



Follow-up on Grupo Elektra's market positioning, competitiveness, and key market trends in the retail money transfer business in Mexico

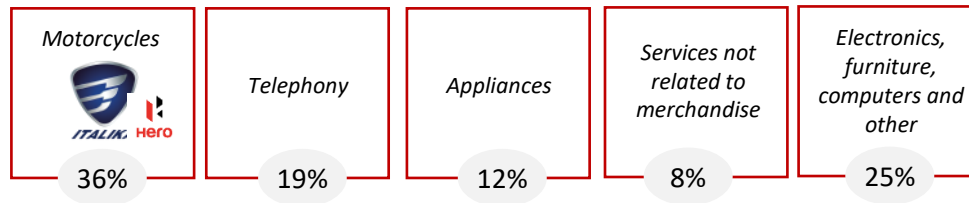
May 2023



Commercial Business
*Revenues LTM Q1 2023: Ps.\$70,102 millions,
 41% of Consolidated Revenues*



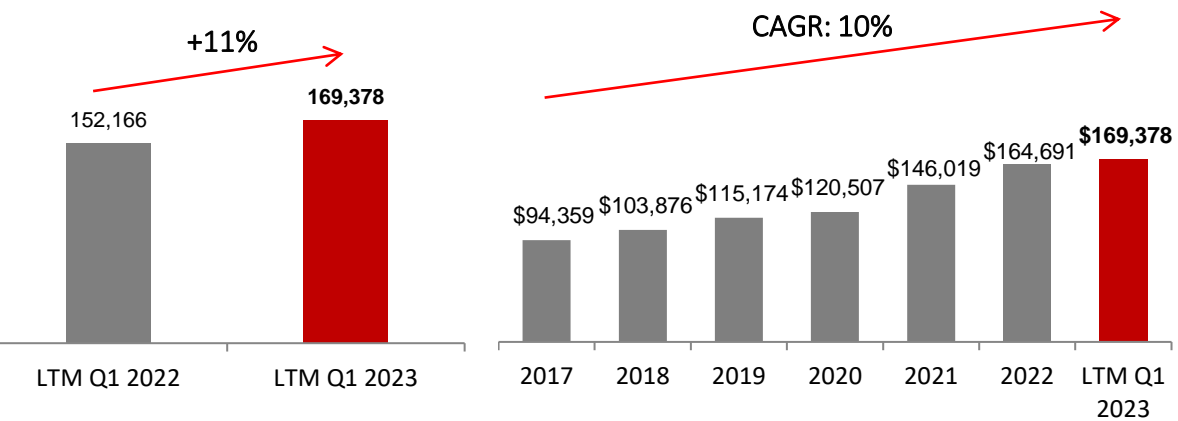
Categories



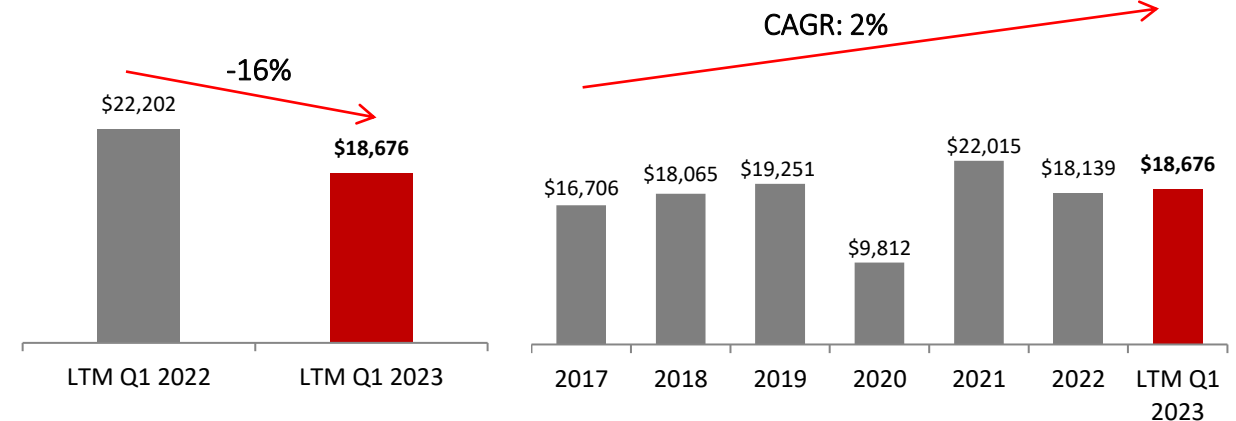
Financial Business
*Revenues LTM Q1 2023: Ps.\$99,276 millions
 59% of Consolidated Revenues*



Consolidated Revenue

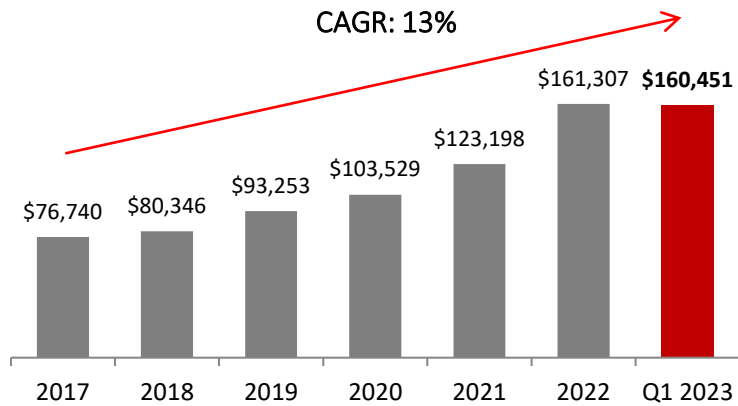


Consolidated EBITDA

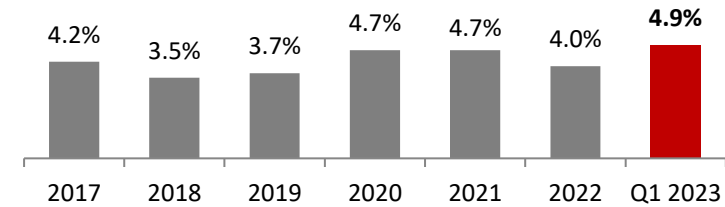


Margin:	2017	2018	2019	2020	2021	2022	LTM Q1 2023
	17.6%	17.5%	16.0%	8.1%	15.1%	11.0%	11.0%

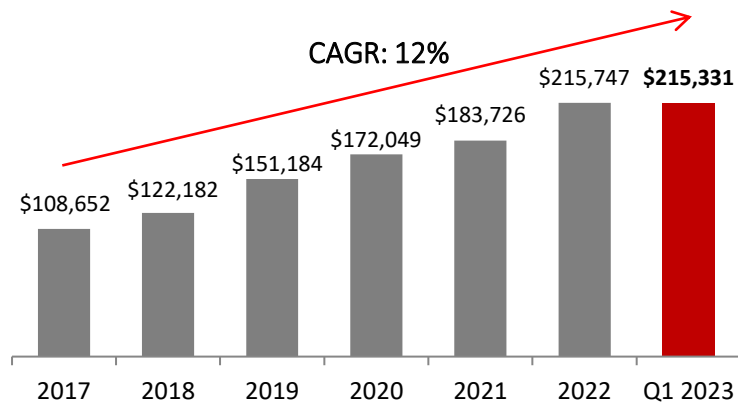
Gross Loan Portfolio



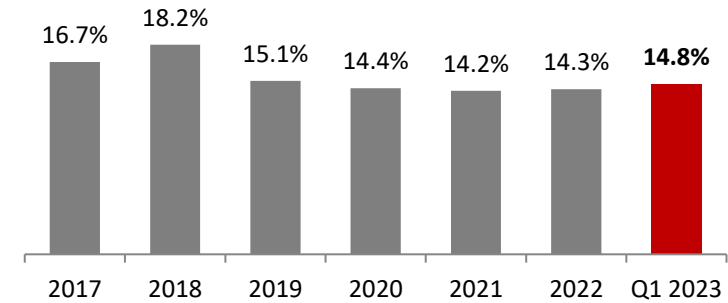
Delinquency Rate



Demand Deposits



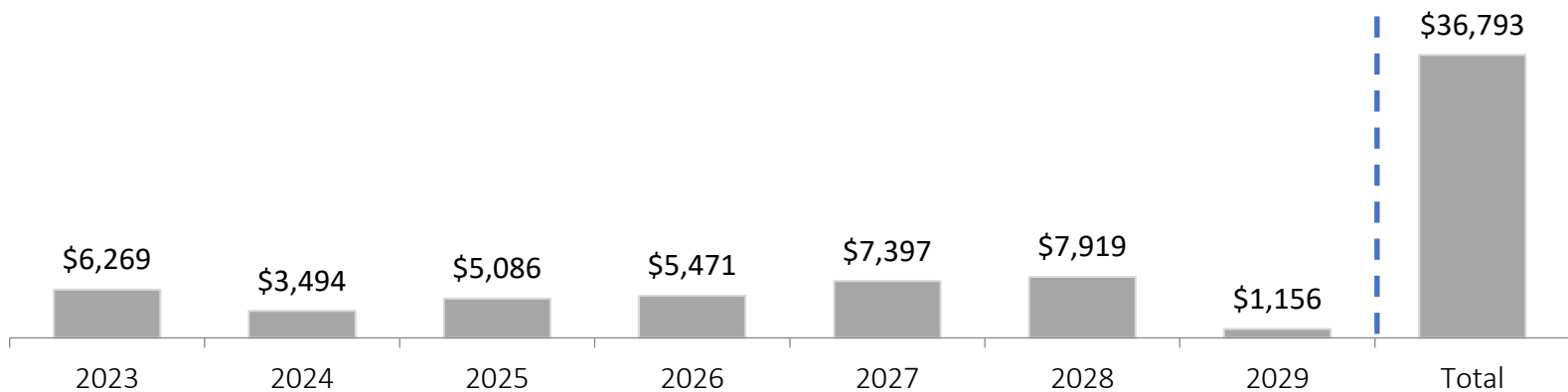
Capitalization Index



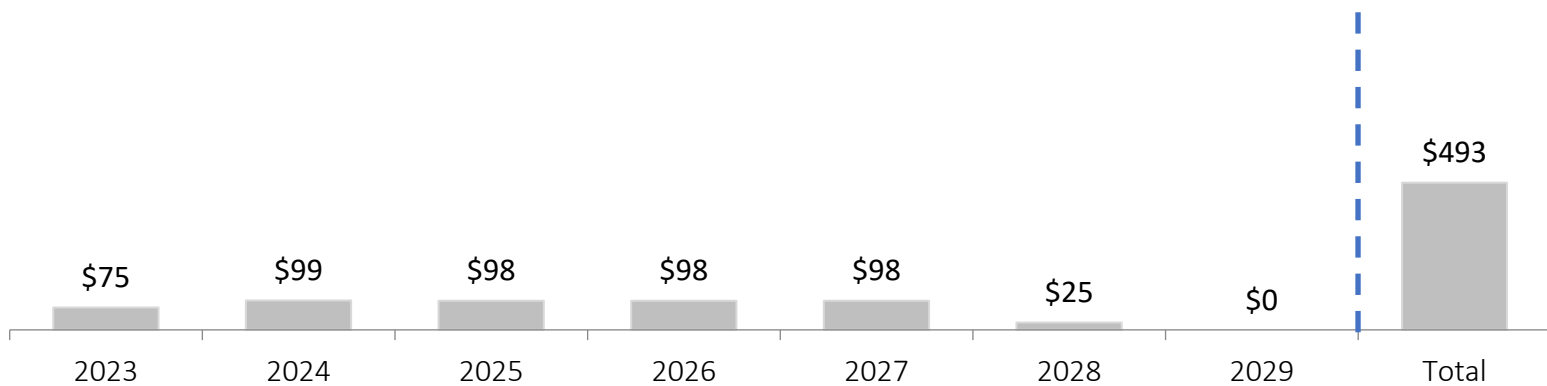
Deposits / Gross Loan Portfolio: 1.4x 1.5x 1.6x 1.7x 1.5x 1.3x 1.3x

Consolidated Annual Amortization Schedule as of March 31, 2023

Total Annual Amortization Schedule (Ps. Million)



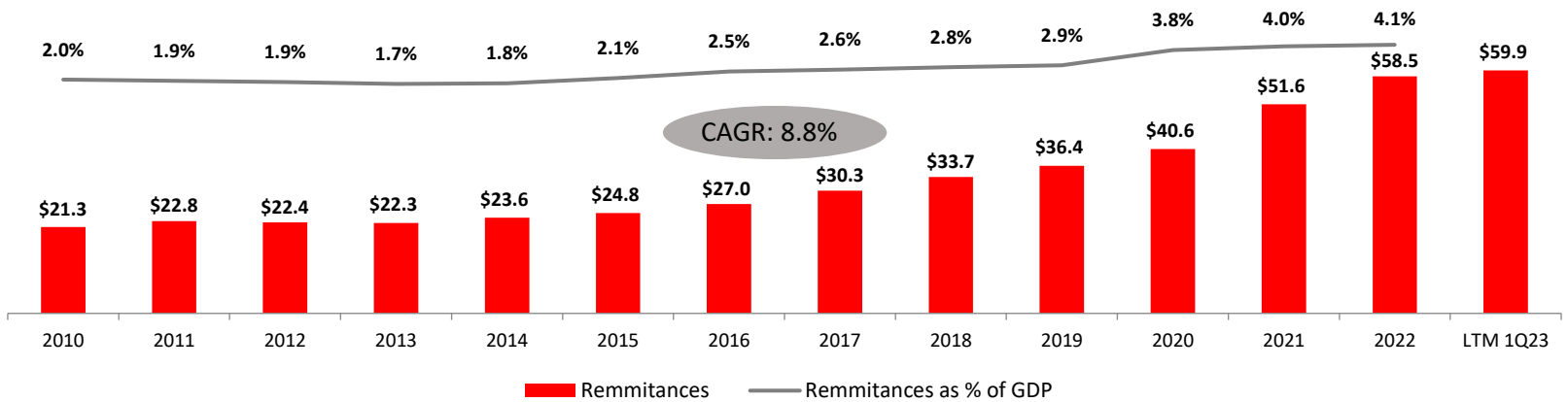
Annual Amortization Schedule of US\$ Denominated Debt *Balance included above* (US\$ million)



Money Transfer Business



Total remittances to Mexico*

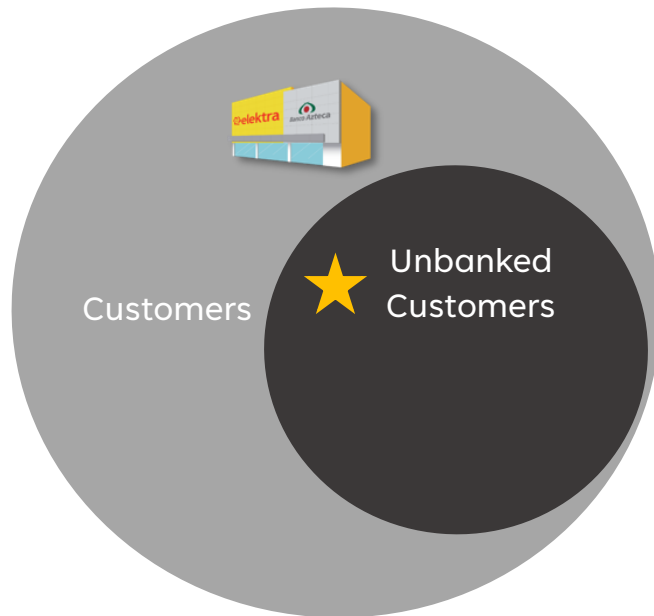


In Mexico, remittances remain strong despite economic cycles

- CAGR of 8.8% between 2010 and 2022
- GDP Mexico Q1 2023: +3.8% vs remittances +12.0%
- New historical record in Q1 2023, US\$59,924 millions (+12.0% vs LTM Q1 2023)

* Source: Banxico, World Bank

As part of the continuous innovation and always focus on listening our customer needs, we developed and launched the functionality ***“Remittances Tracker 1.0”***.

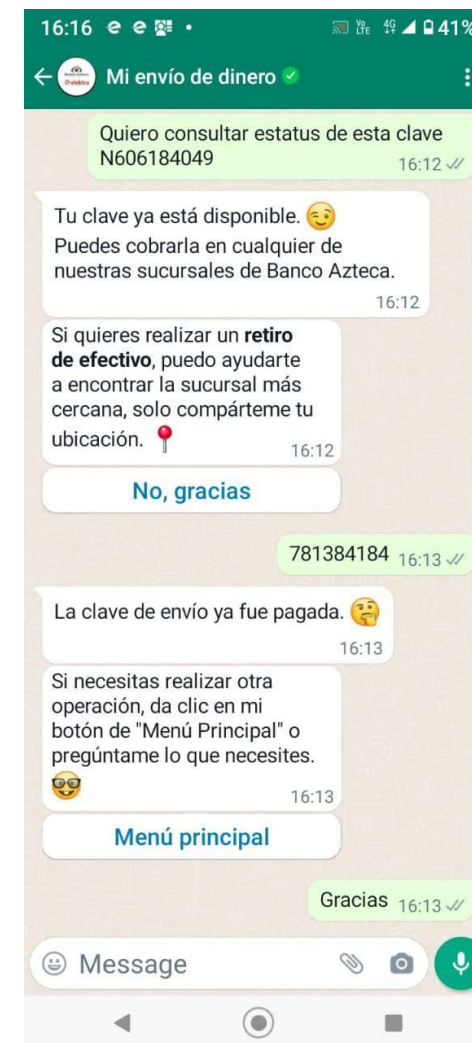


*Surveys found that **one of the main concerns** of the unbanked customers was to be able to **know the status of their money transfer** before visiting the branches.*

How does it work?

Banked or unbanked, **anyone can establish a conversation.**

1. Unbanked user type-in and send the reference code Number to the BOT.
2. The BOT will answer with different status.



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Customer and Business benefits:

- Physical strategy that softens the transition to a digital environment.
- First channel that can establish conversations with unbanked users.
- Eases users' uncertainty of not knowing if they are going to be able to receive their money.
- More receptive and increases probability of cross-sell (open bank accounts or credits).
- Enriches data base for communication that will facilitate migration to digital channels.



We activated communication in Mexico and the US to encourage the reception of remittances in our digital channels (App and WhatsApp)

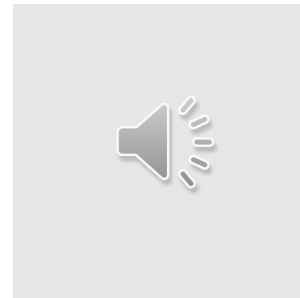
In addition, we conducted national training on new channels, as well as aligned first line operators with incentives and goals

TV SPOT + Radio

- ✓ Receive your money transfer transaction through the Banco Azteca App.



TV Spot
30 sec



Radio
Page Post

Digital

- ✓ When you receive money from the US at Elektra and Banco Azteca, you can do it with your cell phone using the App or WhatsApp.
- ✓ Receive your money easier from the US.



Facebook
Page Post

Recibe tu dinero
de Estados Unidos más fácil.



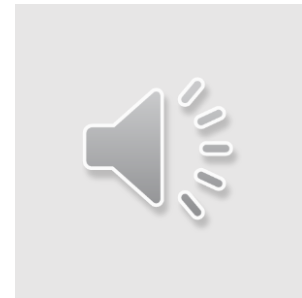
Banco Azteca elektra

Las remesas las opera Banco Azteca, S.A. Institución de Banco Miéjale en nombre por cuenta de Nueva Elektra del México, S.A. de C.V. Transmisión de Dinero con registro 225 de 24 de enero de 2017. Consulta términos, condiciones y restricciones del servicio en <http://www.elektra.com/mexico-y-transmisiones>

Google
Display Banner

Digital SPOT + Radio

- ✓ Your family can receive their money transfer transaction through the Banco Azteca App.

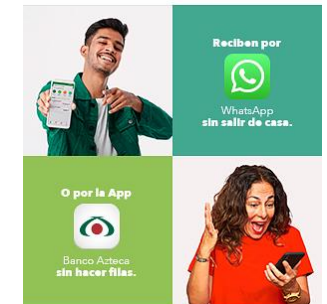


Digital

- ✓ Send money to Mexico without feeling the distance.
- ✓ If you send money to Elektra and Banco Azteca, it's easier to your family in México.
- ✓ CTA: They can receive using the App or WhatsApp



Si envías dinero a Elektra y Banco Azteca, es más fácil para tu familia en México.



Consulta términos, condiciones y restricciones del servicio en <https://www.elektra.com.mx/envios-y-transferencias>



Youtube
15 sec

Radio
Page Post

Facebook
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Google
Display Banner



IT LEADERSHIP

- First partner migrated to cloud



BRAND BUILDING, CUSTOMER ORIENTED

- Customer Service Center to assist money transfer service through WhatsApp



COMPLIANCE and ANTIFRAUD procedures at highest level

- AI involved to compare customer's name vs beneficiary on transaction
- Digital KYC processes defined



INNOVATION around all processes

- Remittances tracker

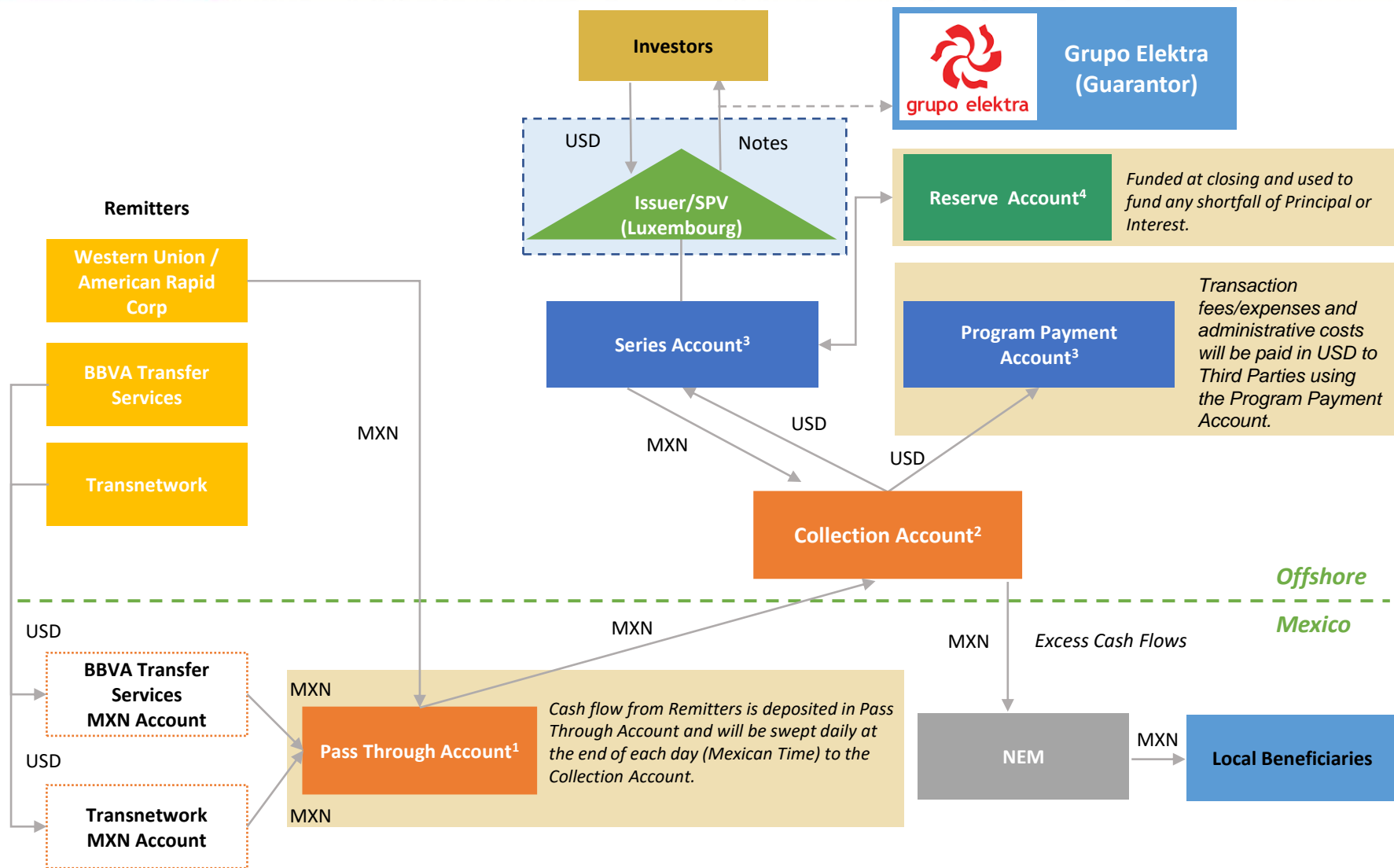


Annexes

November 2022

- ❑ Extensive network
- ❑ 365 days
- ❑ 9 a.m. to 9 p.m.
- ❑ Cash / money always available
- ❑ Affinity from the target segment with the brand
- ❑ Safety / Trust
- ❑ Tradition
- ❑ Broad TV promotion

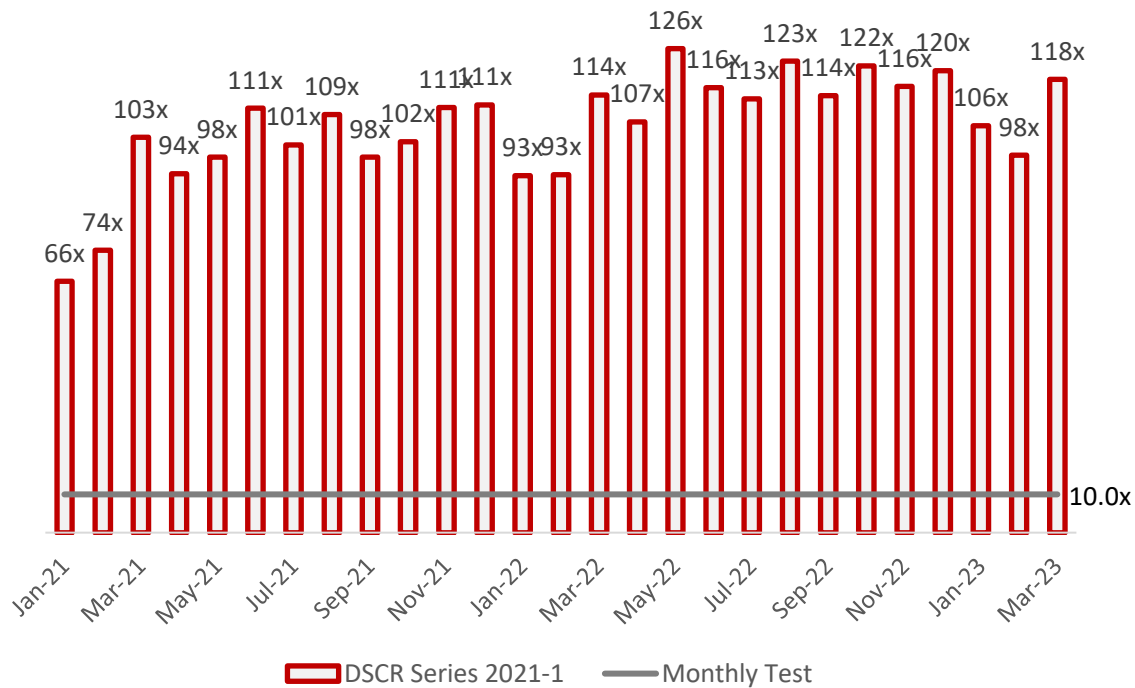




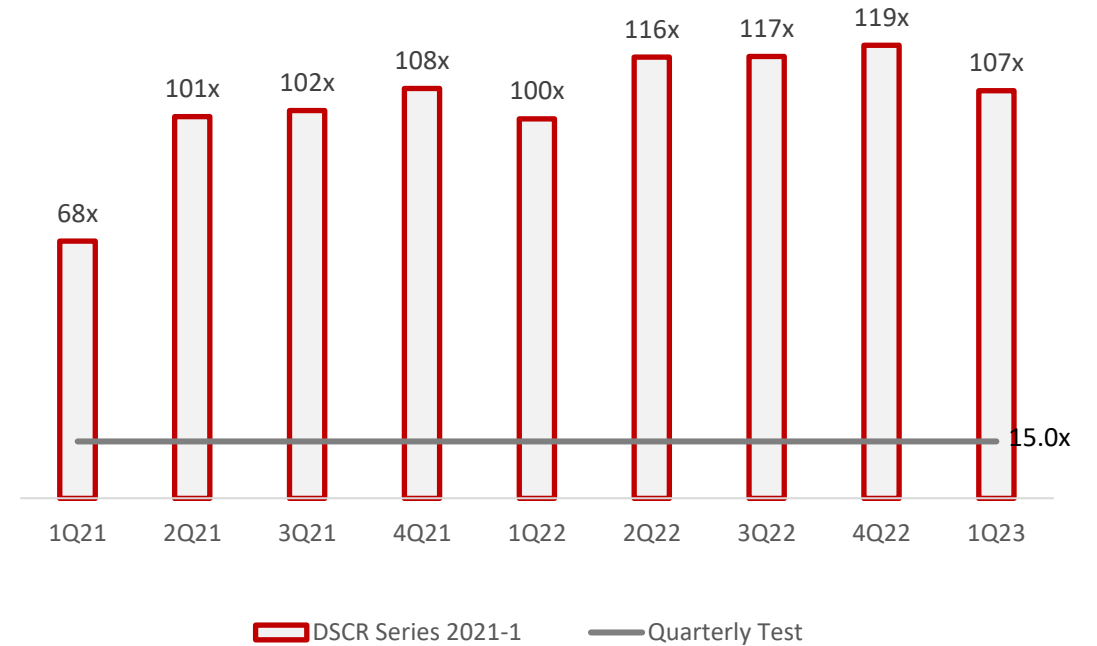
1. Pass Through Account will be established with Citibanamex in Mexico (rated BBB+ by Fitch), by Citibank N.A. as Collateral Agent, and will be MXN-denominated.
2. Collection Account is MXN-denominated, located in London, and in the name of the SPV; SPV is the Mexican Remittances Funding Fiduciary Estate.
3. Series Account & Program Payment Account are USD-denominated, located in New York, and in the name of the SPV.
4. Reserve Account is USD-denominated and located in New York.

- Reimbursement flows were securitized in January 2021, totaling ~US\$14,300 million LTM as of March 2023.
- Series 2021-1 Monthly and Quarterly DSCR was 115x (average over the past 12 months).

Monthly Debt Service Coverage Ratio



Quarterly Debt Service Coverage Ratio



What the regulation and International Standards consider



Amount X
TXN



Risk
Countries



Blacklist
Verification

Our Risk Based Approach



Amount X
TXN



Aggregated
Amount



Txns



Countries



Risk
Countries



POS



Counterparts



Blacklist
Verification

On a **daily, monthly and annual basis.**



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May 2023