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 104,000 direct employees
Presence in Mexico, USA, Colombia, Guatemala, Honduras, El Salvador, Panama and Peru
- Mexico’s second largest TV broadcaster
  - 93 million viewers per month in Mexico
- One of the largest two producers of Spanish language television content in the world
  - Content has been sold in over 100 countries
  - Broadcasts in Mexico, Guatemala, Honduras
  - Listed in the Mexican Stock Exchange (BMV) and in Spain (Latibex)
Broadcasting channels

- Thrilling live content
- Productions, co-productions and entertainment programs that are realistic and speak the language of their audience
- Innovative and high quality content that includes premium fiction series and sports, among others
- Focused on contemporary families to make them think, have fun and act

- Generate greater local business opportunities through regionalization and community social service
- Have a differentiated offer to compete with local media

One-of-a-kind technology

- 458 Transmission Sites
- 35 Local Stations

Notes:
1. HD national channels
2. Broadcasting channels
Strong market position with strategies for improved momentum

- **Solid underlying business**
  - Content broadcast OTA television is the most efficient media to tap mass market
  - Improved market share (37% share in the Mexican national OTA television market in LTM19)
  - Renewal of the concessions of Azteca uno, Azteca 7 and and40 for 20 years more as of January 1, 2022

- **Focus on TV Azteca’s core business**
  - Focus on TV Azteca’s core capabilities to continue growing profitability in Mexico
  - Innovative, high-quality live entertainment content closer to the viewer
  - New forms of production including internal, co-productions, partnerships and independent production
  - Well positioned to benefit from Internet growth through diverse platform offerings

- **Strengthening capital structure**
  - Continued debt reduction, 12% lower in comparison to December 31, 2015
  - Prepaid its credit of US$92 million, due in 2020, with American Tower Corporation
  - Lower foreign currency exposure: From 100% at the end of 2015, to 57% as of March 2019
  - Foreign exchange and interest rate coverage
  - Improved maturity profile

- **Divestiture from nonstrategic assets**
  - Sale of Azteca America to HC2 Network Inc.
  - Analyzing strategy of Peru fiber optic operations
Rising OTA TV viewership

Millions of people monthly

**Mexico’s Total Viewership**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1Q15</th>
<th>1Q16</th>
<th>1Q17</th>
<th>1Q18</th>
<th>1Q19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>104.0</td>
<td>101.8</td>
<td>103.0</td>
<td>105.9</td>
<td>107.1</td>
</tr>
</tbody>
</table>

CAGR: +1.7%

**TV Azteca’s Total Viewership**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1Q15</th>
<th>1Q16</th>
<th>1Q17</th>
<th>1Q18</th>
<th>1Q19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>93.9</td>
<td>83.2</td>
<td>95.2</td>
<td>91.1</td>
<td>93.0</td>
</tr>
</tbody>
</table>

CAGR: +3.8%

Source: Nielsen IBOPE (March 2019)
Time spent watching OTA TV is also increasing

Daily Hours per household

**Mexico**

- 1Q15: 04:34
- 1Q16: 04:44
- 1Q17: 04:43
- 1Q18: 04:56
- 1Q19: 05:05

+21 minutes

**TV Azteca**

- 1Q15: 01:29
- 1Q16: 01:31
- 1Q17: 01:27
- 1Q18: 01:41
- 1Q19: 01:42

+11 minutes

Source: Nielsen IBOPE (March 2018)
OTA TV advertising market continues to grow

Ps. Billion

2018e Total Media Advertising in Mexico

- OTA 47%
- Internet 17%
- Pay TV 10%
- Radio 9%
- Other 9%
- Print 8%

- Advertising spend in Mexico is ~Ps$ 78 Bn or 0.40% of Mexican GDP
- In the US, it represents 1.1% of US GDP

National Advertising Market of Two Main Broadcasters

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>LTM19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>34.5</td>
<td>36.3</td>
<td>34.8</td>
<td>36.5</td>
<td>33.3</td>
</tr>
</tbody>
</table>

Source: Company data, The Competitive Intelligence Unit, Zenith the ROI Agency
* Figures of Televisa and TV Azteca as of December 31, 2018
Gaining market share from main competitor

*OTA National Television Market Share in Mexico*

- **2007**
  - TV Azteca: 29%
  - Televisa: 71%

- **2012**
  - TV Azteca: 32%
  - Televisa: 68%

- **LTM19**
  - TV Azteca: 37%
  - Televisa: 63%

Source: TV Azteca and Televisa Company Reports
Complementing its programming with co-productions, alliances and globally recognized brands & TV shows, creating high-quality and inspirational formats closer to the audience.

**Internally produced hours of content**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>~25,000</td>
<td>~35,000</td>
<td>~39,000</td>
<td>~46,000</td>
</tr>
</tbody>
</table>

**Production of live entertainment hours**

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019e</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>~2,700</td>
<td>~3,000</td>
<td>~4,300</td>
</tr>
</tbody>
</table>
Broad programming with premium innovative content
Driving diverse, high-quality client base

Share of Sales by Client (LTM19)
- Total 100%
- Top 50 46%
- Top 40 42%
- Top 30 36%
- Top 20 30%
- Top 10 20%

Share of Sales by Industry (LTM19)
- Retail 35%
- Pharmaceutical 8%
- Other 9%
- Food 9%
- Beverages 12%
- Government 12%
- Telecom 15%

- Well diversified client base by economic sector
- Over 450 national clients and more than 3,500 local advertisers
New clients reaching the mass market through TV Azteca

**Recent clients**

- Bic
- Cinemex
- Regio
- e pura
- bolepas alianza
- AC Delco
- Chrysler
- Denthimer
- Therapedic
- Charly
- Srg
- Helcim
- El Aguila
- Del Fuerte
- Bardah
- Andrea
- Maita
- Cleyton
- Fraiche

**Recent digital clients**

- Uber
- Mercado libre
- CoDaddy
- Netflix
- Amazon
- Corneer Job

Azteca uno | adn40 | TV Azteca internacional | TV Azteca digital
- Multi-platform marketing strategy is already fully integrated
- The websites Azteca uno, Azteca 7, adn40, a+, Azteca Deportes and Azteca Noticias are completely redesigned
- The digital team develops second screen experiences, exclusive coverages before and after major sporting and entertainment events, original content, reality shows, reports, postings, etc.
Financial overview

Net Sales

Sales Breakdown

<table>
<thead>
<tr>
<th>Year</th>
<th>Local</th>
<th>Golf</th>
<th>Peru</th>
<th>Barter</th>
<th>Exports</th>
<th>Honduras &amp; Guatemala</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$12,058</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>$12,921</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$12,252</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>$12,408</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$13,829</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$14,534</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UDM19</td>
<td>$14,355</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Net Sales:
- 2013: $12,058
- 2014: $12,921
- 2015: $12,252
- 2016: $12,408
- 2017: $13,829
- 2018: $14,534
- UDM19: $14,355

Sales Breakdown:
- National: 82%
- Local: 6%
- Golf: 4%
- Peru: 3%
- Barter: 3%
- Exports: 1%
- Honduras & Guatemala: 1%
Financial overview

Costs & Breakdown

- Content Purchases: 27%
- Broadcasting: 1%
- Production & Telecommunications: 72%

SG&A Expenses & Breakdown

- Operating: 19%
- Services: 1%
- Personnel: 79%
## Financial overview

### Ps. Million

#### EBITDA

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$4,134</td>
</tr>
<tr>
<td>2014</td>
<td>$3,771</td>
</tr>
<tr>
<td>2015</td>
<td>$2,534</td>
</tr>
<tr>
<td>2016</td>
<td>$4,098</td>
</tr>
<tr>
<td>2017</td>
<td>$4,090</td>
</tr>
<tr>
<td>2018</td>
<td>$2,746</td>
</tr>
<tr>
<td>LTM19</td>
<td>$2,606</td>
</tr>
</tbody>
</table>

#### CAPEX

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$1,159</td>
</tr>
<tr>
<td>2014</td>
<td>$1,803</td>
</tr>
<tr>
<td>2015</td>
<td>$1,381</td>
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<tr>
<td>2016</td>
<td>$791</td>
</tr>
<tr>
<td>2017</td>
<td>$712</td>
</tr>
<tr>
<td>2018</td>
<td>$588</td>
</tr>
<tr>
<td>LTM19</td>
<td>$612</td>
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</tbody>
</table>

#### Cashflow¹

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$2,975</td>
</tr>
<tr>
<td>2014</td>
<td>$1,969</td>
</tr>
<tr>
<td>2015</td>
<td>$1,154</td>
</tr>
<tr>
<td>2016</td>
<td>$3,306</td>
</tr>
<tr>
<td>2017</td>
<td>$2,903</td>
</tr>
<tr>
<td>2018</td>
<td>$2,158</td>
</tr>
<tr>
<td>LTM19</td>
<td>$1,994</td>
</tr>
</tbody>
</table>

---

1. Cashflow = EBITDA – CAPEX (excludes intangibles)
Debt profile and structure

Ps. Million

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>Rate</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Notes US$400</td>
<td>$7,752</td>
<td>8.25%</td>
<td>09/08/2024</td>
</tr>
<tr>
<td>CEBURES</td>
<td>$4,004</td>
<td>TIIE+2.9%</td>
<td>20/09/2022</td>
</tr>
<tr>
<td>Banco Azteca</td>
<td>$1,709</td>
<td>TIIE+2%</td>
<td>09/03/2020</td>
</tr>
<tr>
<td>Private</td>
<td>$36</td>
<td>10.50%</td>
<td>04/05/2028</td>
</tr>
</tbody>
</table>

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.19.38 / US$
- Joined the **United Nations Global Compact**

- Recognized for the first time as a **Socially Responsible Company**

- Human Capital of **+6,100 employees**, diversified by gender, age, origin, etc.

- **Juguetón**: delivered **more than 16.8 million toys** throughout Mexico

- Together with Grupo Salinas, contributed to the **reconstruction of 525 houses** affected by the 2017 earthquakes in Chiapas, State of Mexico, Oaxaca, Morelos and Puebla. In addition, **40,600 garments were delivered** to those affected in Mexico City, Oaxaca, Veracruz, Guerrero, Hidalgo and Morelos

- Through the community program “**A Quien Corresponda**”, **more than Ps.15 million** were distributed in donations to different social and medical campaigns
28% of the energy consumed comes from renewable sources

Un Nuevo Bosque: More than 23,000 volunteers planted 425,000 trees on 448 hectares in 2018

Integration of a new independent team with proven experience in its different areas. Among them, all the reconfiguration of the content area, programming, digital, etc.
Increase proportion of live entertainment shows

Innovative, inspirational and high quality formats, closer to the audience

Productions, co-productions and strategic alliances to improve offer and the cost structure

Increasing solid balance sheet

Focus on free cash flow

Creating long-term value