



grupo elektra

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

BMV: ELEKTRA*; LATIBEX: XEKT

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This Presentation contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "plan," "believe," "estimate," "expect," "strategy," "should," "will," "seek," "forecast," and similar references to future periods. Examples of forward-looking statements include, among others, statements concerning the Company's business outlook, future economic performance, anticipated profitability, revenues, expenses, or other financial items, market share, market growth rates, market demand, product or services growth. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are estimates that reflect the best judgment of Grupo Elektra's management based on currently available information. Because forward-looking statements relate to the future, they involve a number of risks, uncertainties and other factors that are outside of its control and could cause actual results to differ materially from those stated in such statements. Therefore, you should not rely on any of these forward-looking statements. All forward-looking statements are based on information available to Grupo Elektra on the date of this Presentation and Grupo Elektra assumes no obligation to update such statements, whether as a result of new information, future developments or otherwise, except as required by law.



Company Description

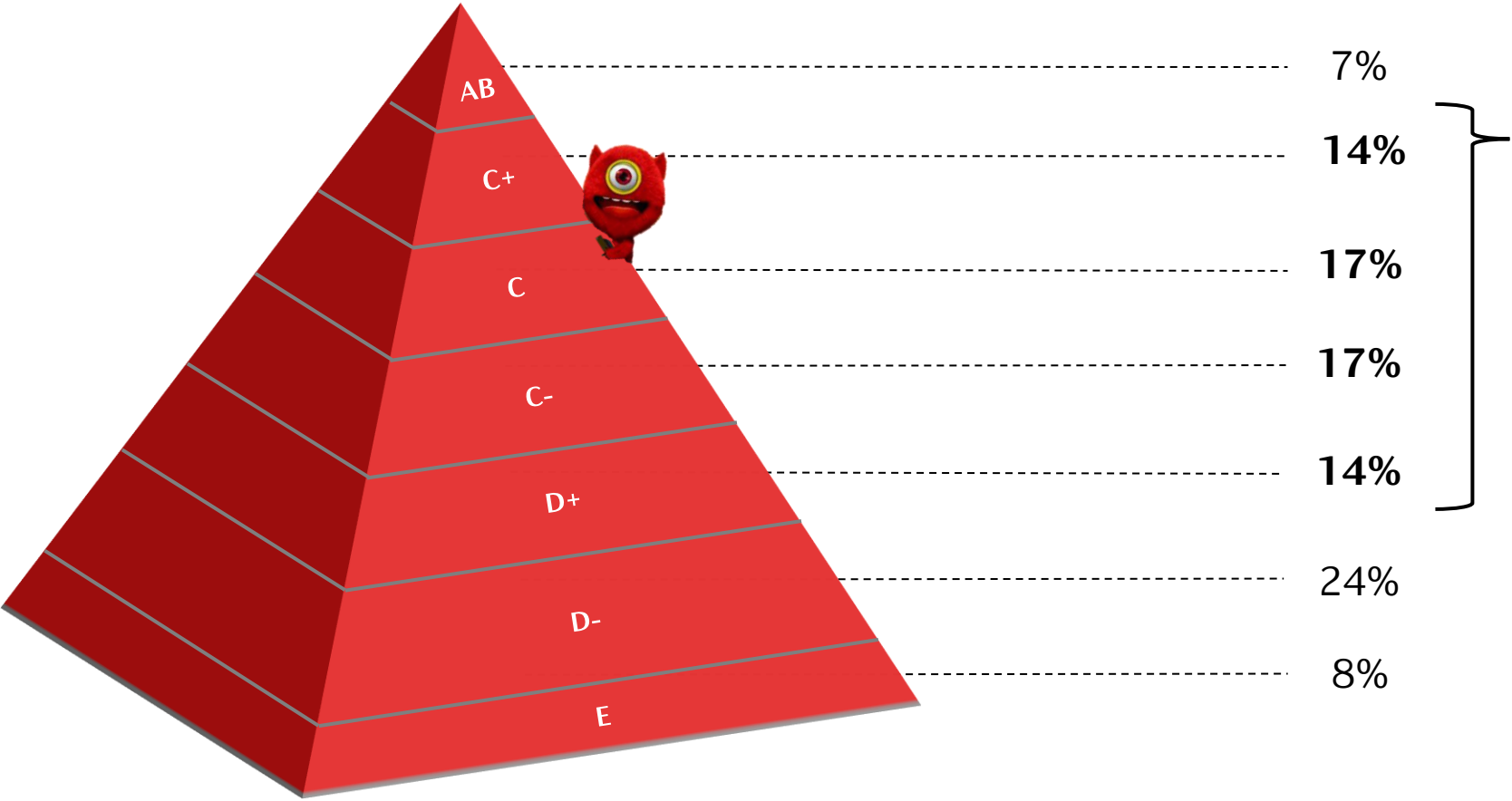
Grupo Elektra in Grupo Salinas



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Our target market is:

62%
of Mexican families*



In the USA, our target market matches that of the average American citizen: 43 years old, family income of US\$50,000, 79% owns their home, and 96% has 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.



GRUPO ELEKTRA

Grupo Elektra is the **leading financial services company and specialty retailer** in Latin America, and the largest **non-bank provider of cash advance services** in the US

Seven decades of experience in consumer lending, helping increase the purchasing power of millions of **families ignored by the traditional banking system**



A Look at Grupo Elektra



+70 years
offering
consumer loans

+71,000
direct
employees

**Largest bank
in Mexico,**
by number of
branches

Commitment with **Sustainability:**

- S&P/BMV Total Mexico ESG Index in 2022
- FTSE Emerging ESG Index
- FTSE4GOOD Latin America Index in 2023

~60%
market share in
motorcycles in Mexico

21.2 millions
of digital banking
customers

Presence in the Americas

USA
902

Fortuna CREDIT perch LOANS Advance America Purpose USA Financial

6,260
points of contact in
5 countries in
America

Mexico
4,946

   SALINAS & ROCHA

Mexico

Guatemala

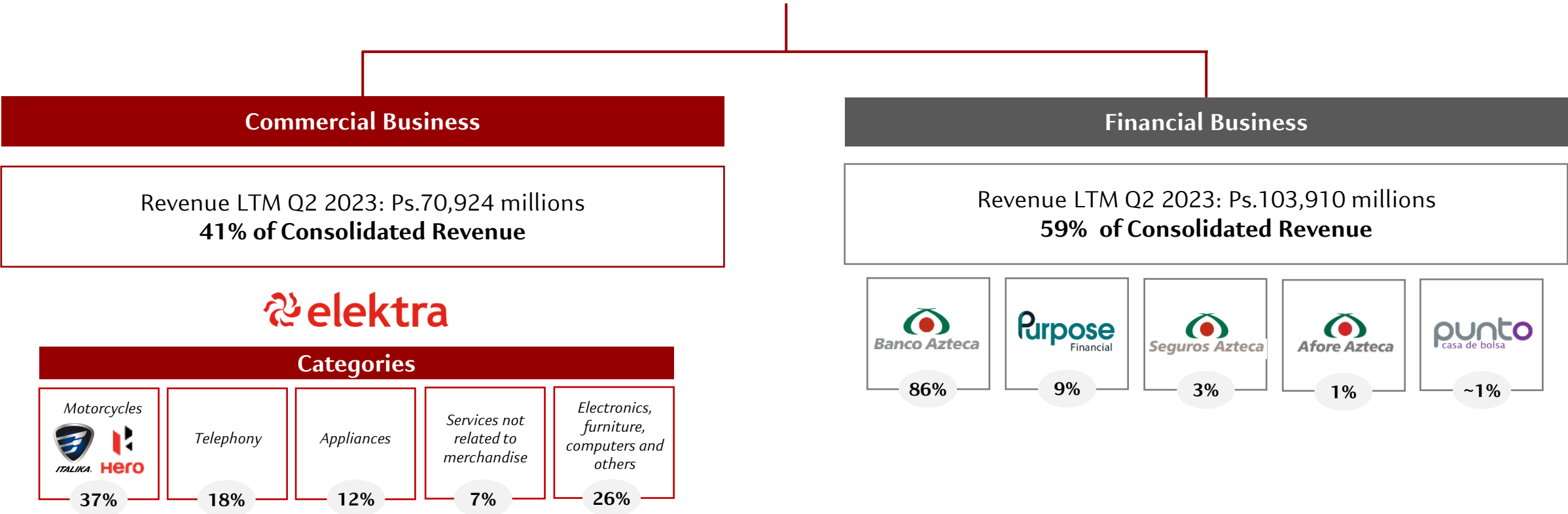
Honduras



Panama

Central
America
412



Commercial Business /

Elektra store format

- ❑ +70 years focused on the dynamic middle class
- ❑ 1,345 points of contact as of Q2 2023:
 - 1,225 in Mexico
 - 120 in Central America
- ❑ Average store sales floor in Mexico as of Q2 2023: 1,102 m²
- ❑ Omnichannel sales: in store, online (+7% of total) and through our apps (baz and elektra)
- ❑ Cash payment or credit (58%); on teller or online
- ❑ Free home delivery or branch (+60%)
- ❑ 37 new “Elektra Motos” stores for multi-brand sale: Italika, Hero, Suzuki and Benelli



grupo elektra



elektra.mx
Better post-
sale service
retail¹

1) <https://www.the-eawards.mx/eawards-2021>

Commercial Business / New Logistics Model in Mexico



Before		New Logistics Model
Home delivery	There was not home delivery from purchases done at stores. They were done by client with third-party delivery, cash charges and without quality standards	<ul style="list-style-type: none">• Specialized fleet• Trained drivers• Unboxing: We check it together
Omnichannel deliveries	3.5 days	Same day, next day and personalized <ul style="list-style-type: none">• 98% of coverage same day delivery• 4 hours (80% of orders)
Weekly restocking to points of sale	1.2 visits	4.6 visits
Delivery time to stores	4 days	24 hours




Value proposal:
Deliver the merchandise that the client wants, wherever and whenever he wants it **quickly, safely, and personalized, with the best postsale experience**

We deliver where no one else goes!

Commercial Business / New Logistics Model in Mexico

	Before	New Logistics Model
Distribution centers	<ul style="list-style-type: none">• 10 traditional• 1 eCommerce	<ul style="list-style-type: none">+2 distribution centers+30 HUBs Enabled locations that receive the merchandise of the distribution centers <ul style="list-style-type: none">+100 dark stores Points that protect and deliver the merchandise to the driver for the last mile/meter
Own fleet	300 units On site units were used, causing damage to the merchandise due to shoveling and non-specialized personnel	+900 active units for deliveries to customers and stores Including new electrical units and motorcycles
Use of technology	-	<ul style="list-style-type: none">• App EKT Driver• WhatsApp bot for service evaluation• EKT Entrega

 The fleet includes **electrical units** of 4 m³ and 18 m³



Nueva **experiencia de entrega**




Mayor número **de ventas**

Commercial Business / Motorcycles (Italika and Hero)

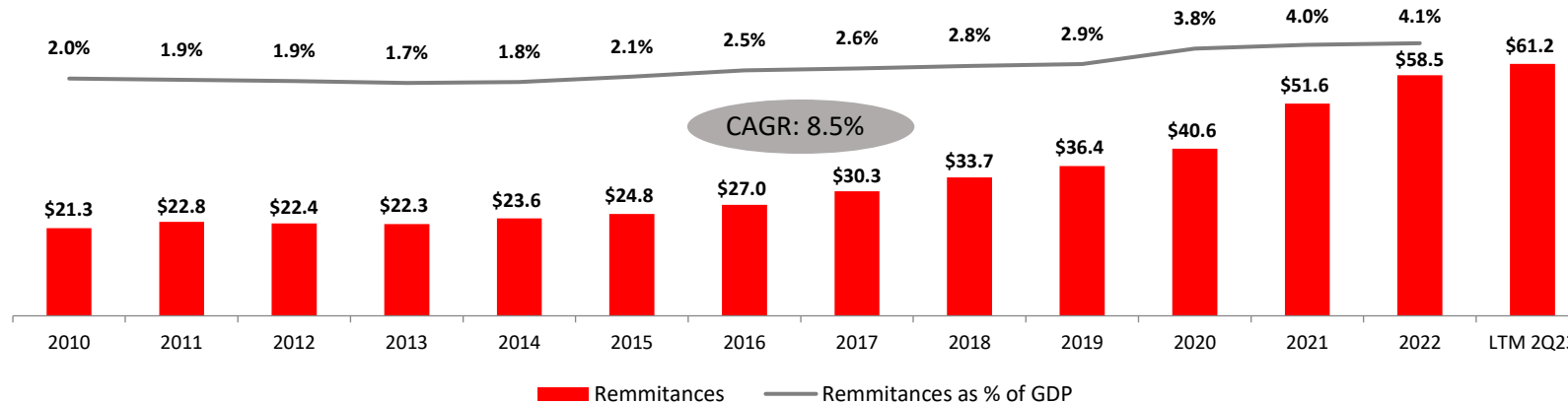


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- ❑ Own motorcycle brand since 2005, with ~60% market share in Mexico
- ❑ Presence in Mexico, Guatemala and Honduras
- ❑ 6 assembly lines with +314 thousand motorcycles assembled in 6M 2023
- ❑ 70 models with engines between 110 and 300 cc.
- ❑ ~7.8 million motorcycles sold since 2005; with +328 thousand in 6M 2023
- ❑ In 2021, the Hero brand was launched in Mexico and ~40.4 thousand motorcycles have been sold since then.
- ❑ 1,021 authorized service centers in Mexico and 239 in Latin America, in Q2 2023
- ❑ More than 3,900 points of sale in Q2 2023, including third - party channels in Mexico, online stores (Elektra.mx, store.itika.mx) and apps (Italika+, baz and Elektra)



Total Remittances to Mexico* (US\$ Billion)



*Fuente: Banxico; Banco Mundial



**In Mexico,
remittances remain
strong despite
economic cycles**

- CAGR of 8.5% between 2010 and LTM Q2 2023
- GDP Mexico Q1 2023: +3.8% vs remittances +12.%
- New historical record in LTM Q2 2023, US\$61,232 millions (+10.4% vs LTM Q2 2022)

Financial Business /

Banco Azteca



- ❑ Since 2002, Banco Azteca has offered banking and financial products and services to millions of families unattended by the traditional banking sector
- ❑ In Mexico:
 - **It is the largest bank**, by contact points, employees and personal loan portfolio
 - 38.6 million savings accounts (in a country with 35 million homes)
 - The only financial institution with presence in 200 municipalities
 - It has 3,980 contact points (1,378 within the Elektra and SyR stores), and a network of ~5,000 ATMs in agreement with other banks (own 1,991)
- ❑ Workforce +12,400 collectors in field to collect either late installments or past due loans. No other competitor has a comparable workforce only for this task
- ❑ A solid base of deposits with flexible funding, no commissions, and savings accounts starting with Ps.1



grupo elektra



Financial Business / Digital Banking



- ❑ 21.2 million active digital accounts
- ❑ Banco Azteca app is the **largest digital bank in Mexico**
- ❑ During LTM Q2 2023, more than **4.8 billion** transactions were made in the app:
 - 48% of Banco Azteca's financial transactions.
 - 3 out of 10 credit payments
 - 5 out of 10 cash credits
 - 7 out of 10 payroll loans
 - 8 out of 10 credit cards
 - 8 out of 10 requests for clarifications are managed from the app.
- ❑ Our efforts in the coming months will be focused on promoting **credit payments via QR in large retailers and small businesses.**
- ❑ It is the mobile banking app highest rated by users in the iOS and Android stores in Mexico





- ❑ Pension fund administrator “AFORE” since 2003
- ❑ Assets under management for Ps.245 billion in LTM Q2 2023 (18% vs. LTM Q2 2022)
- ❑ 8.8 million accounts, which represents ~16% of the total accounts registered as of Q2 2023
- ❑ 1st AFORE with net transfers as of 2022
- ❑ +2,300 branches for service
- ❑ +2,400 certified promoters



- ❑ Started operations in 2004
- ❑ Provides life, health and casualty insurance products
- ❑ Casualty insurance covers property, cars and motorcycles
- ❑ Micro insurance in case of accidents and illnesses: accidental death, breast or cervical cancer, first heart attack
- ❑ In 2020, started to offer special products for immigrants, education, remittances and COVID-19
- ❑ Premiums for Ps.3,249 million in LTM Q2 2023



- ❑ Previously known as Advance America
- ❑ Leading provider of non-bank cash advance services in the USA measured by number of stores.
- ❑ 902 locations in 24 states
- ❑ ~1.2 million of loans during 2022 (39% digital): pay day, title, instalment and online.



- ❑ Participation in 138 issuances in the securities market, for an amount of Ps.122 billion as of Q2 2023.

New Business / baz super app

- ❑ It is the first super app for Mexicans that revolutionizes and makes life easier for its users with fast, cutting-edge and secure payment methods, with the most advanced technology.
- ❑ It arrived to revolutionize the app market in Mexico, placing in the hands of Mexicans the possibility of **having everything in one place**.
- ❑ **+70 functionalities** ranging from a digital account, pay by chat, pay by proximity, access to credit, live TV, streaming music, video on demand, e-commerce, social network, chat, delivery services, video games, ticketing, access to insurance and investments, a loyalty program and much more.
- ❑ **+11.8 million digital customers** and **+1.1 million affiliated businesses**
- ❑ It offers small businesses the opportunity to compete with convenience store chains



"The Mexican super app that got **7 million downloads** in less than **8 months**"¹



The launch campaign won the **bronze medal** at the 2022 EFFIE Awards¹



1) <https://www.infobae.com/america/mexico/2022/05/09/la-superapp-mexicana-que-consiguio-7-millones-de-descargas-en-menos-de-8-meses/>

2) Category: Telecommunications and Technology Services
<https://www.effie.com.mx/effie-2022/>

New Business / baz super app features



Credit and cash purchases:

- Prepaid airtime
- Gift cards
- Connectivity, Home and Mobility categories at Elektra
- Products and services on third-party channels, business partners, online stores, and micro/family businesses.



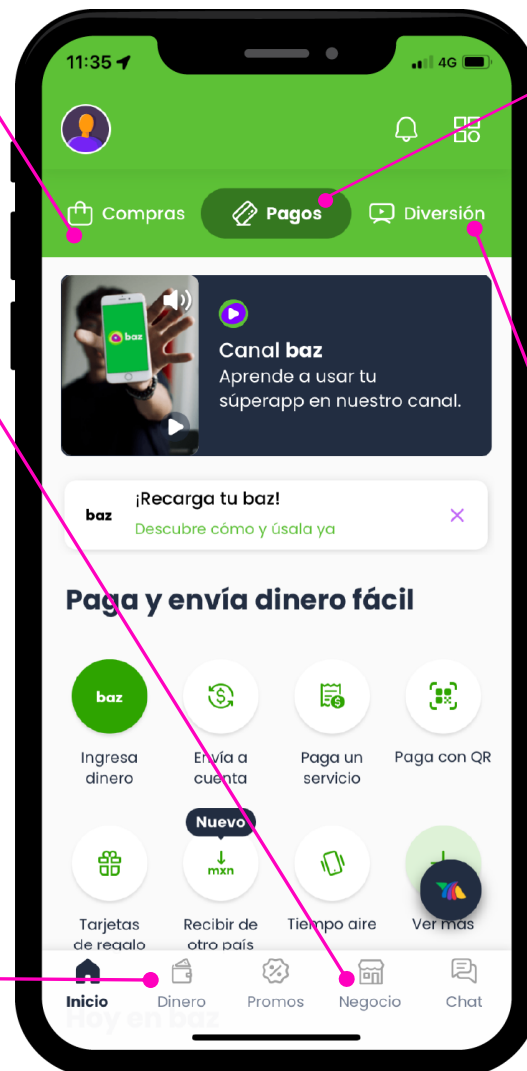
Business:

- Create your own online store
- Sale of prepaid airtime
- Payment for services of others
- Sale of prepaid cards
- Cash in / out for others
- Charge with QR
- Search engine: product / service, stores, categories



Digital Banking:

- Open a digital account
- Check balances and movements
- Get a physical debit card
- Funding from accounts of other banks
- Check my loans
- **Renew and request a personal or consumer loan**
- Buy Now Pay Later (BNPL), Send Now Pay Later (SNPL)



Payments

- Send money by proximity or by chat
- Send money to an account, card or cell phone
- Pay with QR or barcode – C2C, C2B, B2B
- Charge with QR
- Pay services
- Pay My Credits



Entertainment:

- baz channel
- Movies On Demand
- Live TV
- OnDemand Content
- News and opinion
- Music
- Games
- Chat
- Social network



Others:

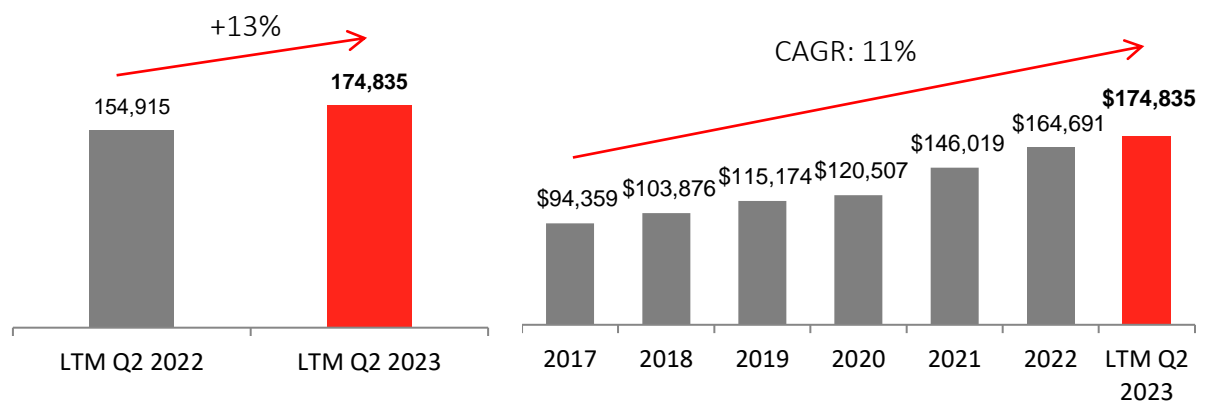
- Donation to social causes
- And more...



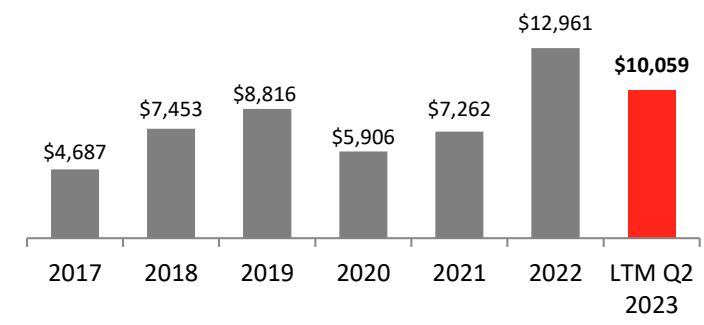
Financial Highlights

Ps. millions

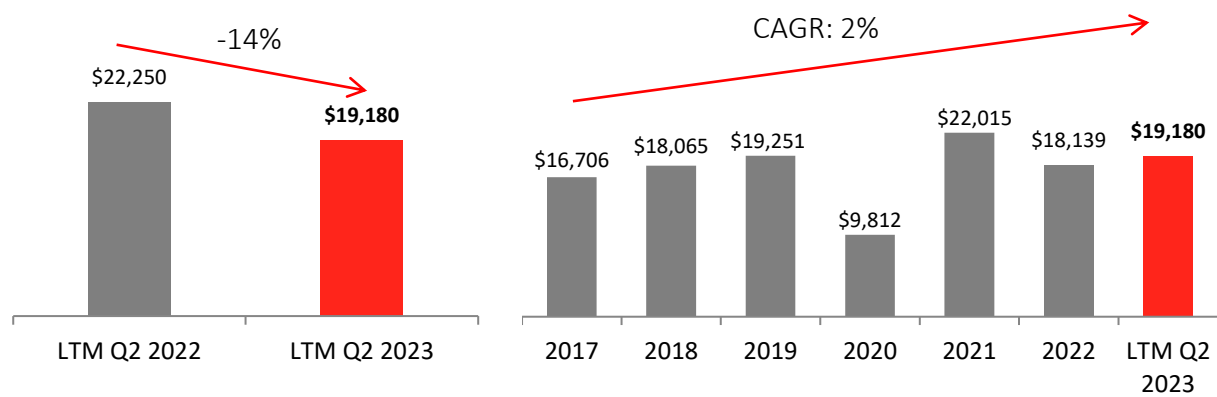
Consolidated Revenue



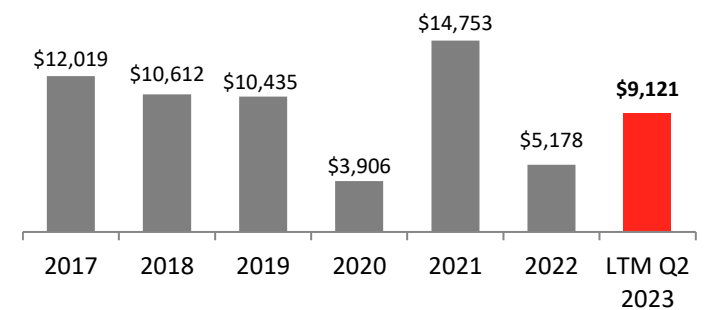
CAPEX



Consolidated EBITDA



Cash Flow⁽¹⁾

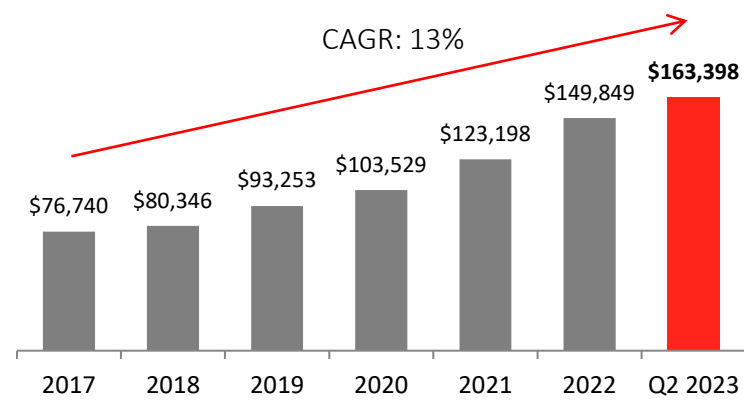


Margen:	17.6%	17.5%	16.0%	8.1%	15.1%	11.0%	10.9%
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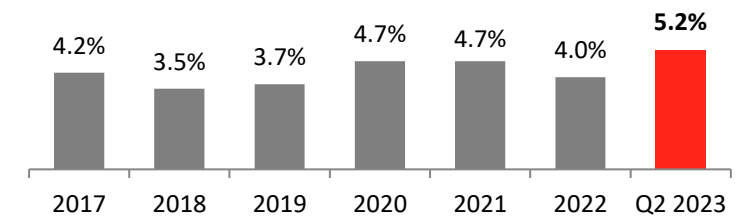
(1) Cash Flow = EBITDA – CAPEX

Ps. millions

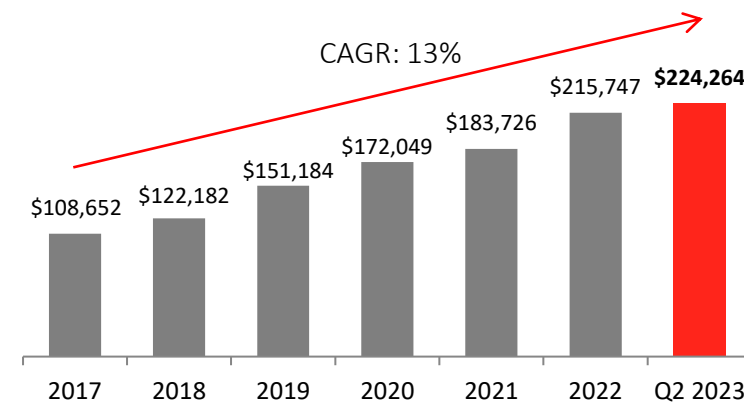
Gross Loan Portfolio



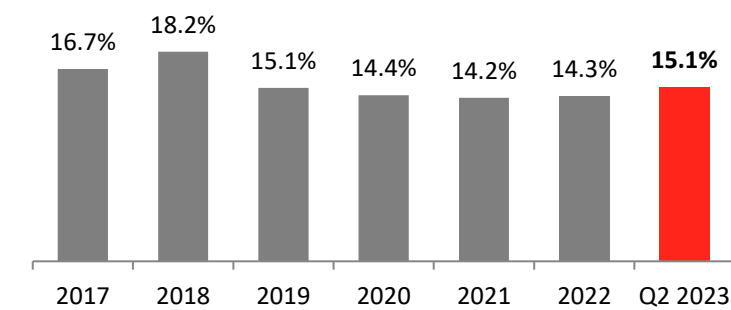
Delinquency Rate



Demand Deposits



Capitalization Index



Deposits to Gross Loan Portfolio:	1.4x	1.5x	1.6x	1.7x	1.5x	1.3x	1.4x
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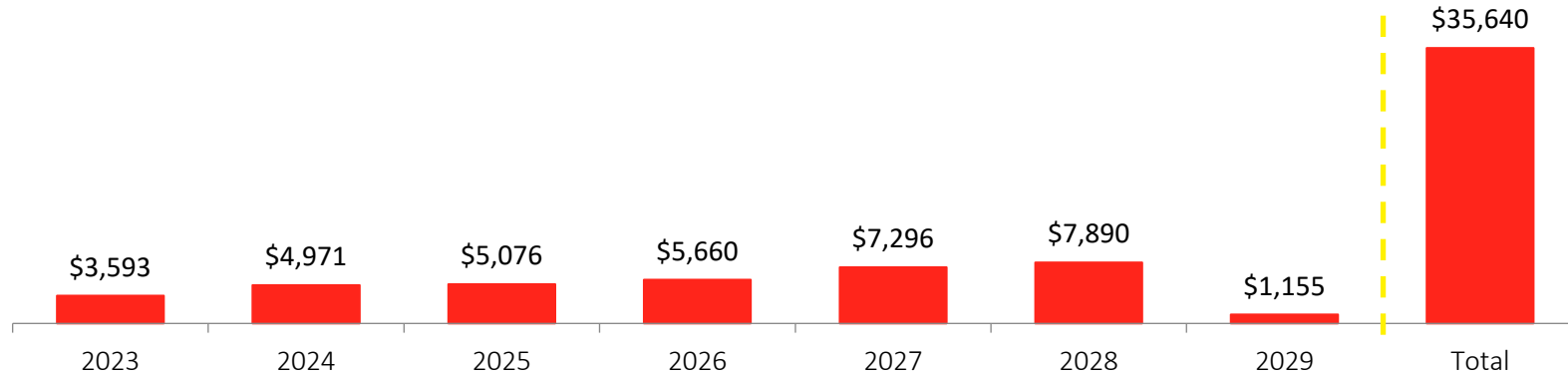
	Description	USD\$ mm	MXN\$ mm	Interest rate	Signing date	Maturity date
<u>Commercial business</u>						
	Cebures Elektra 00222	-	2,499	TIIE + 1.25%	09-dic-22	08-dic-23
	Cebures Elektra 22-5	-	1,500	TIIE + 1.30%	25-oct-22	13-feb-24
	Cebures Elektra 00123	-	1,500	TIIE + 1.10%	07-jun-23	08-may-24
	Cebures Elektra 22		2,085	TIIE + 1.79%	03-mar-22	27-mar-25
	Cebures Elektra 22-3	-	525	TIIE + 1.85%	21-jul-22	09-oct-25
	Cebures Elektra 23	-	500	TIIE + 1.60%	30-mar-23	09-oct-25
(1)	Cebures Elektra 21U	-	3,490	4.53% Real	13-abr-21	07-abr-26
	Banco Multiva	-	500	TIIE + 2.75%	21-jul-17	22-jun-26
	Cebures Elektra 20	-	2,500	9.35%	13-may-20	05-may-27
(1)	Bancomext	-	817	TIIE + 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)	466	7,956	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	-	4,121	6.24% Real	03-mar-22	24-ago-28
	Cebures Elektra 22-2U	-	1,155	6.98% Real	21-jul-22	12-jul-29
	Subtotal	466	35,502			
<u>Financial business</u>						
	Banco de México	-	104	11.91%	02-mar-23	31-ago-23
	BAC Honduras	1	17	BCH + 2.85%	21-sep-22	21-sep-23
	BAC Honduras II	1	17	BCH + 3.44%	17-mar-23	20-mar-24
	Subtotal	2	138			
	Total	468	35,640			

1) Headged with interest rate.

2) Balance of Senior Notes net of issuance expenses.

Annual Amortization Schedule

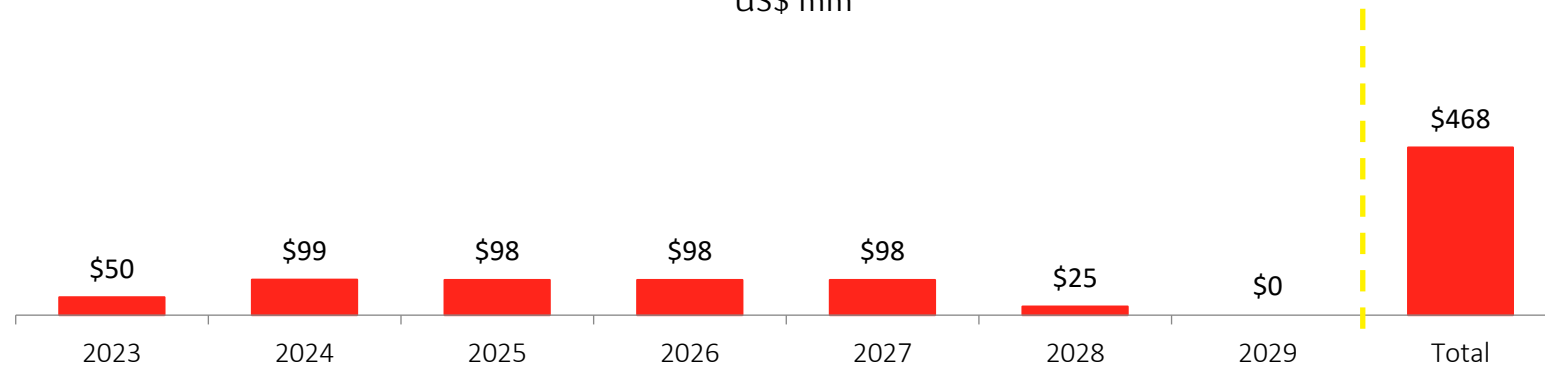
Ps. mm



Annual Amortization Schedule

(included in the graph above)

US\$ mm





Highlights in Sustainability

Enviroment

- ❑ **30% of the energy** consumed by Grupo Elektra comes from **renewable sources**.
- ❑ Grupo Elektra has a **Climate Change Policy**, which establishes the commitment and guidelines for reducing the impact of operations on the environment. In 2022, a **36% decrease in fuel consumption was achieved**.
- ❑ Through the installation of **high-efficiency LED lighting and air conditioning**, **8,118 tCO₂ were avoided**.
- ❑ The **2nd analysis of climate change risks** was carried out with respect to the commercial and corporate portfolio of Banco Azteca, using the nomenclature developed by the **Task Force on Climate-related Financial Disclosures (TCFD)**, to which Banco Azteca is a signatory.¹
- ❑ The **Italika HQ building is LEED certified** (Leadership in Energy and Environmental Design), a green building rating that measures the efficient use of energy, water, materials, and waste management.
- ❑ **+Ps.317 million were invested in environmental management processes** (efficient teams, branch automation and new technologies).



Of the total of employees:

- **41.6%** are **women**
- 1.6% speak a total of 27 indigenous languages
- 2.26% are part of the LGBT+ community
- 0.28% are people with some disability

Through the “*Aprende y Crece*” financial education program, 118 educational conferences were organized and the website **aprendeycrecelive.com** was launched (platform for virtual events, which impacted more than 66 million children, youth, women, entrepreneurs, businessmen, employees, clients and users of financial services)

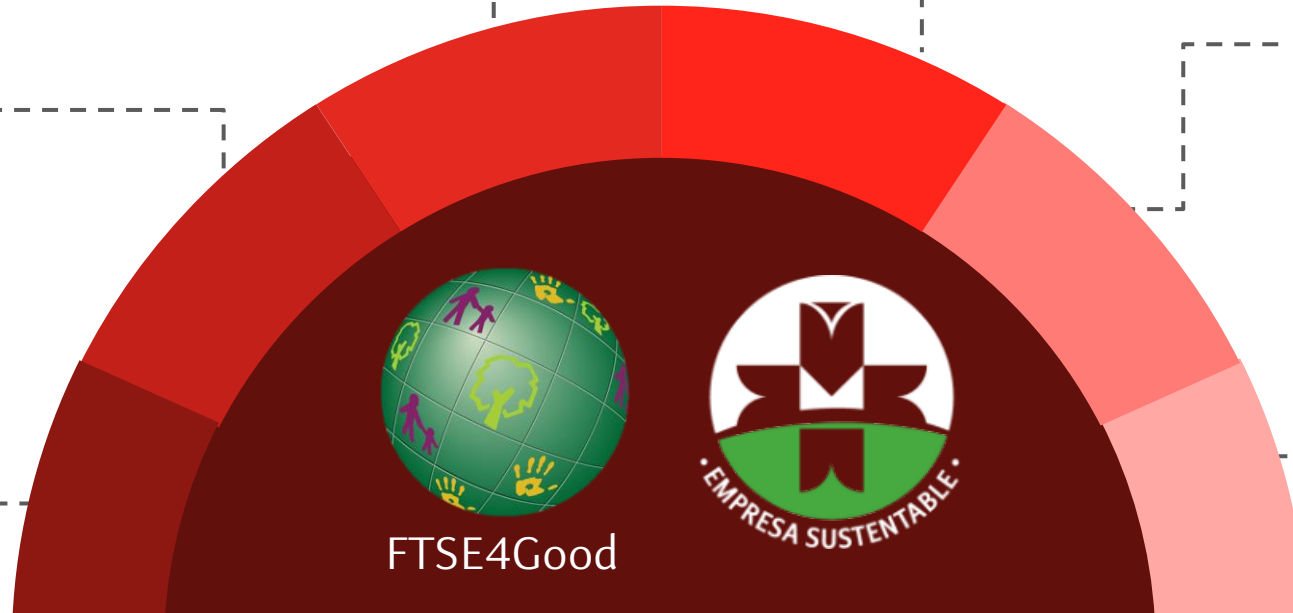
In 2022, we continued with the inclusive prosperity activities through the commitment to the **10 Principles of the United Nations Global Compact** and the 17 Sustainable Development Goals, and we adhered to the **UN Women's Principles for the Empowerment of Women**

In July 2022, Grupo Elektra was selected for the second consecutive year to be part of the **S&P/BMV Total Mexico ESG Index** and in August it entered the **FTSE4GOOD EMERGING ESG INDEX** for the first time along with 18 other companies in Mexico

Socially Responsible Companies 2022:

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

Tiendas Elektra, Italika and Banco Azteca obtained the **Social Inclusion Badge** awarded by the Mexican Center for Philanthropy (CEMEFI).





grupo elektra

Social

- ❑ In order to promote a fair, respectful and free expression work environment for all employees, **there are communication and anonymous complaint channels**, in order to address the concerns of employees, suppliers, business partners and create an atmosphere of collaboration. and compliance visibility.
- ❑ In 2022, we continue with the certification of the NMX-R 025-SCFI-2015 **Standard on Labor Equality and non-Discrimination**, which recognizes workplaces that have practices in these areas to promote the integral development of workers.
- ❑ Through the **Gender Unit**, the “Zero tolerance to sexual harassment” training program was implemented, with more than 40,000 participants.
- ❑ In 2021, more than **28,000 hours** of training in **cybersecurity and protection of personal data** were given.
- ❑ In customer satisfaction, the **Net Promoter Index** indicator reached **58.9%**, **the highest in recent years**.



1

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

2

The **Integrity Committee** was formed, made up of three directors appointed by the Shareholders' Meeting, to support the CEO in compliance with the **Code of Ethics and Conduct**, and the **Ethics, Integrity and Compliance Program** to detect, prevent and treat any risk of corruption¹



3

Banco Azteca **ranks sixth** among the financial institutions with the best **Responsibility and Corporate Governance** in Mexico, according to the ranking prepared in 2021 by Merco (Business Monitor of Corporate Reputation)²

4

Grupo Elektra and Banco Azteca ranked 37th and 23rd, respectively, in the **Corporate Integrity Index** (IC500) published in 2022 by *Expansión* magazine and Mexicans Against Corruption and Impunity and *Transparencia Mexicana*³

1. <http://www.grupoelektra.com.mx/es/programa-etica-integridad-cumplimiento>

2. <https://www.merco.info/mx/ranking-merco-empresas>

3. <https://expansion.mx/empresas/2022/06/13/las-500-empresas-vs-la-corrupcion-2022>

5

During 2022, we provided **+130,000 hours of training** on the **Code of Ethics** and related matters

7

We have a **Corporate Governance Code**, which serves as a regulatory framework for internal decision-making, and allows the principles established in the **Grupo Elektra Bylaws**



6

Established a **digital mailbox** to receive **anonymous complaints**, which are analyzed according to protocols depending on the type of incident (Audit, Gender Unit, Special Investigations, Human Capital, etc.), and where appropriate, corrective and remedial measures are established and of necessary consequences; as well as preventive measures for future similar cases.

8

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



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

BMV: **ELEKTRA***; LATIBEX: **XEKT**