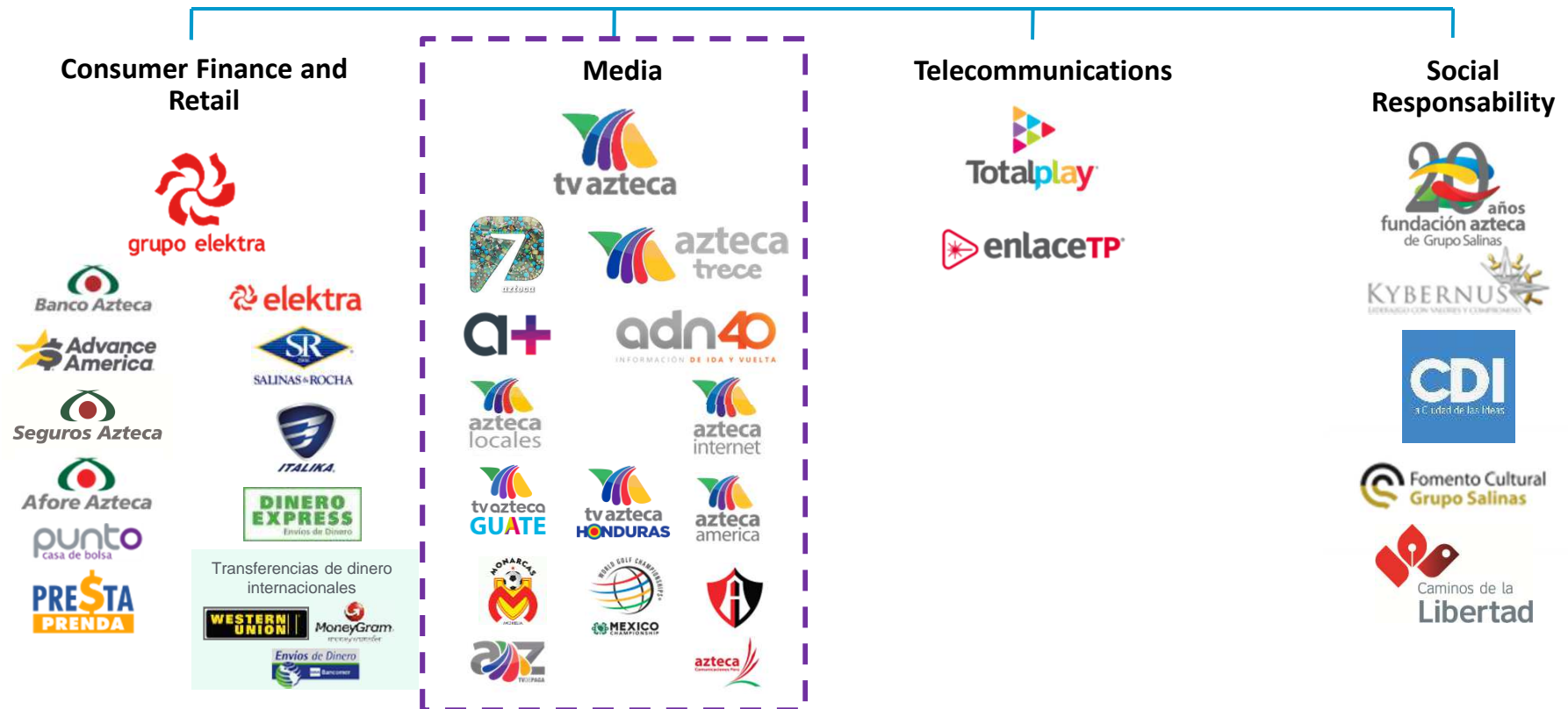


October 2017

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.

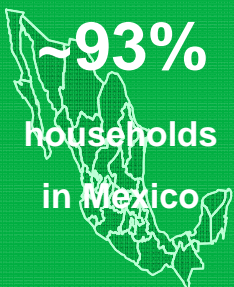
The Notes (as defined herein) may not be publicly offered or traded in Mexico unless the same are offered or traded pursuant to the provisions of Article 8 of the Mexican Securities Market Law (Ley del Mercado de Valores) and regulations issued thereunder. The information contained herein is solely the 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 70,000 employees
- ❑ Presence in Mexico, USA, Colombia, Guatemala, Honduras, El Salvador, Panama and Peru

- ❑ Mexico's second largest TV broadcaster
 - ❑ Over 88 million viewers per month in Mexico
- ❑ One of the largest two producers of Spanish language television content in the world
 - ❑ ~60 long-term contracts with major content providers (including Fox, Sony, Disney and the Mexican Soccer Federation)
 - ❑ TV Azteca's content has been sold in **over 100 countries**
 - ❑ Broadcasts in Mexico, US, Guatemala, Honduras
 - ❑ Fiber optic network operations in Peru
 - ❑ Listed in the Mexican Stock Exchange (BMV) and in Spain (Latibex) and has issued listed debt internationally since 1997



 <p>~93% households in Mexico</p>	<p>Almost 25 years broadcasting TV</p>	<p>36% OTA market share</p>
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<p>54 studios producing digital, HD, 4K and multi-platform content</p>	<p>Top 20 most valuable brands in Mexico</p>
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<p>+30,000 hours of content produced in 2016</p>	<p>2 HD national channels + 2 new OTA signals</p>
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- ❑ Content mainly targeted for women with different responsibilities
- ❑ Productions, co-productions and entertainment programs that are realistic and speak the language of their audience
- ❑ Privileged channel lineup position: In 2017, Azteca Trece's broadcasting channel was changed from 13.1 HD to 1.1 HD



- ❑ Focused on contemporary families to make them think, have fun and act
- ❑ Content such as newscasts, series, sports, community social service, among others

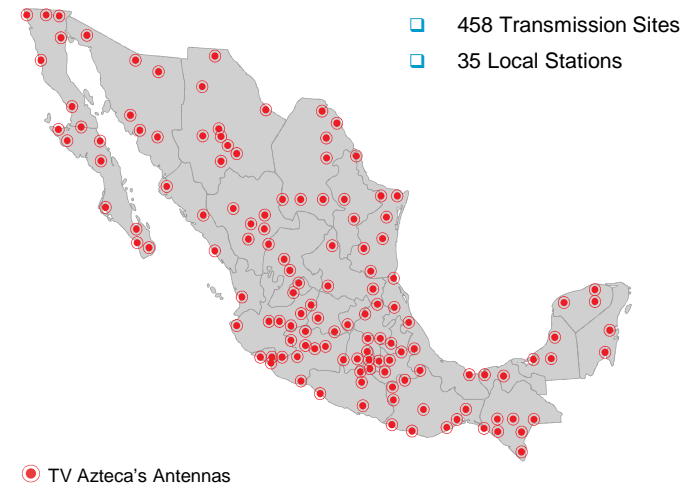


- ❑ The only 24/7 news and opinion channel in Mexican broadcast television
- ❑ Dynamic visual style, interaction and conversation with audiences
- ❑ Using the latest technology in studios



- ❑ Generate greater local business opportunities through regionalization
- ❑ Have a differentiated offer to compete with local media

One-of-a-kind Transmission Technology



Notas

1. Canales nacionales de HD
2. Señales de televisión abierta



Strong Market Position with Strategies for Improved Momentum

Solid Underlying Business

- ❑ OTA television is the most efficient media to tap mass market
- ❑ Improved Market Share (36% share in the Mexican OTA television market)

Refocus on TV Azteca's Core Business

- ❑ Focus on TV Azteca's core capabilities to continue growing profitability in Mexico
- ❑ innovative, high-quality 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

Improved Cash Generation Capacity

- ❑ Strong financial results in domestic operations
- ❑ Focus on increased profitability and minimum capex in international operations
- ❑ Reduced capex requirements from post non-recurring investments of HD infrastructure in Mexico and fiber optic investments in Peru and Colombia

Strengthening Capital Structure

- ❑ US\$156 million cash proceeds from sale of spectrum in the US
- ❑ Prepayment of US\$300 million 2018 senior notes in March, July and August 2017
- ❑ Issuance of US\$400 million due 2024 on August 9, 2017
- ❑ Prepayment of US\$335 million of US\$500 million 2020 Senior Notes on September 21, 2017
- ❑ On September 21, Ps.4,000 million in CEBURES due un 2022 were issued
- ❑ On September 27, a prepayment of US\$165 million of the 2020 Senior Notes was announced

Divestiture from Non-Core Assets

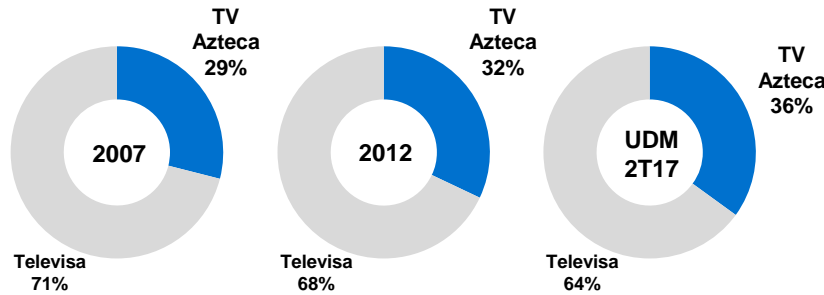
- ❑ Steering away from stake in Colombia operations
- ❑ Analyzing strategy of Peru fiber optic operations



A Leading Producer of Spanish-Language TV Content in the World

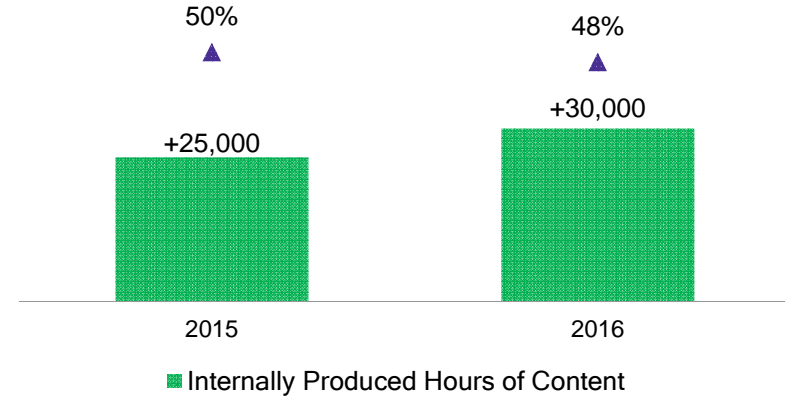
Gaining Market Share From its Main Competitor

OTA Television Market Share in Mexico



Source TV Azteca & Televisa Company Reports

Top-2 Global Producer of Spanish-Language Television Content



Complementing its Programming with Co-productions, Alliances and Globally Recognized Brands & TV Shows. Creating High-Quality and Inspirational Formats Closer to the Audience

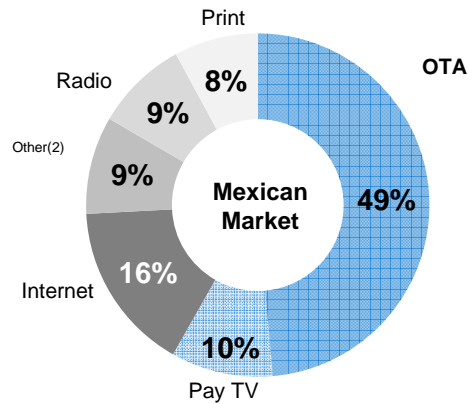




Strong Industry Fundamentals in Core Domestic Market

Capturing the Highest Expenditure in Advertising

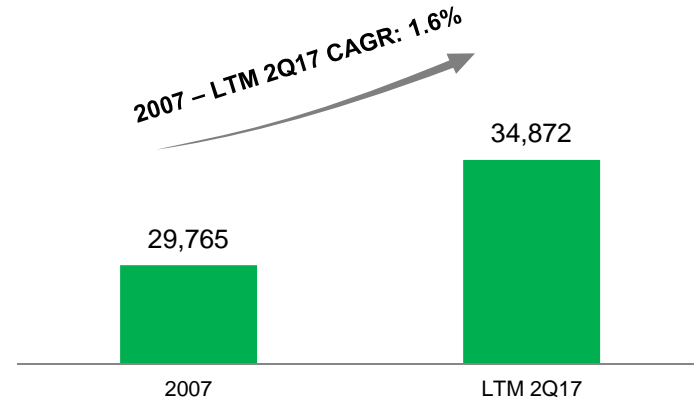
2016 Total Media Advertising in Mexico and the US



- Advertising spend in Mexico is ~Ps\$ 79 Bn or 0.33% of Mexican GDP
- In the US it represents 1.03% of US GDP

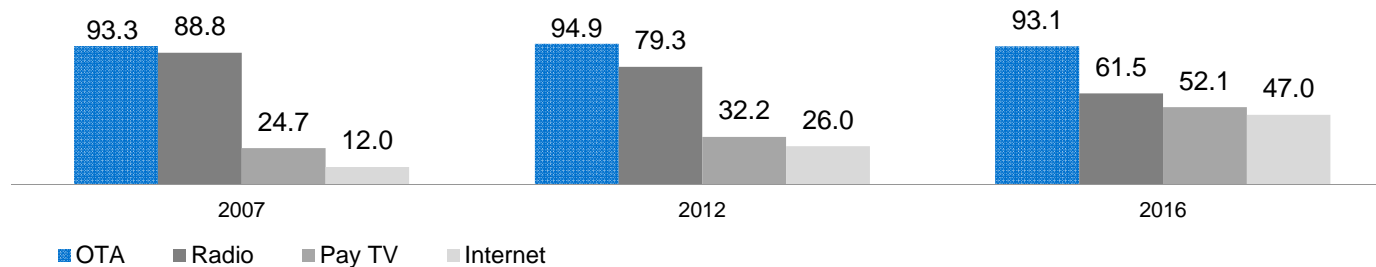
The OTA Television Advertising Market Has Kept Growing for Almost a Decade

Ps\$ millions



OTA Television Has the Highest Household Penetration

% Household penetration per Media Sector



Low high speed internet and Pay TV penetration compared to developed countries

Source: Company Data, The Competitive Intelligence Unit, Zenith the ROI Agency (sept 2016) and Nielsen IBOPE (July 2017)

Notes

1. Sum exceeds 100% due to rounding

2. Movies, exterior, and public, among others

Strong Industry Fundamentals in Core Domestic Market

OTA Television is a Highly Efficient Way to Reach Millions of People

Key Mexican Market Stats



2 TV's per household on average across the country



The average household leader (men or women) **watches TV for 5:47 hours per day**



61% of the population (~ 70 Million People) watches TV between 1 - 4 hours daily



6 out of 10 people with a Pay TV service watch OTA Channels



Only 4.5% of households have access to high speed internet, required for online video content⁽¹⁾



Only 7.4 million viewers subscribed to an OTT Service (6.2% of total population)⁽¹⁾

Barriers to Entry



Notes
1. Mexican population 119,938,473. INEGI (2015)

Broad Programming with Premium Innovative Content

Program Offering Designed to Attract All Viewers



News

- ~ 53% of total content produced
 - ~36% National
 - ~64% Local
- Opportunity with 2018 elections
- 24/7 programming



Entertainment

- ~ 31% of total content produced
- Realities viewership of ~45MM per season
- Avg. viewers per episode: 10 millions



Sports

- ~ 13% total content produced
- Opportunity with 2018 Soccer World Cup
- Original content with Box Azteca



Telenovelas and Series

- ~ 3% of total content produced
- Content has been sold to 100+ countries
- Five productions in 2016
- Opportunity to increase internally produced content of segment's primetime

Renewed Focus on Creating Innovative Content Through Partnerships with World-Class Production Companies

Recent Content Co-producers



Allows the Creation of Successful TV Franchises by Accessing New Top Talent while Sharing Costs

Audience of Recent TV Azteca's Successful Co-Productions



Rosario Tijeras (60*60) ⁽¹⁾

Co-Producers:	Sony Pictures, Teleset
Last Episode:	8.4 millions
All Episodes:	47.6 millions
Episode Average:	6.5 millions



MasterChef ⁽¹⁾

Co-Producer:	Sony Pictures
Last Episode:	15.0 millions
All Episodes:	48.1 millions
Episode Average:	11.1 millions

Notes
1. Data as of 2Q17

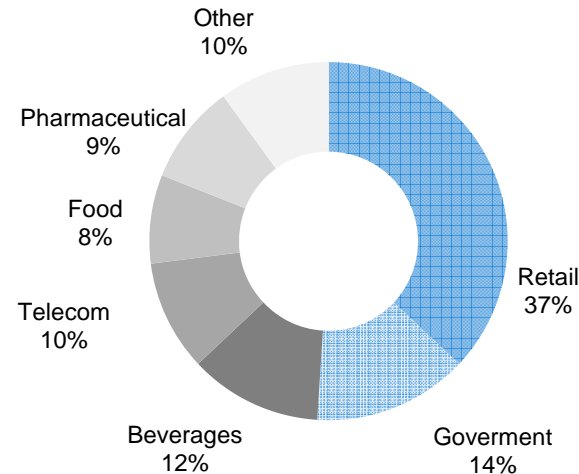
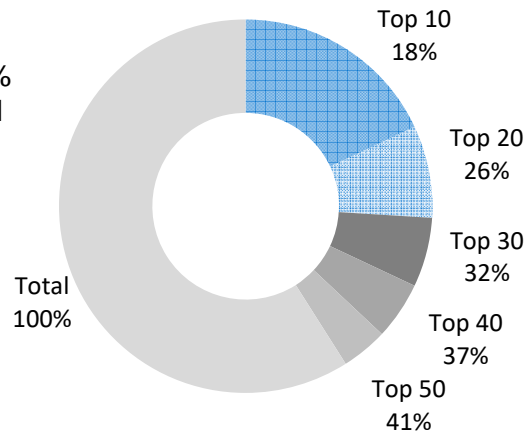
Driving Diverse, High-Quality Client Base

Diversified Client Base

Share of Sales by Client (1H 2017)

Share of Sales by Client Industry (1H 2017)

Top 10 clients accounted for ~18% of TV Azteca's total revenues in 1H17



- Well diversified client base by economic sector
- Over 450 national clients and more than 3,500 local advertisers

Blue Chip Customers

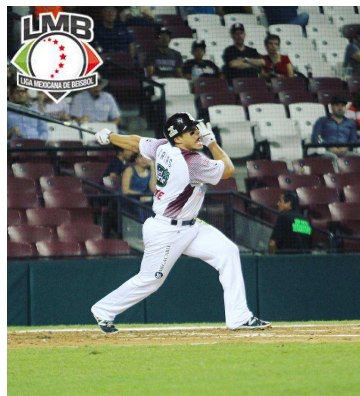


Azteca Internet

- Strategy to increase internet revenues by shifting focus from online pop-up ad displays to online video advertising, leveraging TV Azteca's core capabilities
 - **Early initiator** of online video advertising vs competitors
- **New sources of revenue** by expanding internet presence through:
 - Enhancement of own online platform
 - Availability on established third-party online platforms
- **Renewed online platform** expected to launch in 3Q17 that consolidates its various webs



a+ Regional TV



- Recently launched (March 2017) network of local signals focused on **increasing TV Azteca's presence in regional markets**
- **Flexibility** to insert different content and advertising simultaneously across the 35 local stations network
- **Additional revenue** from targeted local advertising that captures regional clients not currently served
- Aims to double its 8% local share of total revenue over the next five years

adn40

- The only **24/7 news and opinion signal** in Mexican broadcast television. Reaches 84.5 million people in Mexico and will reach the entire country in the near future
- The most **talented and qualified news presenters**. Promising and experienced talent for Sports
- adn40 expects to obtain increased resources from **high-income oriented advertisers**, with national reach, and the federal government and state administrations, which tap upscale educated viewers



WGC Mexico



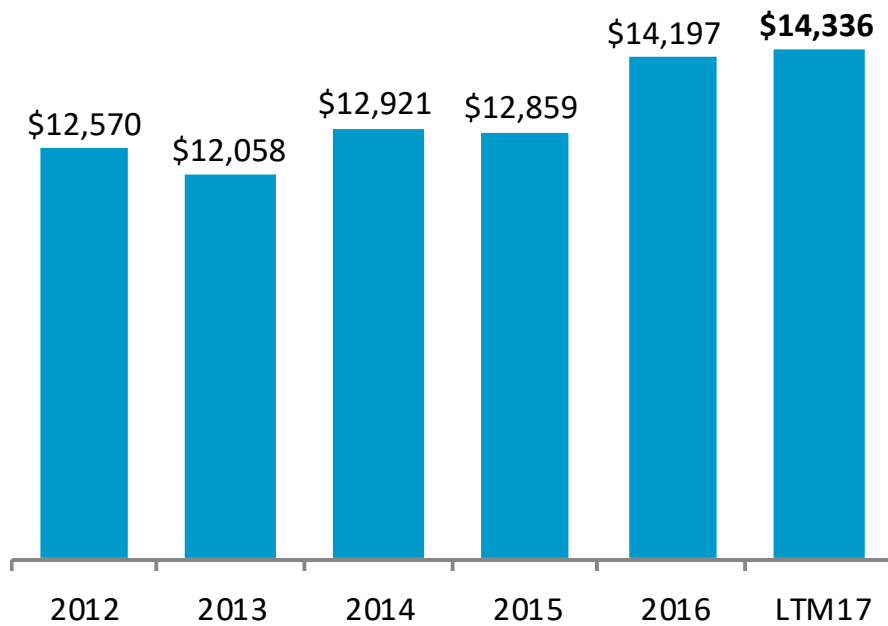
- License to organize the **WGC Mexico for 6 more years**
 - **1 of the only 4** World Golf Championships
 - **Top 10** PGA Tournaments
- 2017 WGC Mexico - First Edition
 - **+45,000 attendees**
 - **Ps. 556 million** Revenue
 - **76 of the best** Golfers in the World
 - **17,800 international** press notes



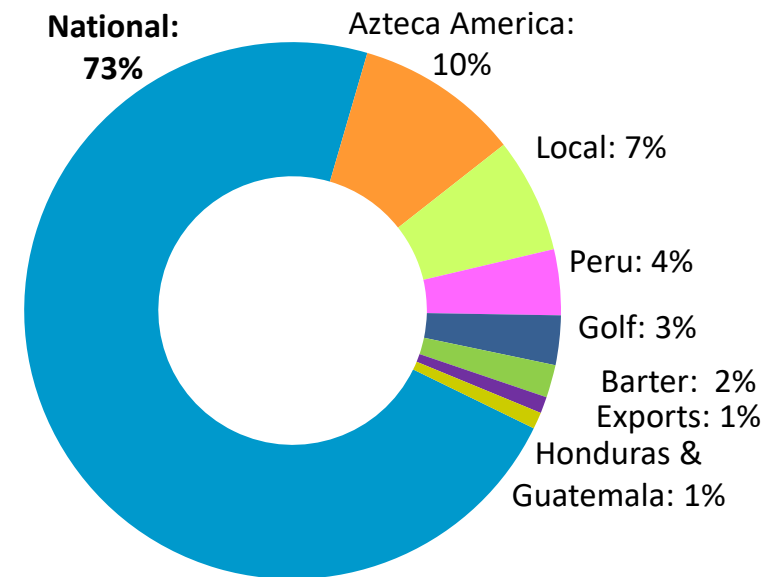
Financial Overview

Ps. millions

Net Sales



Sales Breakdown

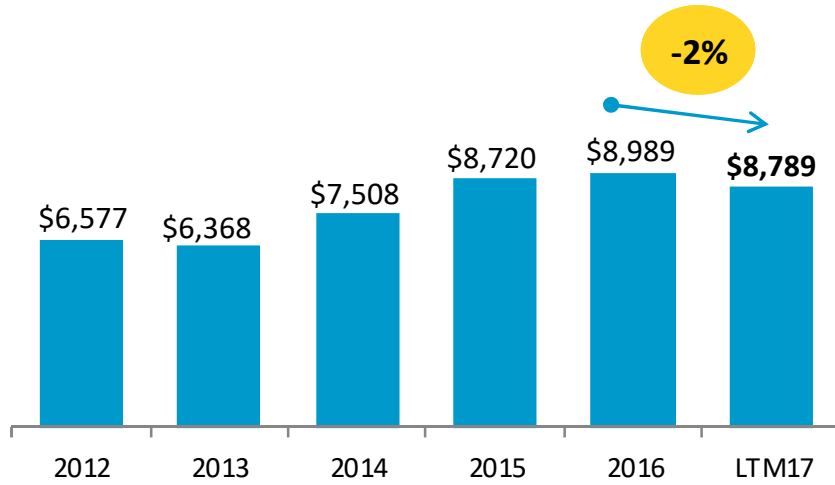




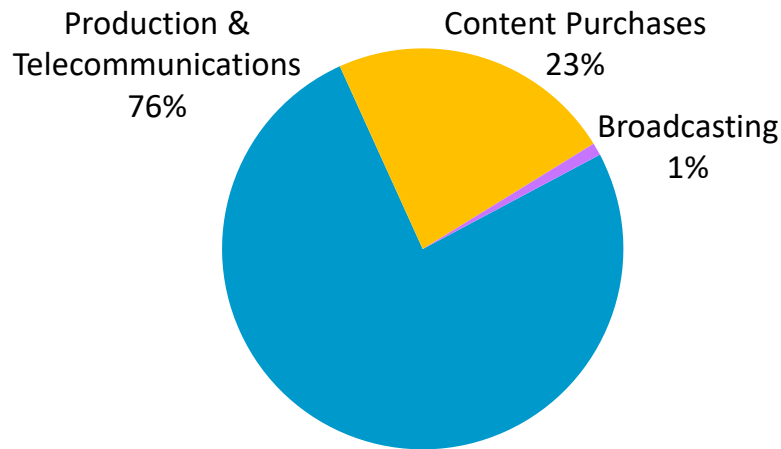
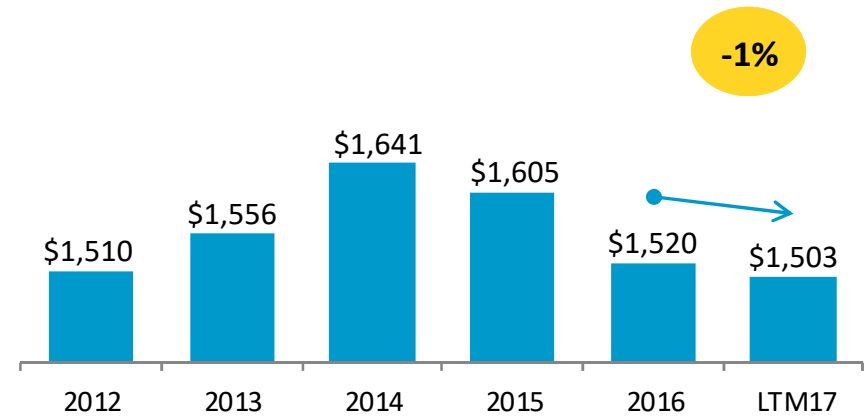
Financial Overview

Ps. millions

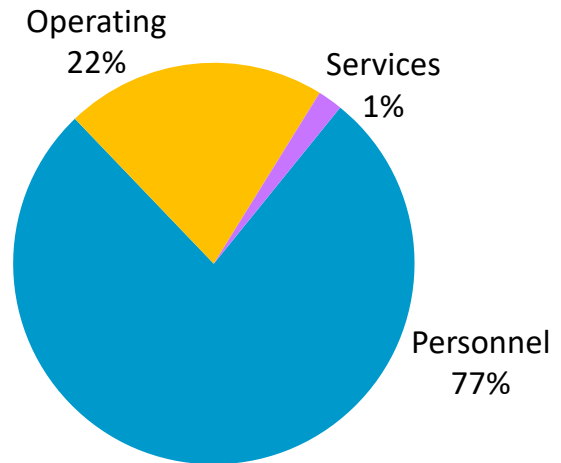
Costs & Breakdown



SG&A Expenses & Breakdown



Ps. 8,789 millions



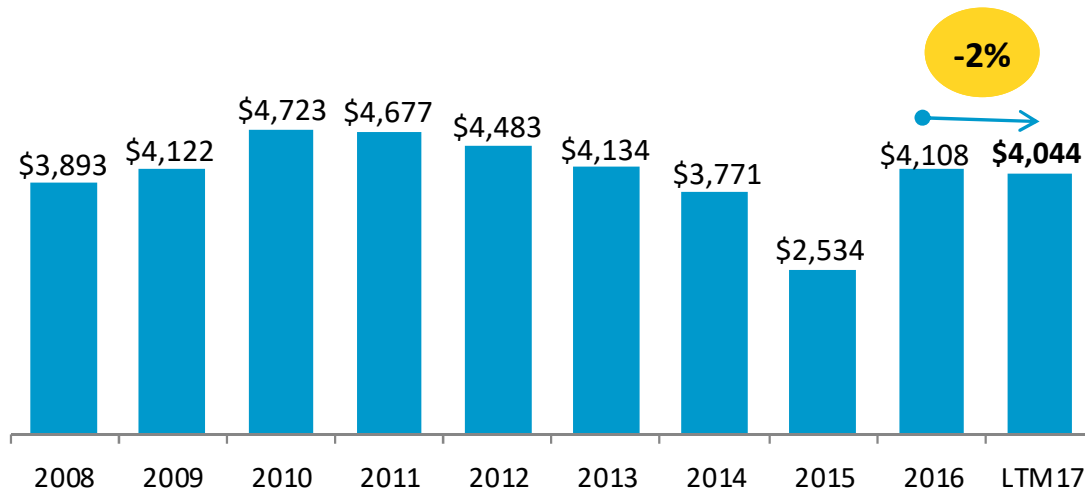
Ps. 1,503 millions



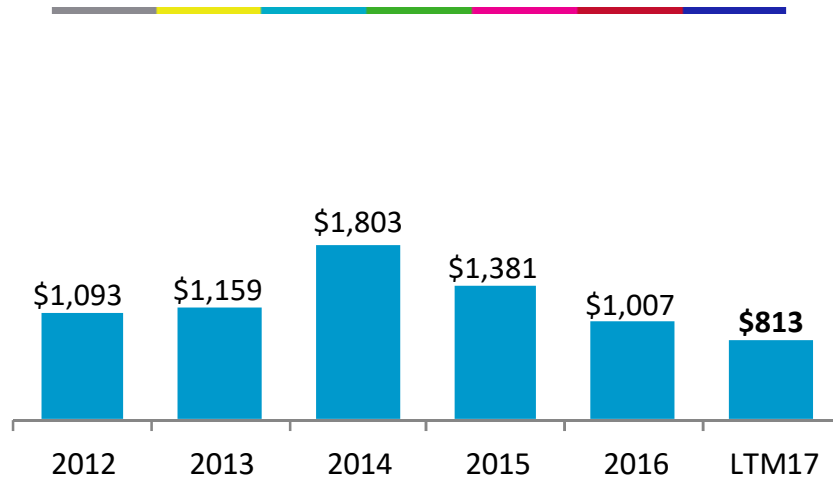
Financial Overview

Ps. millions

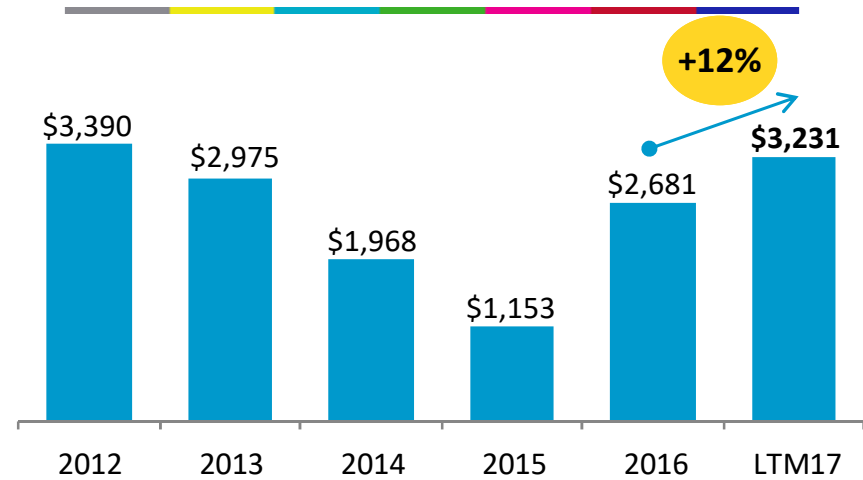
EBITDA¹



CAPEX



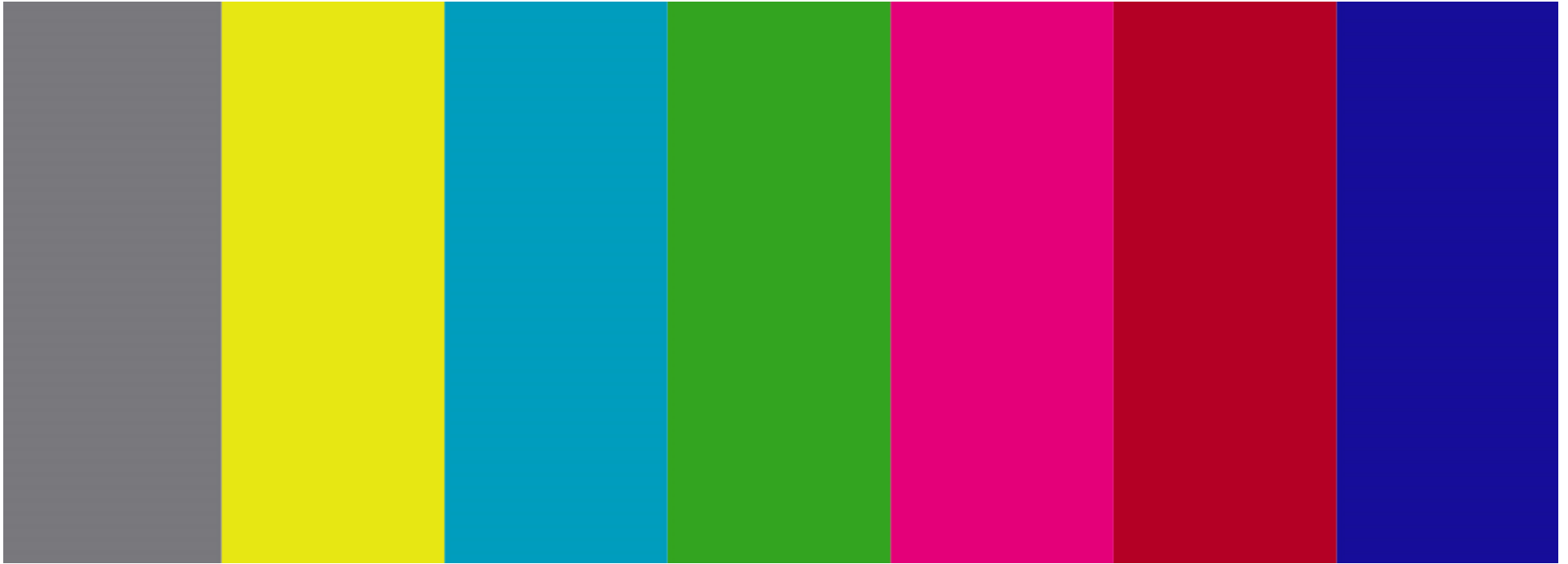
Cash Flow²



1. 2016 EBITDA excludes Colombia

2. Cash Flow = EBITDA - CAPEX

- ❑ Positive expectations for the Mexican broadcast television market
- ❑ Innovative, inspirational and high quality formats, closer to the audience
- ❑ Productions, co-productions and strategic alliances to improve the offer and the cost structure
- ❑ Use of new processes that make a more efficient use of resources in each production
- ❑ Focus on free cash flow
- ❑ Creating long-term value



October 2017