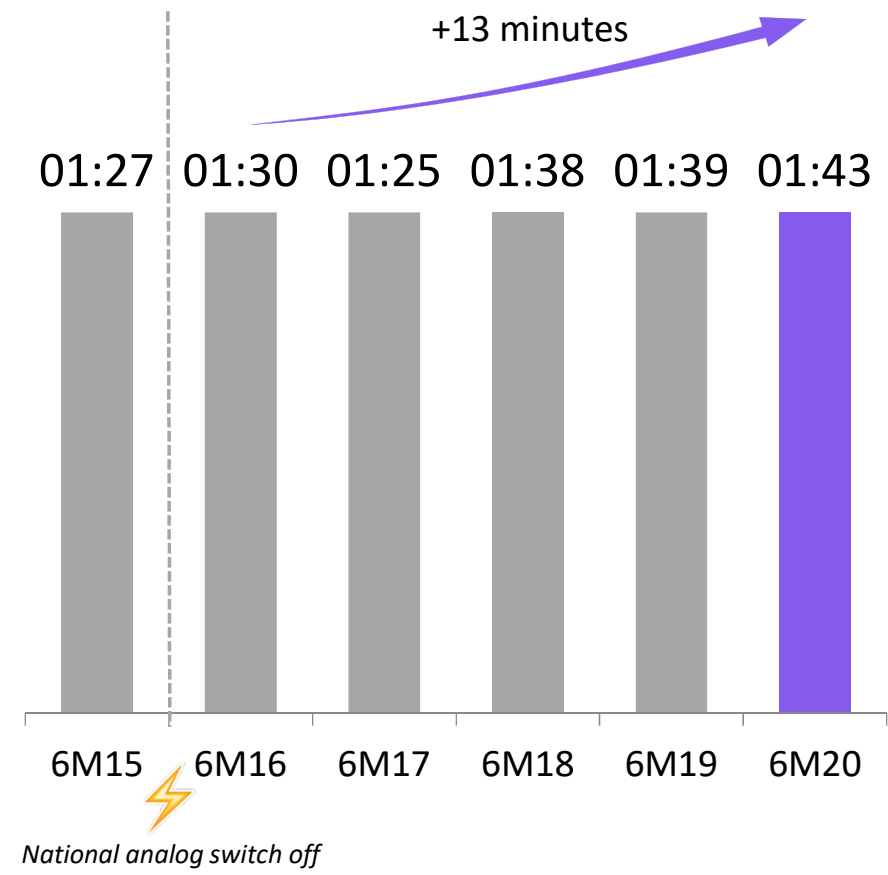
Time spent watching OTA TV is also increasing

Daily Hours per household

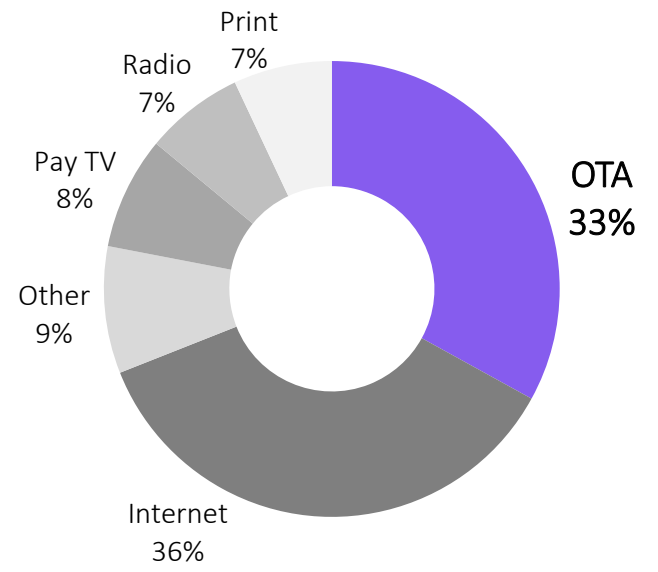
Mexico



TV Azteca

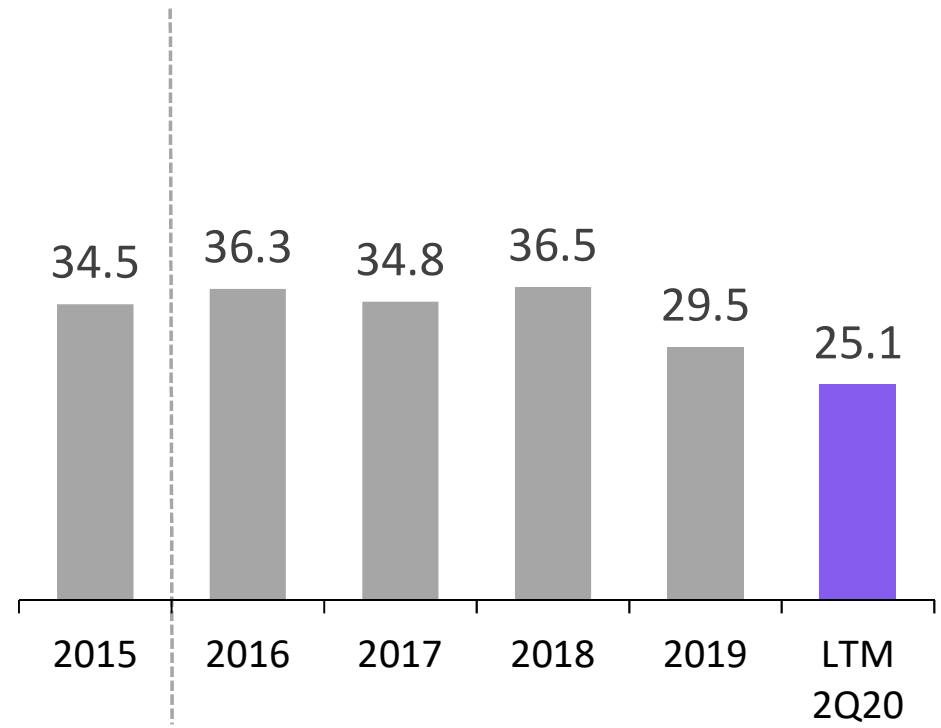


Estimated 2019 Total Media Advertising in Mexico



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

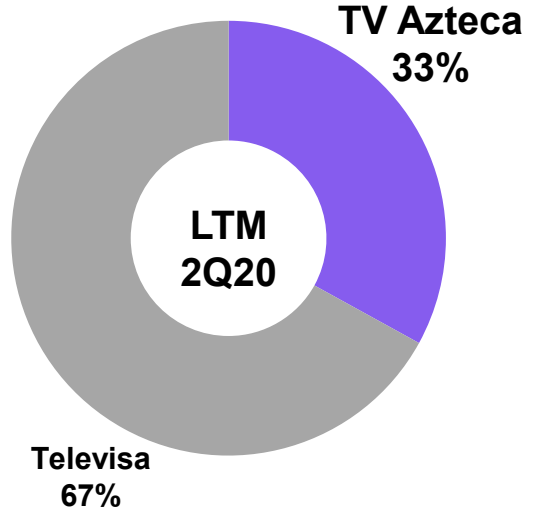
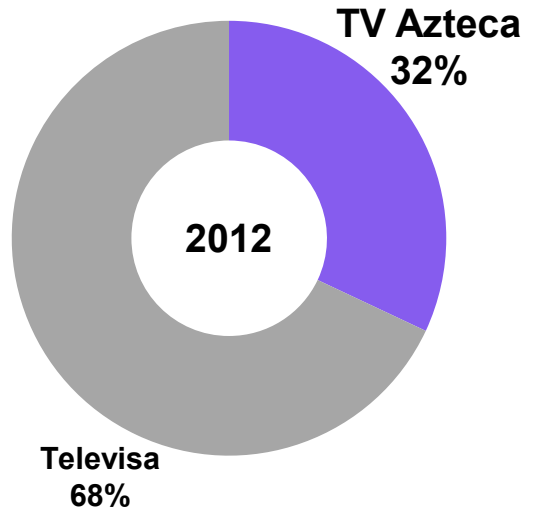
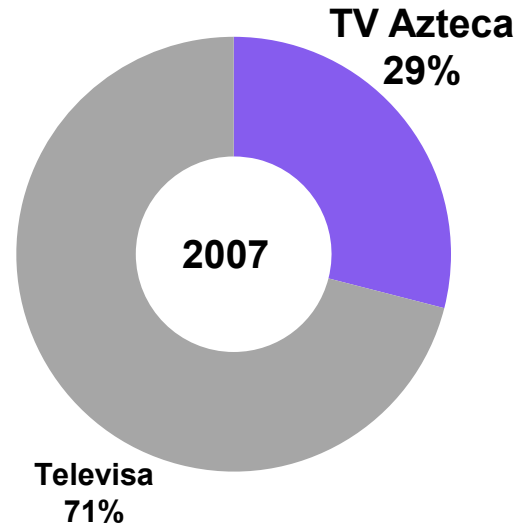
National Advertising Market of Two Main Broadcasters



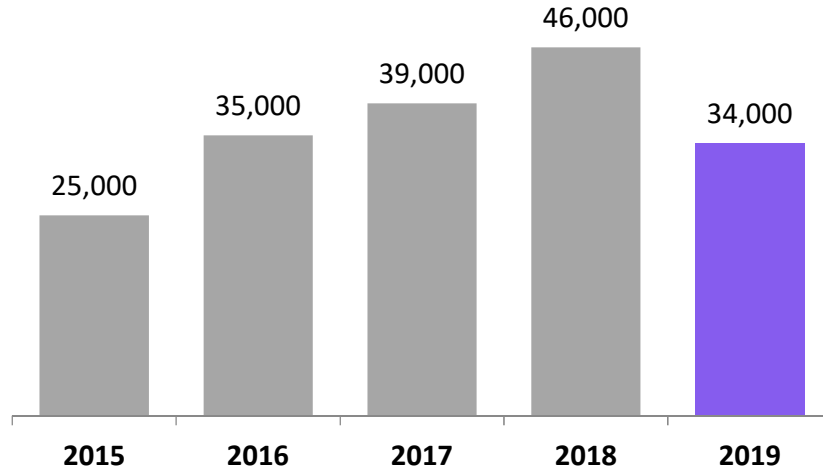
 National analog switch off

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 June 30, 2020

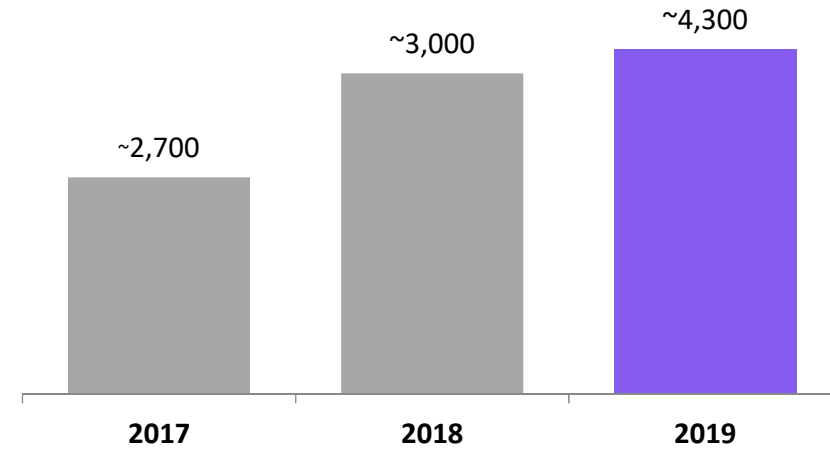
OTA National Television Market Share in Mexico



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

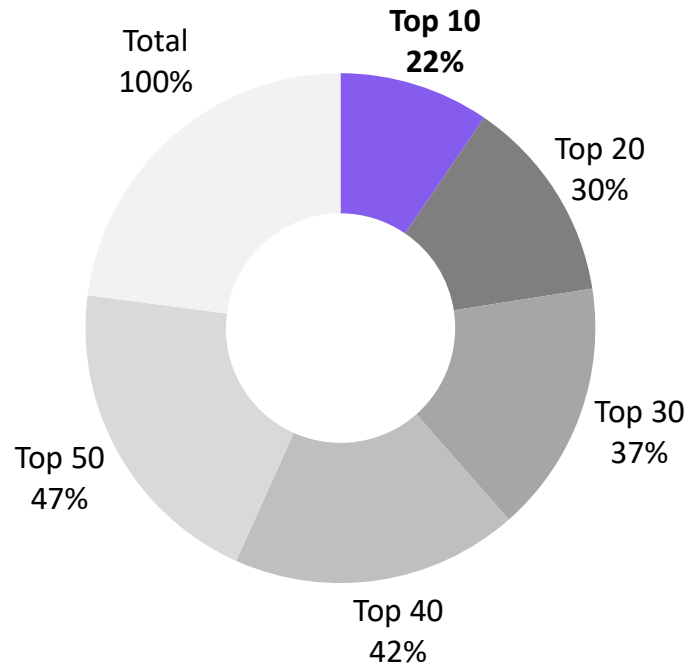


Broad programming with premium innovative content

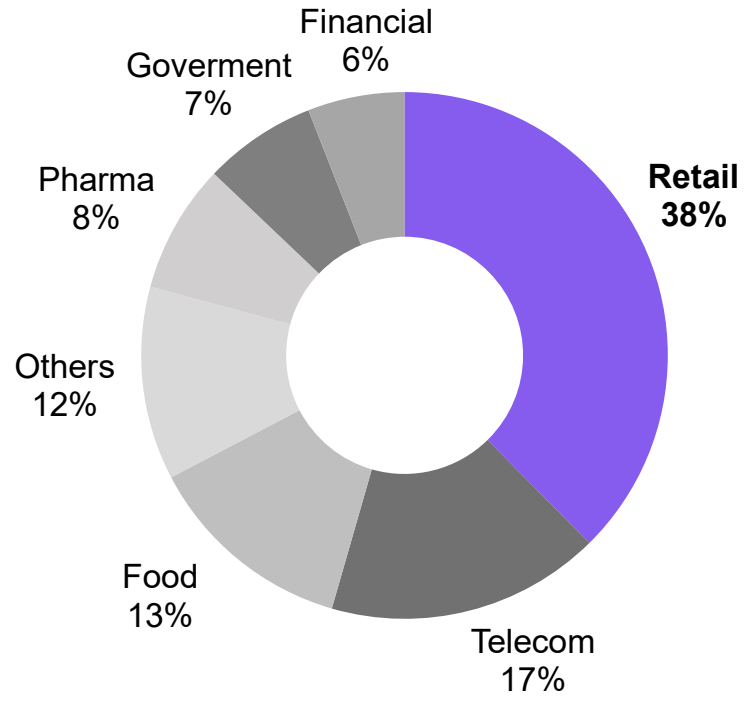


Driving diverse, high-quality client base

6M20 Share of Sales by Client

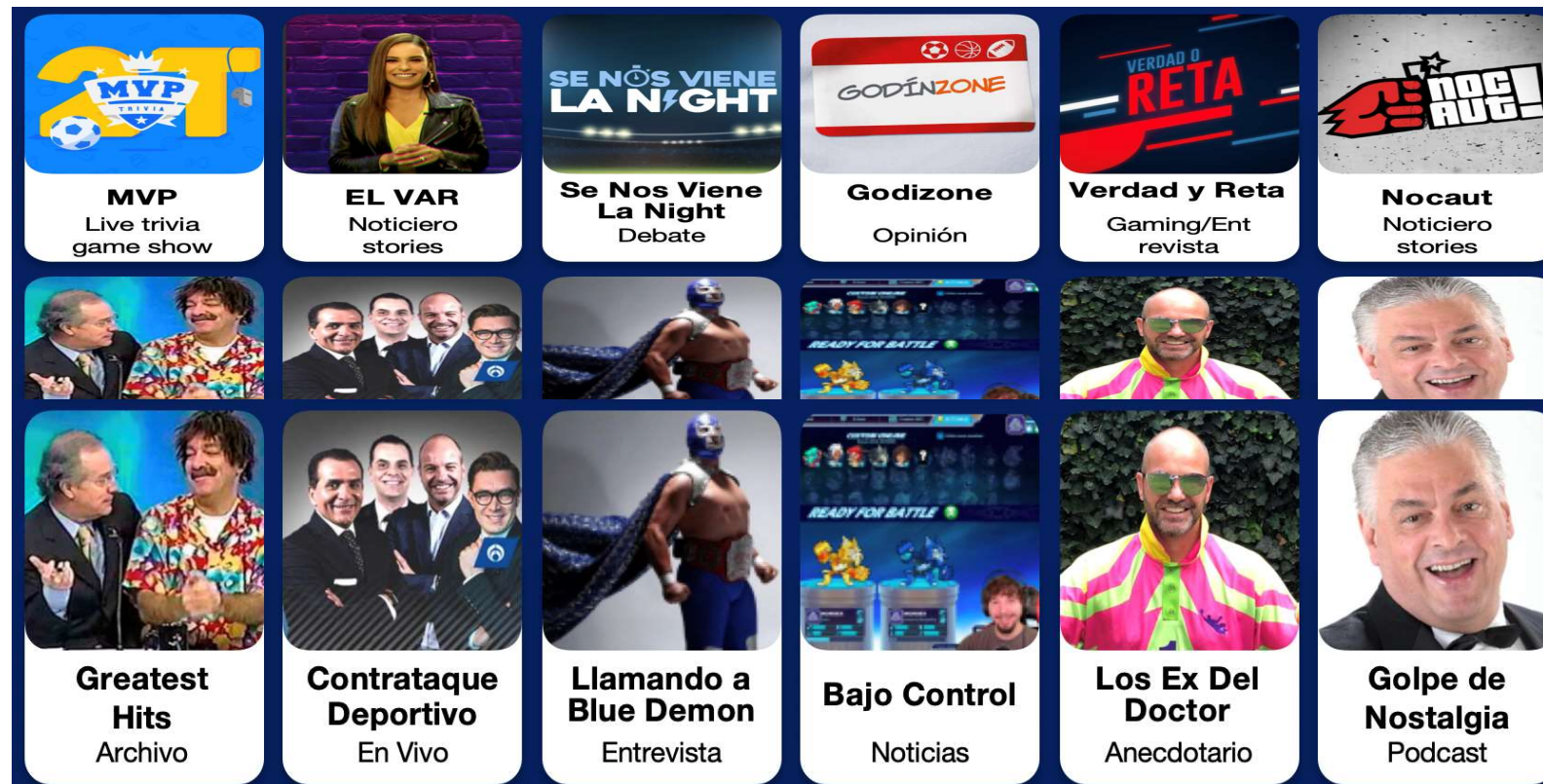


6M20 Share of Sales by Industry



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.





- ❑ In 2019, the first esports event was held in partnership with Allied Esports Entertainment, Nation vs. Nation in PUBG reaching 7.6 million accounts on digital platforms like own channels in Facebook, Twitch, Twitter, YouTube and Mixer
- ❑ **Next steps:**
 - ❑ Agreements with professional leagues, such as the exclusive licenses of the League of Legends Latin America League and Valorant Versus, by Riot Games; Gears 5 Pro League, by Gears Esports; and Reyes from Free Fire by Garena, among others
 - ❑ Organize tournament for professional or amateur video game players, like in SPORTS FIFA 20, Clash Royale, Gridiron from Gears 5, Mortal Kombat 11 and Smash Bros Ultimate – Glory Road, among others
 - ❑ Sign and stream specialized content generators such as Niña Rata in Gears 5 and Fortnite, Lena Cakes in CS:GO, Gumii in Booyah! Free Fire and Battle Royale, among other casters
 - ❑ Stream high-quality live tournaments in locations such as in the Arena Esports Stadium, once sanitary measures permit it

Other initiatives



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



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

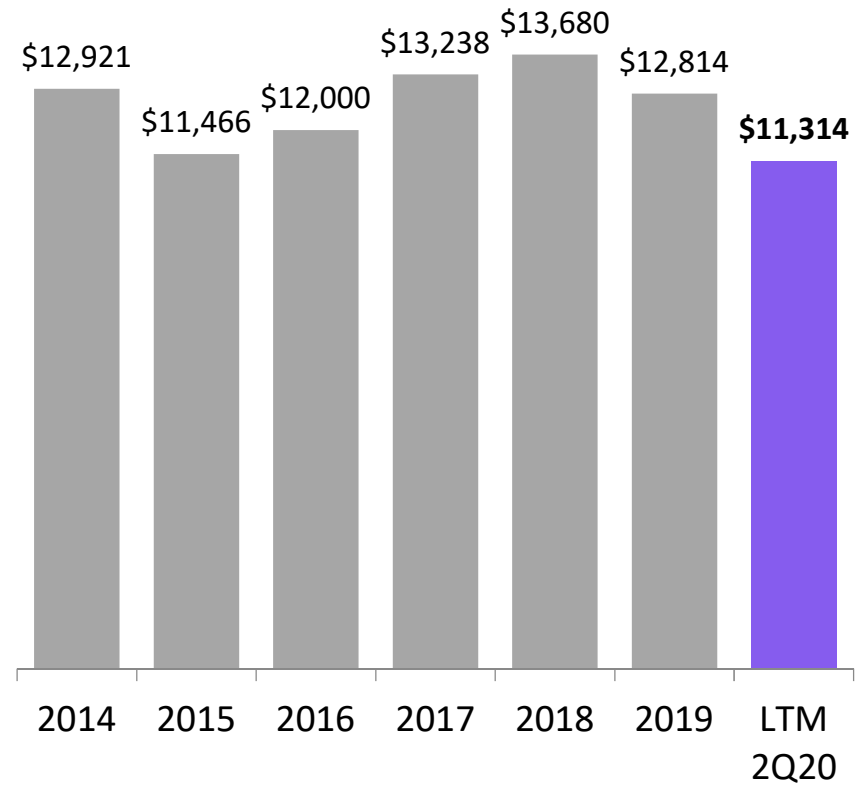


- ❑ Exclusive partnership to commercialize advertising in the OTT's free content app and upload some of TV Azteca's popular content

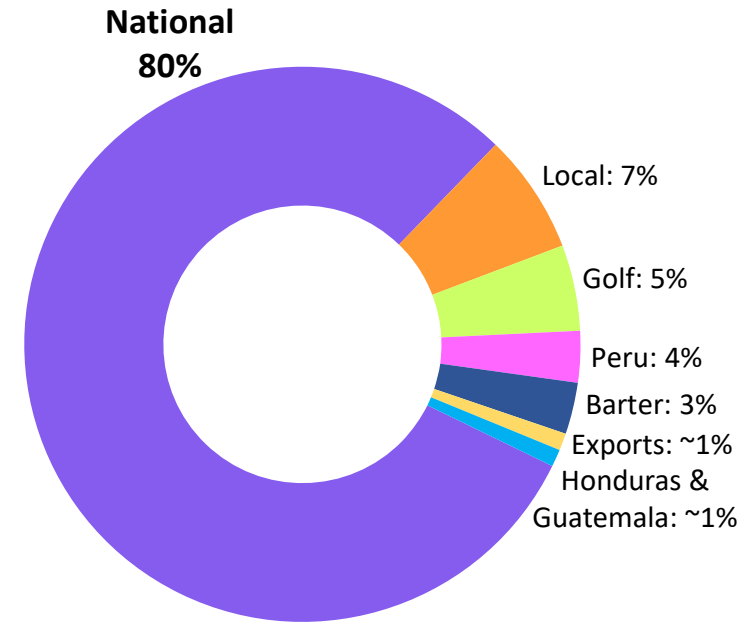


- ❑ adn40 news casts are available for free in Amazon Prime Video without having to purchase a Prime subscription

Net Sales*

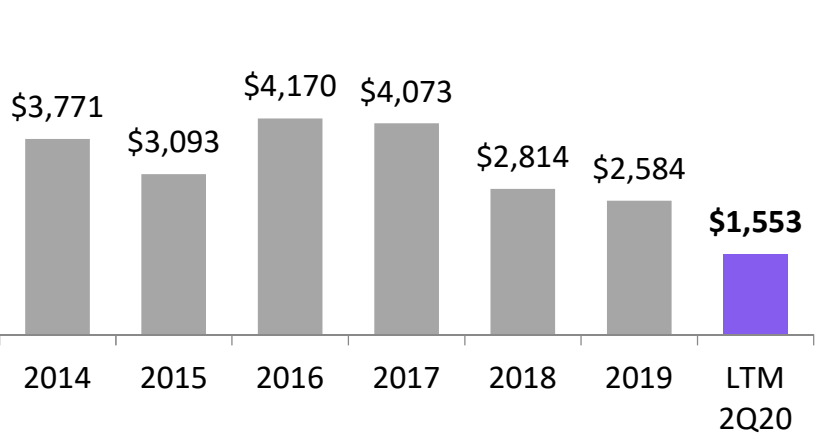


Sales Breakdown

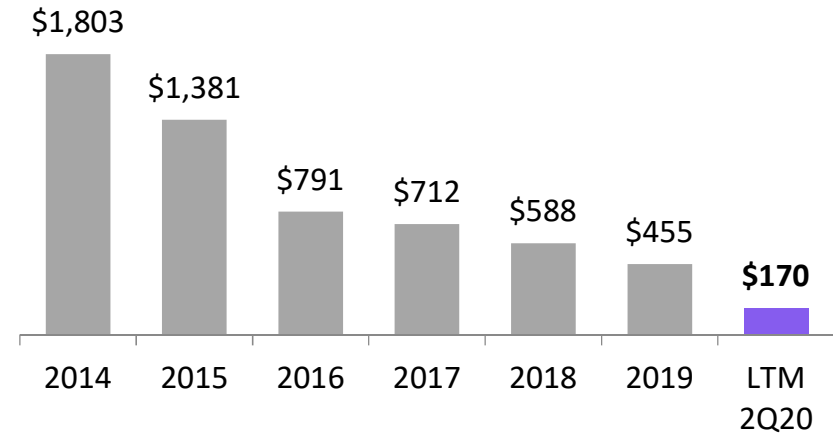


* 2015 up to date excludes Atlas operations

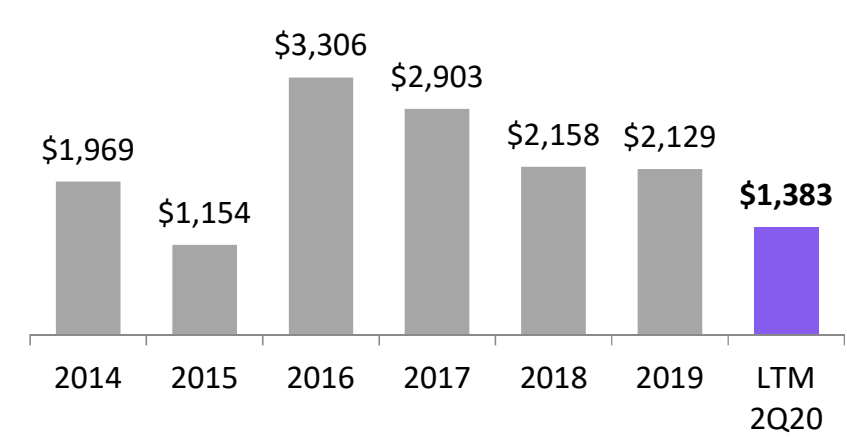
EBITDA



CAPEX



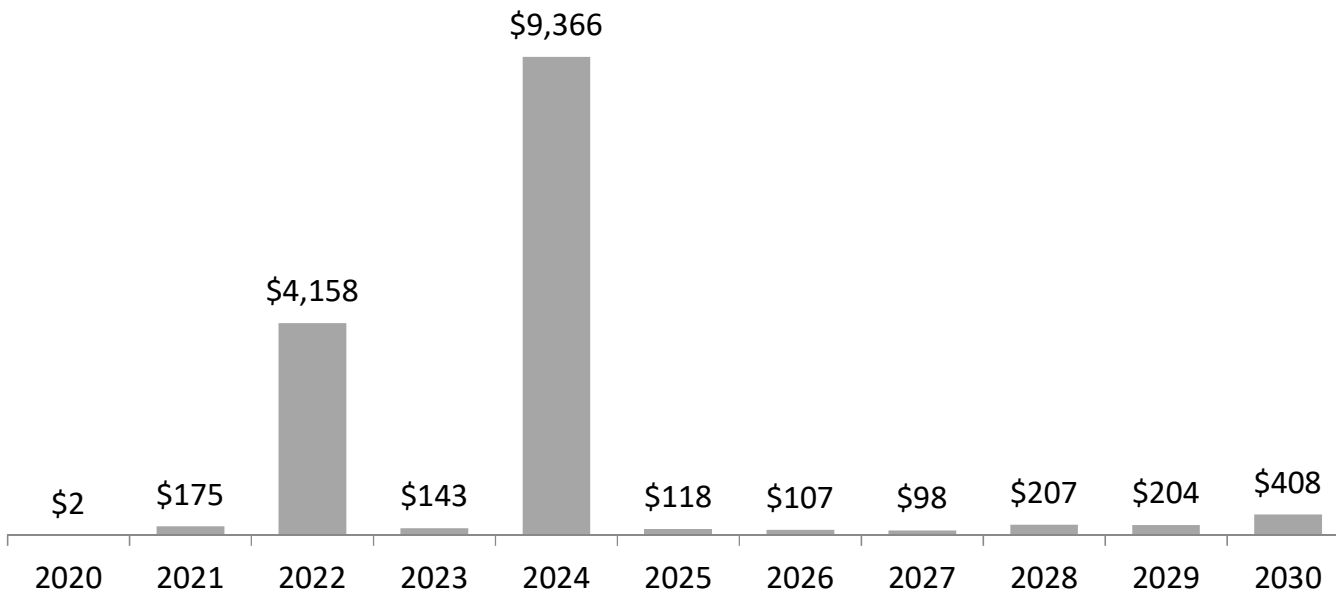
Cashflow¹



1. Cashflow = EBITDA – CAPEX (excludes intangibles)

Debt profile and structure

Ps. Million



	Amount	Rate	Due date
Senior Notes US\$400 ^{1*}	\$9,236	8.25%	09/08/2024
CEBURES ²	\$4,000	TII+2.9%	20/09/2022
Banco Azteca	\$1,708	TII+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.23.09 / 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 CO² eq.** compared to 2015



Corporate Governance

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





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