



grupo elektra

Grupo Elektra, S.A.B. de C.V.

BMV: ELEKTRA\*; LATIBEX: XEKT

This Presentation refers to certain non-IFRS measures. These non-IFRS measures do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. These measures are provided as additional information to provide further understanding of Grupo Elektra, S.A.B de C.V.'s ("Grupo Elektra", "Elektra" or the "Company") results of operations from a management perspective. Accordingly, they should not be considered in isolation nor as a substitute for analysis of Grupo Elektra's financial information reported under IFRS.

The following information contains or may be deemed to contain, "forward-looking statements" (as defined by the U.S. Private Securities Litigation Reform Act of 1995). 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. Grupo Elektra undertakes no obligation to update or revise any forward-looking statements.

# The Company at a glance

Grupo Elektra is the **leading financial services company and specialized retailer in Latin America**, and the largest provider of short-term, non-bank loans in the US.

Contributing to improve the purchasing power of millions of families underserved by traditional banks.



+70 years offering consumer loans



+71,200 direct employees



~60% motorcycles market share in Mexico



22.6 million digital banking clients



Largest bank in Mexico by employees and personal loans portfolio.



ESG Index FTSE4Good Index Series

**KANTAR BRANDZ**

#21 of the most valuable Mexican brands, 2023 ranking.

**TIME Magazine**

Best companies in the world in 2023<sup>1</sup>

<sup>1</sup><https://time.com/collection/worlds-best-companies-2023/>

## PRESENCE



# Key reasons to invest

1

Presence and leadership in **markets with long-term growth opportunities.**

2

**More than 70 years of success,** knowing and serving the dynamic middle class, through **market-leading brands.**

3

Always at the **forefront of technological innovation,** offering inclusion, financial and digital education to our clients.

4

**Robust sustainability strategy** that, among other things, will add approximately 307 thousand m<sup>2</sup> of green buildings in Mexico, equivalent to 35% of the total currently certified area.

5

**Commitment to sustainability** that has been ratified with greater emphasis since 2018. Grupo Elektra sets **clear objectives, measurable by specialized organizations.**

6

**Solid financial performance, resilient to economic downturns** and with a disciplined approach to leverage.

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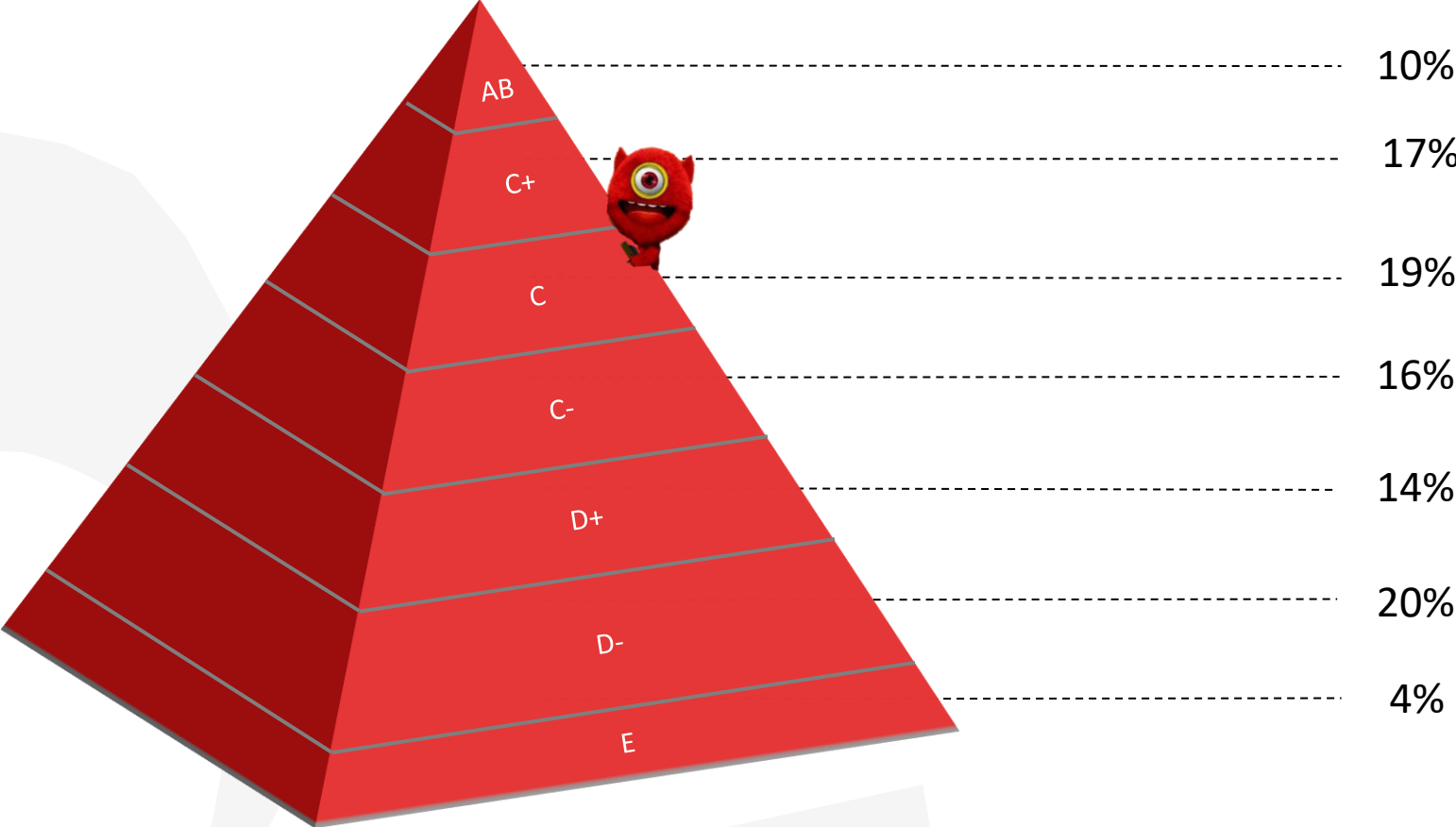
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# Target market



Our target market is:

**66%**  
of Latin American  
families



In the US, the customer profile matches the average American citizen (43 years old, family income of US\$50 thousand, 79% with their own home and 96% with a high school certificate or higher).

Source: AMAI (Mexican Association of Research Agencies). Estimation of the AMAI from the data of the National Survey of Revenue and Expenses of Households 2020. Consider cities with 100,000 inhabitants or more.

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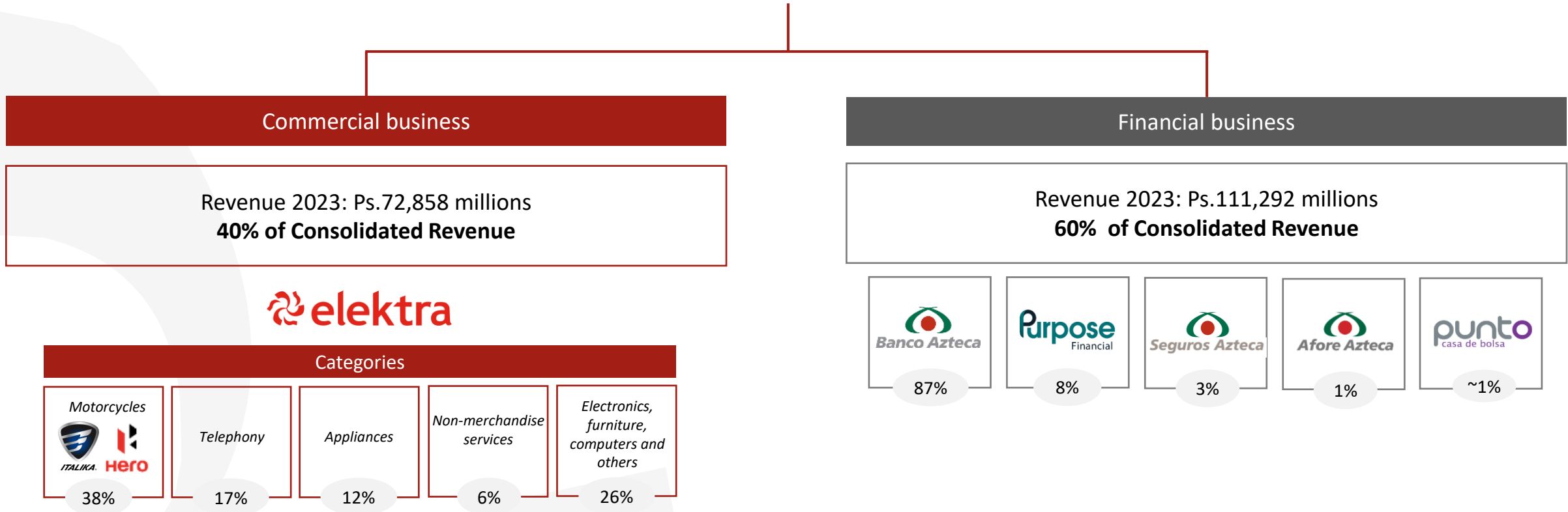
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# Business segments





# Commercial business

## Elektra stores

- ❑ +70 years focused on the dynamic middle class.
- ❑ **1,345 contact points** as of Q4 2023:
  - 1,225 in Mexico
  - 120 in Central America
- ❑ Average sales floor in Mexico: 1,258 m<sup>2</sup>
- ❑ Omnichannel sales: in store, online (+9% of total) and through our apps (baz and elektra).
- ❑ Cash or credit payment (57%); on teller or digitally.
- ❑ Free delivery to home or branch (57%).
- ❑ 38 new “**Elektra Motos**” stores for multi-brand sale: Italika, Hero, Benelli, Kymko and Suzuki.



# Commercial business

## Motorcycles



- In 2004, Italika, Grupo Elektra's **own brand**, was launched.
- It has **~60% market share** in Mexico.
- +50 models with engines between 110 y 300 cc.
  - **Launched 18 models in 2023** and 36 models by 2024.
- +8.4 million **motorcycles sold** since 2004; with **+1.1 million in 2023**.
- Presence in Mexico, Guatemala and Honduras.



- In 2021, Hero brand was launched exclusively in Mexico and **+23 thousand motorcycles sold in 2023**.



- In 2023, an exclusive distribution agreement for the Benelli brand began and nearly **5 thousand** motorcycles were sold during the year.

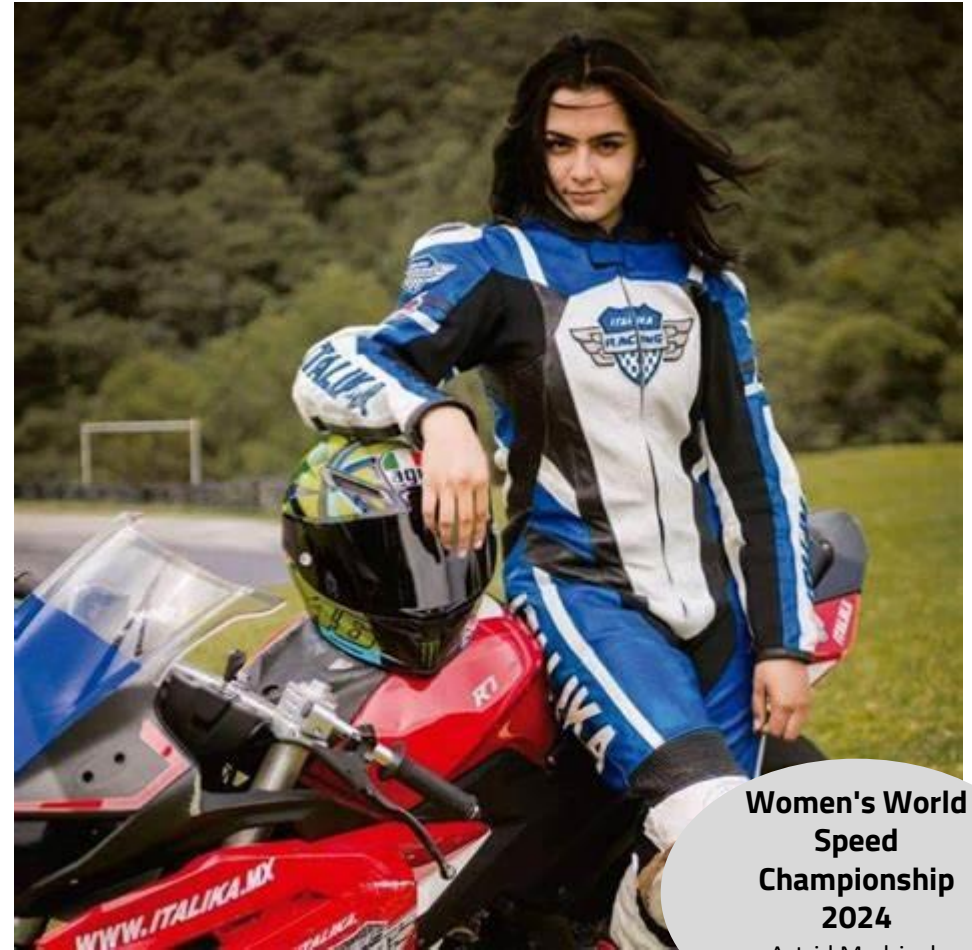


# Commercial business

## Motorcycles



- ❑ **+1,010 authorized service centers in Mexico** and +410 in Latin America.
- ❑ The aim is to unify and strengthen the distributors network in the format of an agency.
- ❑ Spare parts and accessories: They represent 3% of the category's total sales. More sophisticated and financeable offer.
- ❑ **6 assembly lines** with +808 thousand motorcycles assembled during 2023.
- ❑ The plant's management team was reinforced to strengthen supply chain management, innovation and engineering.
- ❑ By the end of 2024, the first electric model with its own design and manufacturing will be launched, at a competitive price.



**Women's World  
Speed  
Championship  
2024**

Astrid Madrigal,  
Italika pilot

# Commercial business

## New logistics model



	Before	New Logistics Model
Home delivery from <b>store sales</b>	There was not any They were borne by the client with third-party carriers, cash collections and without quality standards.	<ul style="list-style-type: none"> <li>▪ Specialized fleet</li> <li>▪ Trained drivers</li> <li>▪ Unboxing: We review it together.</li> <li>▪ Reverse Logistics (Backhaul)</li> </ul>
Home delivery from <b>online sales</b>	100% outsourced	We migrated 80% of sales to the internal logistics model
Weekly <b>refill</b> frequency at points of sale	1 visit	Up to 6 visits, 3 on average



↓ **Inventory**



↓ **Damaged merchandise**



↑ **Safety**

# Commercial business

## New logistics model

Each year, on average:



**We embark**  
+3 million m<sup>3</sup>



**We travel**  
~35 million km



**We deliver**  
+450 K packages

	Before	New Logistics Model
Distribution centers	<ul style="list-style-type: none"> <li>10 traditional centers</li> <li>1 eCommerce</li> </ul>	10 omnichannel CEDIs 36 HUBs 24 Dark warehouse 87 Delivery centers
Own fleet	<b>300 units</b> Spot units were used, causing damage to the merchandise due to shoveling and non-specialized personnel.	<b>+ 740 units</b> Including new electric units and motorcycles
Technology	-	<ul style="list-style-type: none"> <li>App EKT Driver</li> <li>WhatsApp bot for service evaluation</li> <li>EKT Entrega</li> <li>Supply processes automation and unique geolocated inventory implementation</li> </ul>



**↓ Inventories slow moving**  
 Warehouse in store ↓  
 Store display ↑  
 Total in store ↓

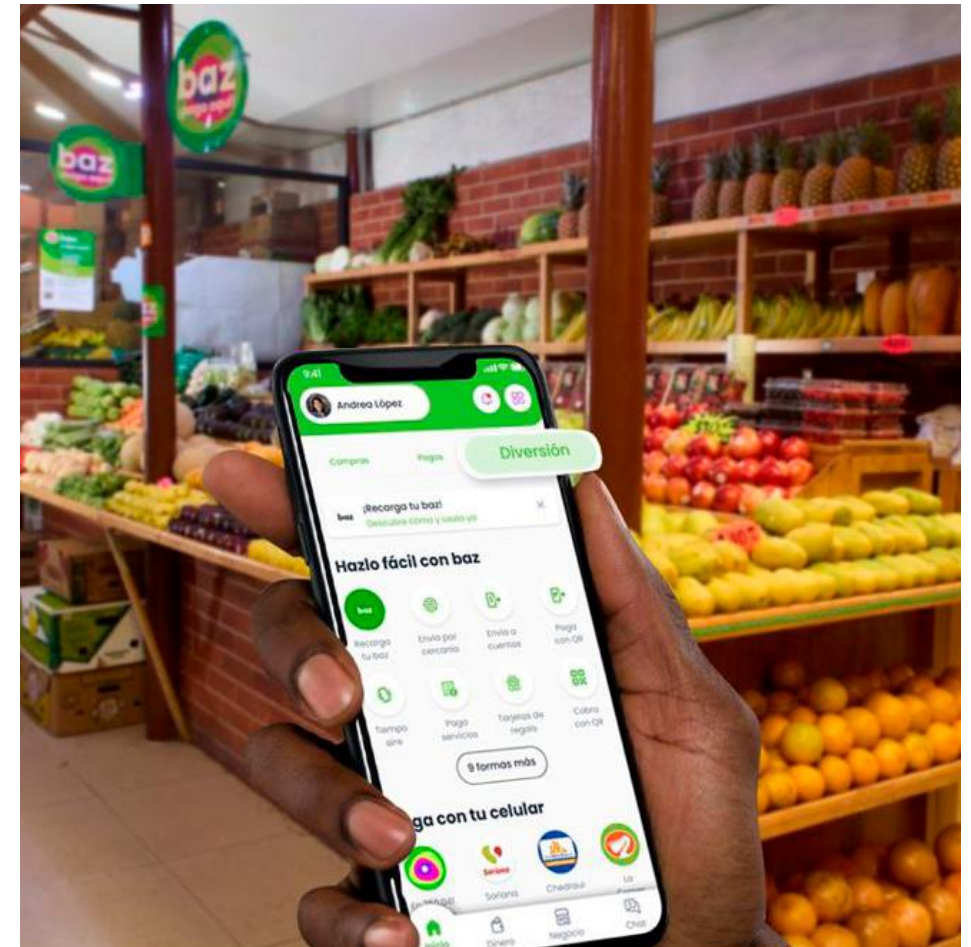


**↑ Incremental revenue**  
 For the provision of cargo transportation services to third parties

# Commercial business

baz super app 

- ❑ **13.2 million digital customers** (7 million did not have the Banco Azteca digital banking)
- ❑ **1.2 million affiliated businesses**
- ❑ The initial focus was to generate **volume of users and transactions**, leveraging the **world of payments** (e.g., payment of services and airtime purchase).
- ❑ Since Q3 2023, efforts focused on generating capabilities for the **origination and placement of cash and consumer credit** (within and outside Elektra).
- ❑ For 2024, Grupo Elektra's digital offer will be consolidated: **merchandise sale on credit**, with its **own merchandise** and **from third parties**.
- ❑ Other entertainment features are maintained: live TV, streaming music, video on demand, video games, etc.
- ❑ During 2023, +170 million total transactions, reaching 3% of Grupo Elektra's cash transactions (payments, credit and purchase of merchandise).



# Commercial business

## International Money Transfers

- ❑ 30 years experience
- ❑ 11 million customers
- ❑ #1 in Mexico
  - +2,000 branches
  - Open every day from 9 to 9
  - Cash always available
  - 24/7 through digital channels (8% of total transactions)
  - Collection without account and with a bank account (Direct to account, ATMs, Banco Azteca app, baz app and WhatsApp)
  - Theft/loss insurance
- ❑ We adapt our economic model to changing market conditions:
  - From the growth of transactions in %, to nominal ranges
  - From fixed to variable commission, according to principal amount ranges
  - Real-time compliance



**elekra**

**Banco Azteca**

**En Banco Azteca  
recibe tu dinero  
de Estados  
Unidos  
seguro  
y completo**

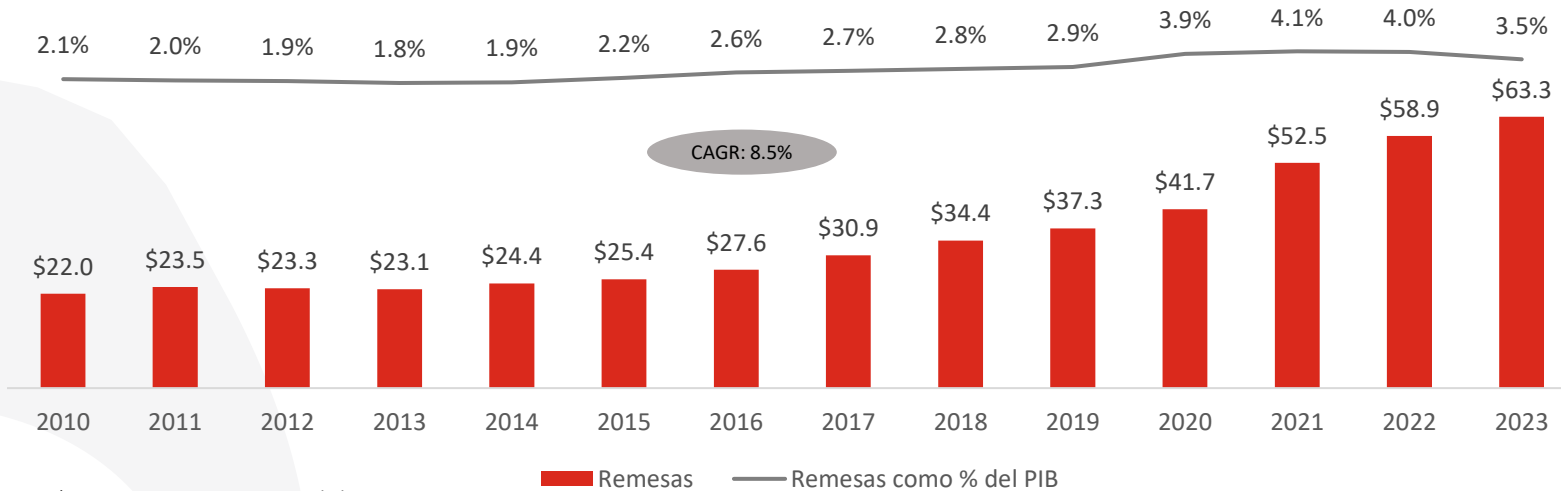
**¡Felicidades!**  
ganaste \$500  
de tiempo aire.

Vigencia de la promoción del 05 de diciembre 2022 al 01 de enero 2023 o hasta agotar existencias. Las remesas las opera Banco Azteca, S.A. Institución de Banca Múltiple en nombre y por cuenta de Nueva Elektra del Milenio, S.A. de C.V. (Transmisor de Dinero con registro 22115 del 24 de enero de 2017). Consulta términos, condiciones y restricciones del servicio y de la promoción en <https://www.elektra.com.mx/envios-y-transferencias>. Consulta requisitos de contratación, comisiones, términos y condiciones del Servicio de Banco Azteca Móvil en [www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)

# Commercial business

## International Money Transfers

Total Remittances in Mexico (US\$ B)



In Mexico, remittances remain strong despite economic cycles.



- CAGR of 8.5% between 2010 and 2023.
- Mexico GDP 2023 +3.2%, vs remittances +9.9%
- New historical record in 2023, \$63,313 million (+7.6% vs 2022)

### In USA:

- Slower job and wage growth
- Sender waiting for better MXN vs USD performance
- Cooling demand in the US residential construction industry
- Accumulated inflation remains high.

### In Mexico:

- Economic improvement
- Tight labor market
- Strong consumption
- Rising government spending (through rising debt)
- Inflation above central bank target range



# Financial business

## Banco Azteca

- ❑ Since 2002, Banco Azteca is a **pillar for financial inclusion**, offering banking services to millions of families underserved by traditional banks.
- ❑ In Mexico:
  - Is the **largest bank**, by employees and personal loans portfolio.
  - Has **40.1 million deposit accounts** as of 2023 (in a country with 35 million households).
  - The only financial institution with a presence in 200 municipalities.
  - Has **3,662 contact points** (1,258 inside Elektra and SyR), and a network of ~3,550 ATMs in agreement with other banks (2,306 its own).
- ❑ Workforce of **+11,000 employees in field** who perform collection duties. No other competitor has a comparable workforce just for this task.
- ❑ A solid deposit base with optimal funding costs, accounts without commissions, opening saving accounts with Ps. 1.



KANTAR BRANDZ  
2023  
#16 in the ranking of  
the most valuable  
Mexican brands

# Financial business

## Digital banking

- ❑ **22.6 million digital accounts**
- ❑ Banco Azteca app is the largest digital bank in Mexico.
- ❑ During 2023, more than 5.3 billion transactions were made in the app:
  - **53% of Banco Azteca's financial transactions.**
  - 4 out of 10 credit payments
  - 5 out of 10 cash credits
  - 8 out of 10 clarification requests are managed from the app.
- ❑ Our efforts in the coming months will be focused on:
  - Improve digital support for credit origination.
  - Promote payment on credit with a better user experience, in more businesses (formal and informal).



# Financial business

## Other financial businesses



- ❑ Pension fund administrator since 2003.
- ❑ **Ps.271 billion under management** as of 2023.
- ❑ **9.2 million accounts**, which represents **16% of the total** accounts registered as of 2023.
- ❑ In 2023:
  - **1st place in annualized returns.**
  - **1st place in transfers received.**
  - 2nd place by number of registered workers.
  - 2nd place for number of women in the workforce.



- ❑ Began operations in 2004.
- ❑ Provides life, health and property insurance.
- ❑ Property insurance covers property, automobiles and motorcycles of individuals, businesses and governments.
- ❑ Offers microinsurance for accidents and illnesses: accidental death, breast or cervical cancer, first heart attack.
- ❑ In 2020 it launched special products for migrants, education, remittances and COVID-19.
- ❑ **Revenues of Ps.3,449 million** in 2023, +5% vs 2022.



- ❑ Previously known as Advance America.
- ❑ **Leader in pay-day loans in the US**, measured by number of branches.
- ❑ 843 branches in 23 states.
- ❑ **+1 million loans as of 2023 (44% digital)**: upfront, guaranteed, installments and online.



- ❑ Participation in 141 issuances in the stock market, for an amount of Ps.130 billion as of 2023.

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# Corporate sustainability strategy

At Grupo Elektra we seek to contribute to the development of the communities in which we have presence, respecting the environment through profitable and inclusive solutions, with the purpose of generating Inclusive Prosperity, through the creation of economic, social and environmental value.

ESG Index  
FTSE4Good Index Series

Last evaluation: 3/5



FTSE4Good



# Our journey towards sustainability



2018

Adherence to the United Nations Global Compact to integrate the 10 principles in the Grupo Elektra's operation, as well as alignment with the 17 Sustainable Development Goals.



2019

Banco Azteca was among the 100 **entities with the best corporate reputation** MERCO



2021

Accession to the Women's Empowerment Principles (WEPs).  
Participation in the first generations of Global Compact programs:

- *Target Gender Equality* of the Global Compact
- Climate Ambition Accelerator
- Business Accelerator on Human Rights



2023

Official accession of Banco Azteca to the TCFD guidelines. Analysis of the environmental impact of the portfolio (TCFD; 2nd phase). We were included in the **FTSE4Good Index Series**.



2020

Grupo Elektra companies obtain the **CEMEFI 2020 Social Inclusion Badge**. The sustainability report is aligned for the first time with **the Sustainability Accounting Standards Board (SASB)** standards.



2022

Part of the FTSE Emerging ESG Index y FTSE4GOOD Latin America Index. For the second year we are part of the sustainable index of the Mexican Stock Exchange, S&P / BMV Total México ESG Index.

# Governance

**The Integrity Committee** was formed to support the General Director in compliance with the Code of Ethics and Conduct, and the Ethics Program. Integrity and Compliance to detect, prevent and treat any risk of corruption.

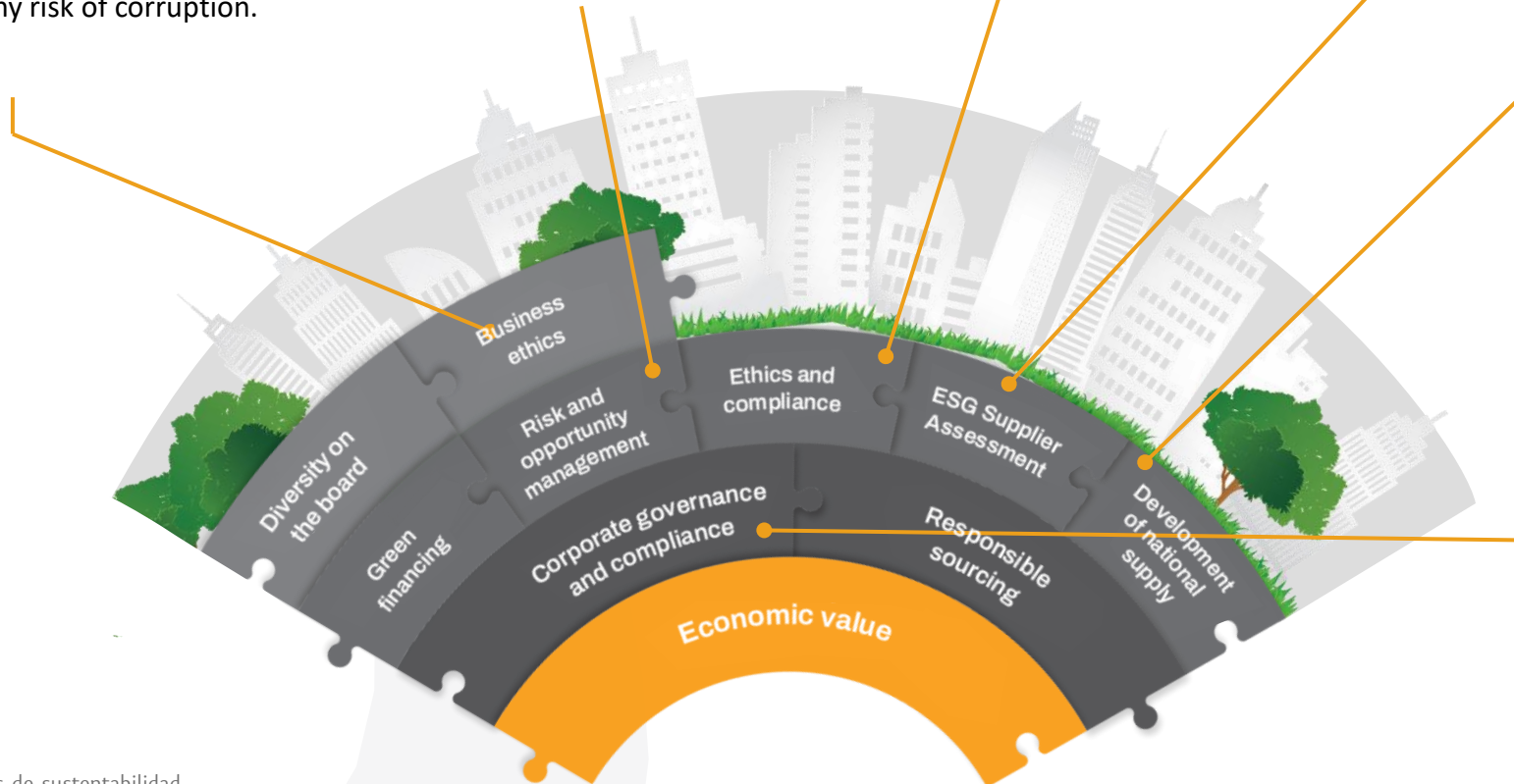
Banco Azteca has the **Comprehensive Risk Management Unit (UAIR)**, which is key for the identification, measurement, surveillance and control of risks to which the Bank is exposed.

**Digital mailbox to receive anonymous complaints**, which are analyzed according to the attention protocols depending on the type of incident (Audit, Gender Unit, Special Investigations, Human Resources, etc.).

During 2022 we provide +130 thousand hours of training on the **Code of Ethics** and related matters.

69,559 hours of training were invested on the **Integrity, Ethics and Compliance Program (PEIC)**.

In 2022, **four new independent board members** were appointed, including **two women** who add inclusion and skills that strengthen the board's decision-making.



Banco Azteca ranks 6th place, in the ranking **“Financial Institutions with the best corporate reputation in Mexico”** according to the Business Monitor of Corporate Reputation (MERCOR).

# Social

Of the total collaborators:

- 42% are women
- 58% are men

We have a **Gender Unit** to prevent and address workplace violence motivated by gender and sexual harassment.

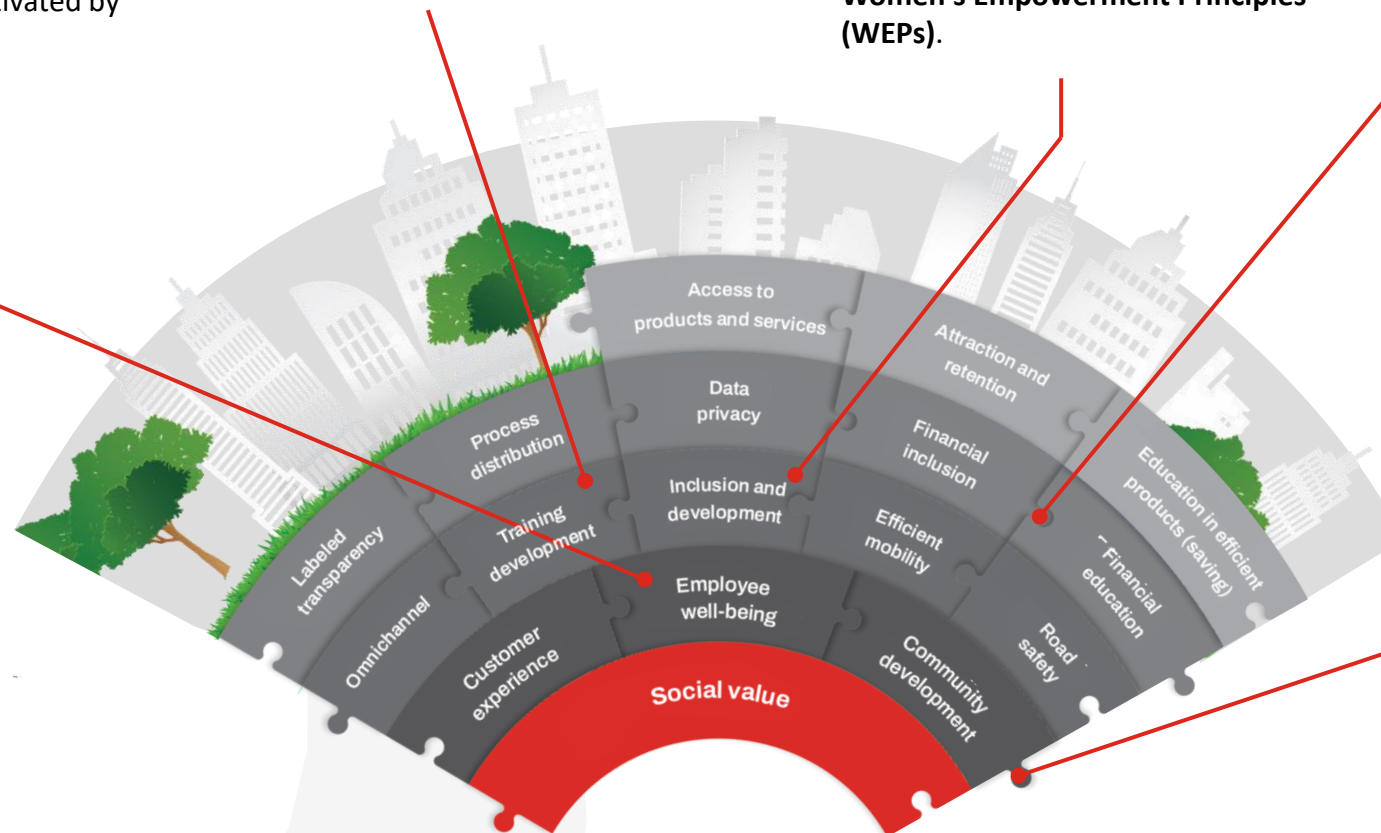
Since 2019, we have offered **12,895 scholarships and 4,280 young people have been trained** in the Youth Building the Future program. We currently have 240 interns and 171 tutors (Grupo Elektra collaborators)

Active participation with the United Nations Global Compact, integrating the 10 Principles, as well as the Sustainable Development Goals in the operation.

We are signatories to the **UN Women Women's Empowerment Principles (WEPS)**.

**We increased total investment in financial education initiatives by 8.2%** in our "Learn and Grow" program regarding the previous year with which we benefited +350 thousand people.

(platform for carrying out virtual events, which impacted more than 66 million children, young people, women, entrepreneurs, businessmen, employees, clients and users of financial services).



## Socially Responsible Companies 2022:

- Italika, for the 9th consecutive year.
- Banco Azteca and Tiendas Elektra for the 7th consecutive year.



# Environmental

We adopt **responsible management practices** to reduce consumption, investing +Ps.317 million in environmental management processes.

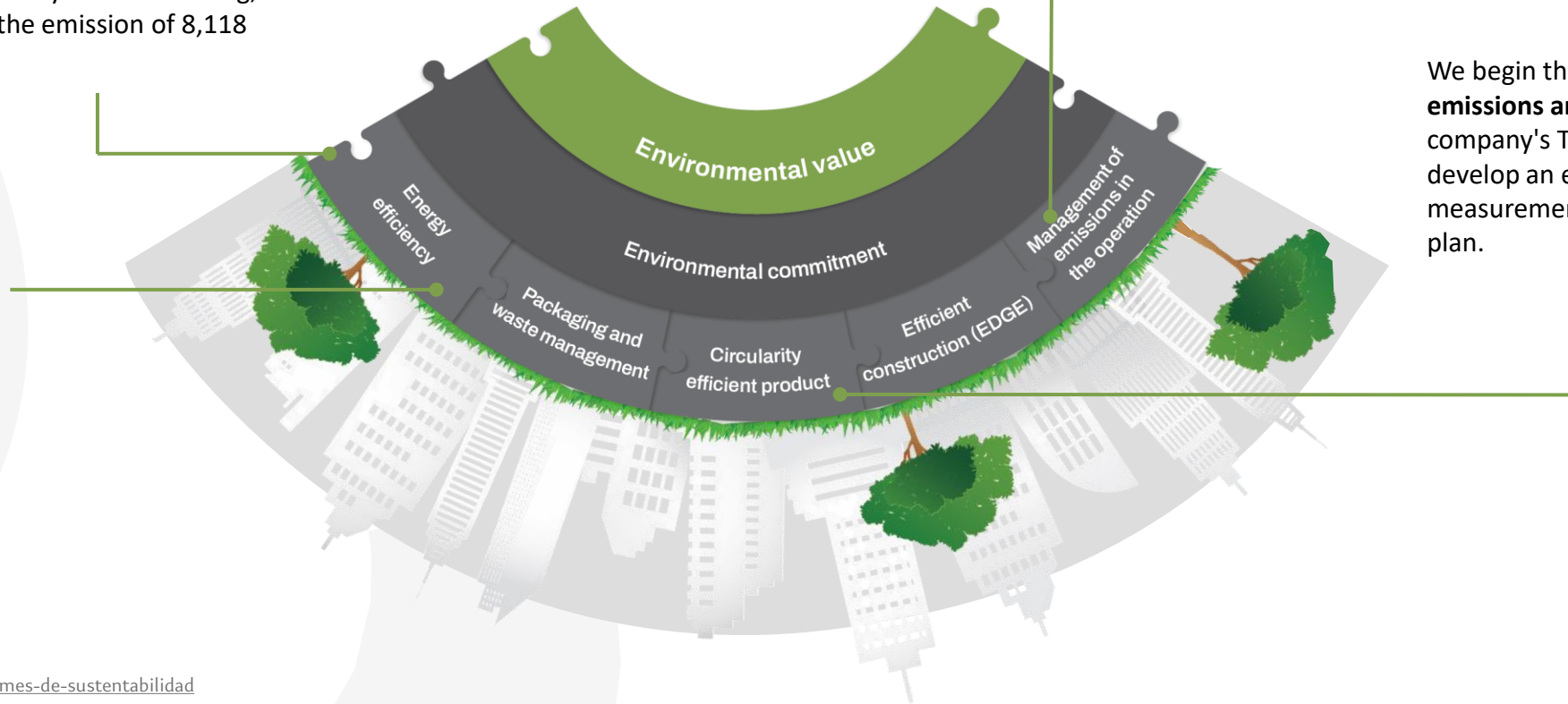
- Installation of LED lighting and high-efficiency air conditioning, avoiding the emission of 8,118 tCO<sub>2</sub>.

**The 2nd climate change risk analysis** was carried out with respect to Banco Azteca's commercial and corporate portfolio, using the nomenclature developed by the Task Force on Climate-related Financial Disclosures (TCFD), of which Banco Azteca is a signatory.

The Italika corporate building has **LEED certification** (Leadership in Energy and Environmental Design), a green building rating that measures the efficient use of energy, water, materials and waste management.

We begin the **scope 3 emissions analysis** with the company's Top 10 suppliers to develop an emissions measurement and mitigation plan.

**30% of the energy** consumed by Grupo Elektra comes from **renewable sources**.



# Commitment to Sustainability

**EDGE certification** (*Excellence in Design for Greater Efficiencies*) is a sustainable construction certification system that focuses on making buildings more efficient. Requires a **minimum 20% reduction in the use of energy, water and embodied carbon in materials**, compared to a local standard building.

Linked to Grupo Elektra's sustainability strategy to reduce GHG (Greenhouse Gas) emissions from its operations, considering the scale and coverage of Banco Azteca and Tiendas Elektra branches in Mexico, we have committed to certify 205 stores for 2029, equivalent to 16.8% of Grupo Elektra's total stores at the end of 2022.

In Mexico, there are 45 projects with EDGE certification, which represent approximately 869 thousand m<sup>2</sup> certified. Grupo Elektra, through this initiative, will add approximately 307 thousand m<sup>2</sup> of green buildings in Mexico, equivalent to 35% of the total currently certified area.

## Alignment with the Sustainable Development Goals (SDGs)



### SDG 7. Affordable and non-polluting energy

7.3 By 2030, double the global rate of energy efficiency improvement.

SDG Progress (2023): Fair progress, but acceleration is needed to reach the goal.



### SDG 9. Industry innovation and infrastructure

9.4 Before 2030, improve infrastructure and modernize industries to make them sustainable, with greater efficiency in the use of resources and more adoption of clean technologies and industrial processes that do not harm the environment.

SDG Progress (2023): Fair progress, but acceleration is needed to reach the goal.

# During 2023, the first five stores were certified

	Savings in energy consumption	Savings in water consumption	Energy embedded in materials
EDGE Certified	20%	20%	20%
EDGE Advanced	40%	20%	20%
Zero Carbon	100%	20%	20%

EDGE Advanced

1. Mega Selene Tláhuac
2. Mega La Luna
3. Mega Sur Insurgentes Tlalpan
4. Mega Santa Úrsula

EDGE Certified

5. Mega Santa Ana Tláhuac



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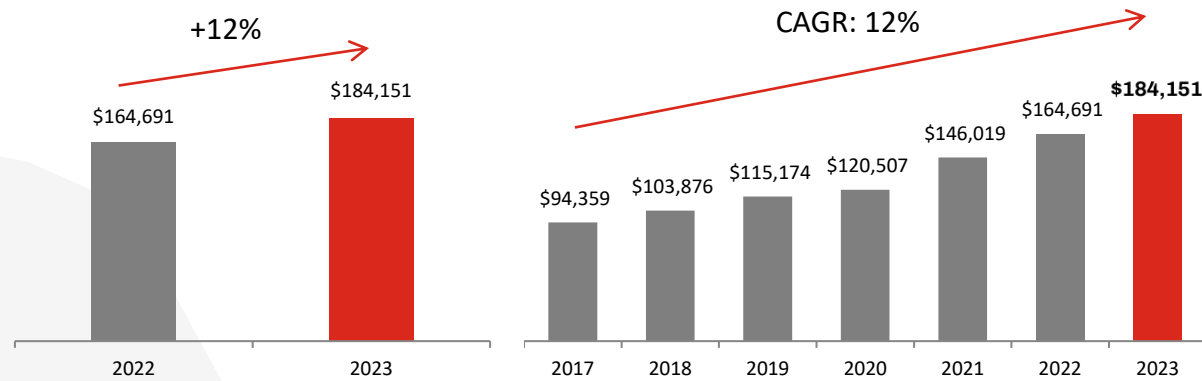
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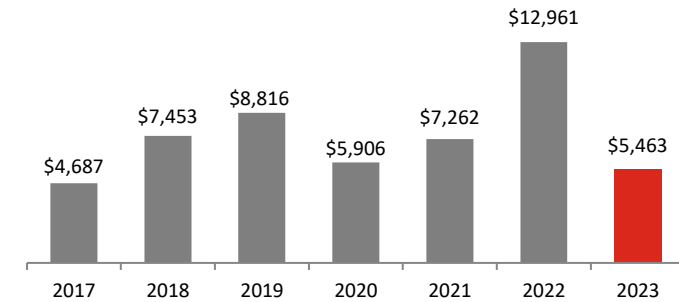
# Consolidated Financial Overview

Ps. Millions

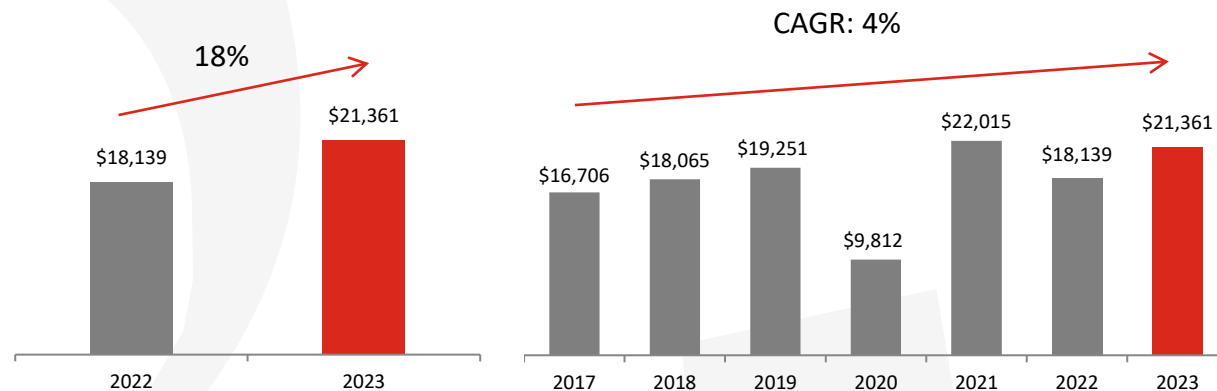
## Consolidated Revenue



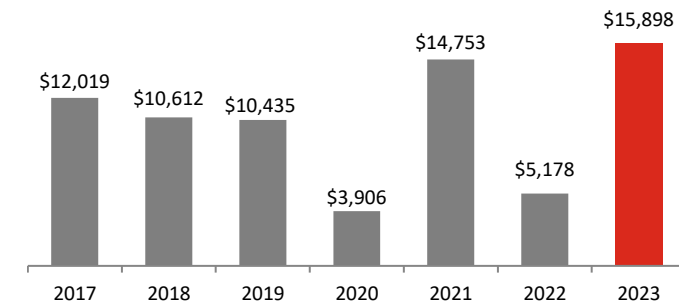
## CAPEX



## Consolidated EBITDA



## Cash Flow<sup>(1)</sup>



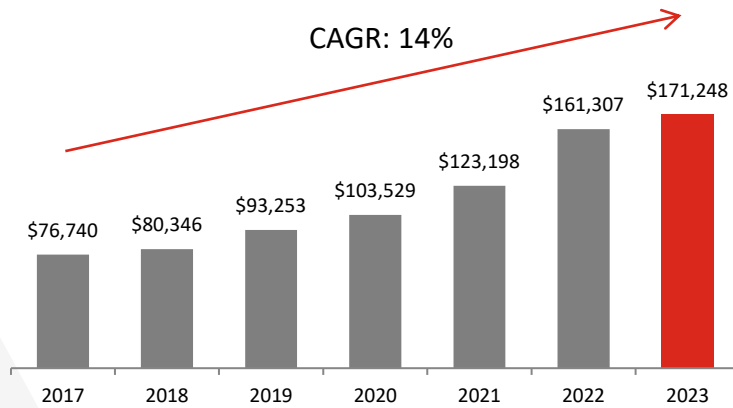
Year	2017	2018	2019	2020	2021	2022	2023
Margen:	17.6%	17.5%	16.0%	8.1%	15.1%	11.0%	11.6%

(1) Cash Flow = EBITDA - CAPEX

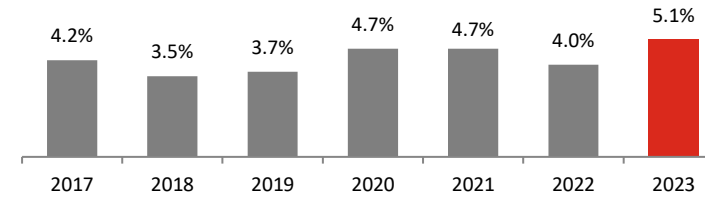
# Banco Azteca Highlights

Ps. Millions

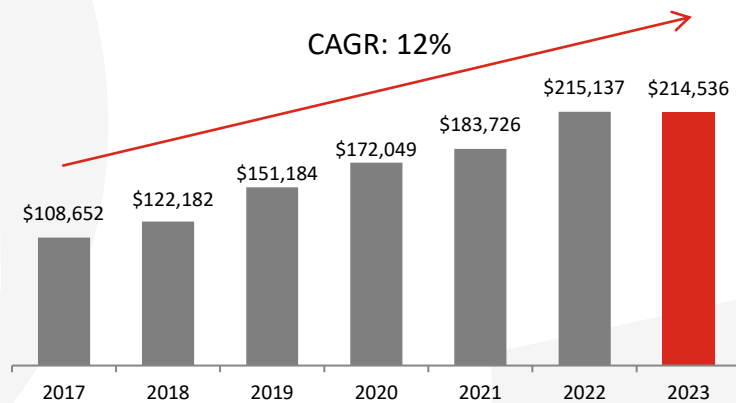
## Gross Loan Portfolio



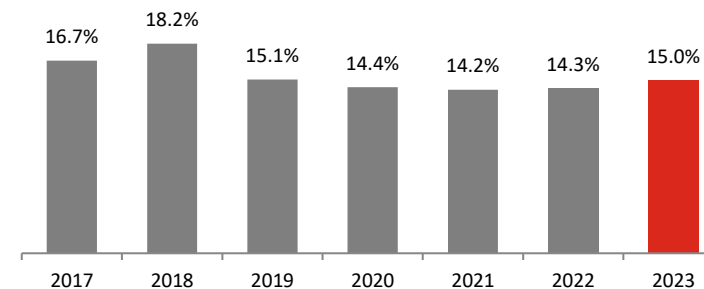
## Delinquency Rate



## Demand Deposits



## Capitalization Index



Deposits to Gross Loan Portfolio: 1.4x 1.5x 1.6x 1.7x 1.5x 1.3x 1.2x

# Consolidated Debt as of December 31, 2023

Descripción	USD\$ mm	MXN\$ mm	Tasa de interés pactada	Fecha de emisión	Fecha de venc.
<b><i>Negocio Comercial</i></b>					
Cebures Elektra 22-5	-	1,500	TIIIE + 1.30%	25-oct-22	13-feb-24
Cebures Elektra 00223	-	1,500	TIIIE + 1.10%	23-nov-23	21-nov-24
Cebures Elektra 22	-	2,085	TIIIE + 1.79%	03-mar-22	27-mar-25
Cebures Elektra 22-3	-	525	TIIIE + 1.85%	21-jul-22	09-oct-25
Cebures Elektra 23	-	500	TIIIE + 1.60%	30-mar-23	09-oct-25
(1) Cebures Elektra 21U	-	3,561	4.53% Real	13-abr-21	07-abr-26
Banco Multiva	-	1,393	TIIIE + 2.75%	21-jul-17	22-jun-26
Cebures Elektra 23L	-	1,110	TIIIE + 1.50%	08-dic-23	04-dic-26
Cebures Elektra 20	-	2,500	9.35%	13-may-20	05-may-27
(1) Bancomext	-	717	TIIIE + 2.50%	21-jul-17	21-jul-27
Cebures Elektra 22-2	-	3,004	10.55%	03-mar-22	26-ago-27
(2) Senior Notes (USD)	418	7,057	4.875% USD	20-ene-21	15-ene-28
Cebures Elektra 22-4	-	3,350	11.97%	21-jul-22	13-jul-28
Cebures Elektra 22U	-	4,235	6.24% Real	03-mar-22	24-ago-28
Cebures Elektra 22-2U	-	1,213	6.98% Real	21-jul-22	12-jul-29
Cebures Elektra 23-2L	-	1,390	11.97%	08-dic-23	30-nov-29
<b>Subtotal</b>	<b>418</b>	<b>35,640</b>			
<b><i>Negocio Financiero</i></b>					
BAC Honduras	1	17	BCH + 3.44%	17-mar-23	20-mar-24
BAC Honduras	1	17	BCH + 4.34%		26-sep-24
<b>Subtotal</b>	<b>2</b>	<b>34</b>			
<b>Total</b>	<b>420</b>	<b>35,673</b>			

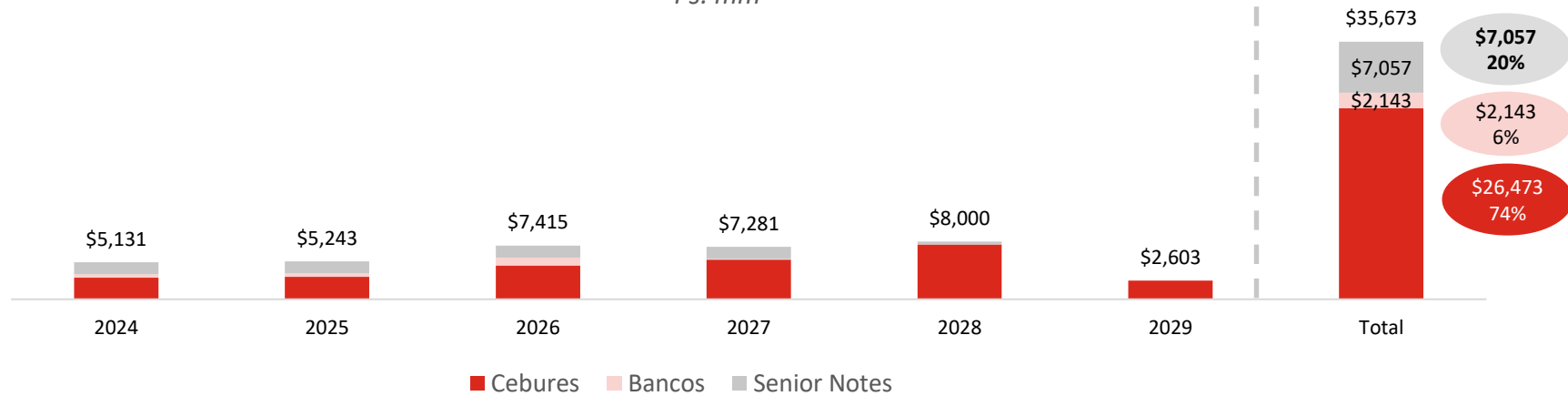
1) Hedged with interest rate.

2) Balance of Senior Notes, net of issuance expenses.

# Debt Profile as of December 31, 2023

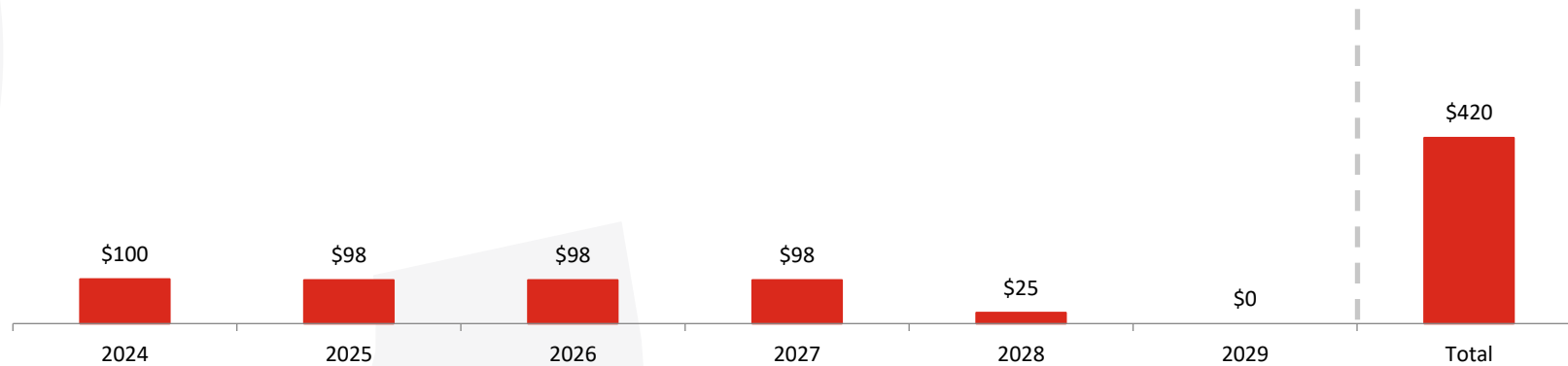
## Annual Amortization Schedule

Ps. mm



## Annual Amortization Schedule

US\$ mm  
(included in the graph above)







grupo elektra