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.
TV Azteca in Grupo Salinas

- 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)

- 54 studios producing digital, HD, 4K and multi-platform content
- 4 HD national channels in OTA
  - Top 20 most valuable brands in Mexico
  - 33% OTA national market share in LTM 2Q20
  - ~93% households in Mexico
  - 27 years broadcasting TV
  - +34,000 hours of content produced in 2019

- TV Azteca

- 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)
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**

<table>
<thead>
<tr>
<th></th>
<th>6M15</th>
<th>6M16</th>
<th>6M17</th>
<th>6M18</th>
<th>6M19</th>
<th>6M20</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAGR:</td>
<td></td>
<td>+1.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Values</td>
<td>104.1</td>
<td>102.5</td>
<td>104.3</td>
<td>105.9</td>
<td>107.1</td>
<td>107.8</td>
</tr>
</tbody>
</table>

**TV Azteca’s Total Viewership**

<table>
<thead>
<tr>
<th></th>
<th>6M15</th>
<th>6M16</th>
<th>6M17</th>
<th>6M18</th>
<th>6M19</th>
<th>6M20</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAGR:</td>
<td></td>
<td>+1.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Values</td>
<td>94.3</td>
<td>84.9</td>
<td>86.8</td>
<td>91.6</td>
<td>92.4</td>
<td>88.6</td>
</tr>
</tbody>
</table>

Source: Nielsen IBOPE (June 2020)
Time spent watching OTA TV is also increasing

Daily Hours per household

**Mexico**

- 04:29
- 04:36
- 04:42
- 04:52
- 05:00
- 05:20

**TV Azteca**

- 01:27
- 01:30
- 01:25
- 01:38
- 01:39
- 01:43

Source: Nielsen IBOPE (June 2020)
Advertising spend in Mexico is ~Ps$ 91 Bn or 0.40% of Mexican GDP
In the US, it represents 1.1% of US GDP

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

- TV Azteca: 29% (2007), 32% (2012), 33% (LTM 2Q20)
- Televisa: 71% (2007), 68% (2012), 67% (LTM 2Q20)

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>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>25,000</td>
</tr>
<tr>
<td>2016</td>
<td>35,000</td>
</tr>
<tr>
<td>2017</td>
<td>39,000</td>
</tr>
<tr>
<td>2018</td>
<td>46,000</td>
</tr>
<tr>
<td>2019</td>
<td>34,000</td>
</tr>
</tbody>
</table>

**Production of live entertainment hours**

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

- Top 10: 22%
- Top 20: 30%
- Top 30: 37%
- Top 50: 47%
- Total: 100%

- Well diversified client base by economic sector

<table>
<thead>
<tr>
<th>Industry</th>
<th>Share of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>38%</td>
</tr>
<tr>
<td>Financial</td>
<td>6%</td>
</tr>
<tr>
<td>Telecom</td>
<td>17%</td>
</tr>
<tr>
<td>Others</td>
<td>12%</td>
</tr>
<tr>
<td>Food</td>
<td>13%</td>
</tr>
<tr>
<td>Pharma</td>
<td>8%</td>
</tr>
<tr>
<td>Government</td>
<td>7%</td>
</tr>
<tr>
<td>Others</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
- 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, Gumi 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
Financial overview

**Net Sales**

2014: $12,921
2015: $11,466
2016: $12,000
2017: $13,238
2018: $13,680
2019: $12,814
LTM 2Q20: $11,314

**Sales Breakdown**

- National: 80%
- Local: 7%
- Golf: 5%
- Peru: 4%
- Barter: 3%
- Exports: ~1%
- Honduras & Guatemala: ~1%

*2015 up to date excludes Atlas operations*
Financial overview

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

Ps. Million

<table>
<thead>
<tr>
<th>Amount</th>
<th>Rate</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,236</td>
<td>8.25%</td>
<td>09/08/2024</td>
</tr>
<tr>
<td>$4,000</td>
<td>TlE+2.9%</td>
<td>20/09/2022</td>
</tr>
<tr>
<td>$1,708</td>
<td>TlE+2.0%</td>
<td>09/03/2030</td>
</tr>
<tr>
<td>$40</td>
<td>10.5%</td>
<td>30/04/2028</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.23.09 / US$
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.
- 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$_2$ 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