



4Q 2020

This Presentation makes reference to certain non-IFRS measures. These non-IFRS measures are not recognized measures under IFRS, 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 complement IFRS measures by providing 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.

Forward-Looking Statements

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.

- ❑ Grupo Elektra in Grupo Salinas
- ❑ Market
- ❑ Value Proposal
- ❑ Historic Performance
- ❑ Growth Strategies
- ❑ ESG



Banking and Financial, and Retail



Media



Telecommunications



Energy and Others



Social Responsibility



- ❑ More than 116,000 direct employees
- ❑ Presence in Mexico, the US, Guatemala, Honduras, Panama and Peru

- ❑ 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.
- ❑ Close to seven decades of experience in consumer lending, helping increase the purchasing power of millions of families **ignored by traditional banking system**.



70 years
offering
consumer
loans

More than
71,000
direct
employees

Largest bank
in Mexico,
by number of
branches

More than **6,600**
POS in **6** countries
in America

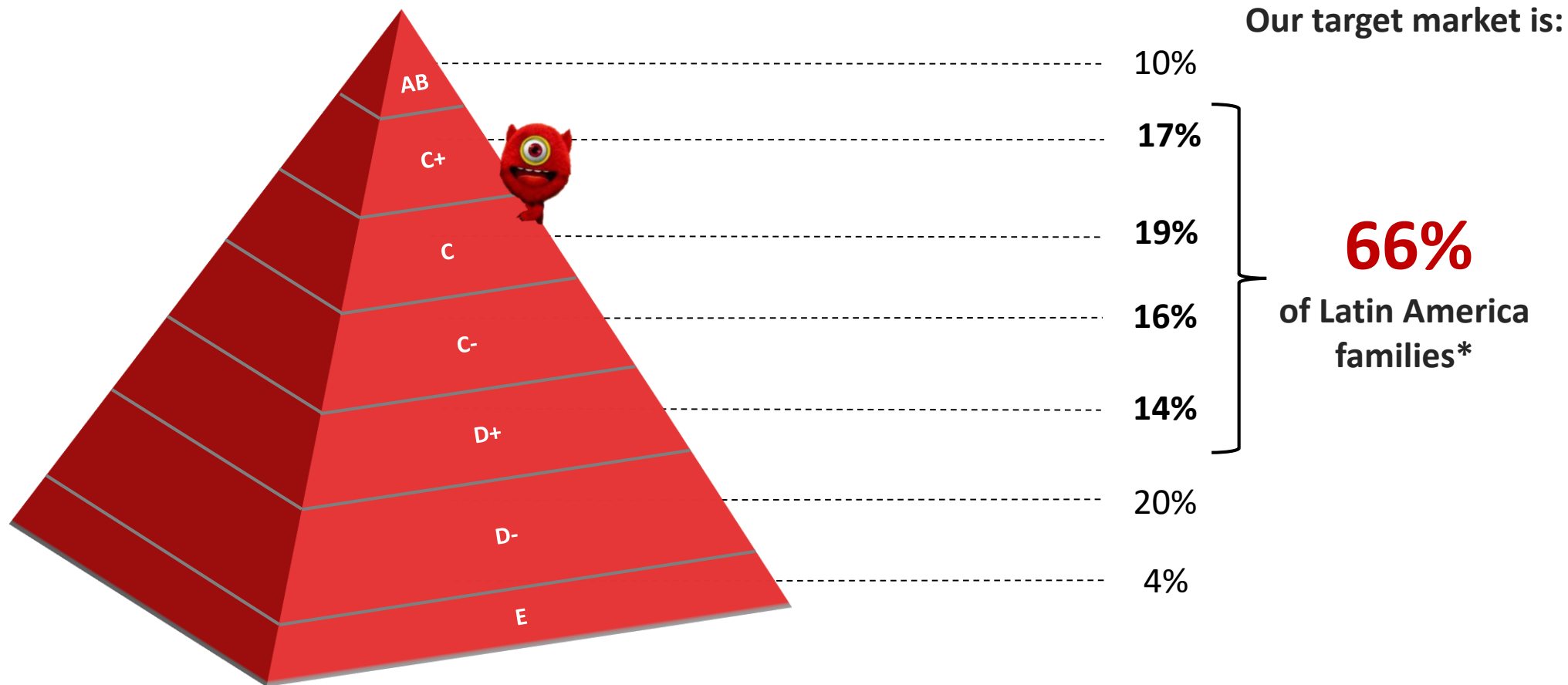
Tiendas Elektra,
Banco Azteca and
Italika
**recognized as
ESR companies***

+60% market
share in
motorcycles in
Mexico

Close to
13 million digital
banking customers

**(ESR®) granted by "Centro Mexicano para la Filantropía (Ceme)" and the "Alianza por la Responsabilidad Social Empresarial (AliaRSE)"*





❑ 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).

*AMAI estimation based on the data from the national household income and expense poll 2018. Considers cities of 100,000 or more people.



- ❑ 70 years focusing to C, D+ socioeconomic segments.
- ❑ 1,251 points of contact as of 3Q20:
 - ❑ 1,143 in Mexico.
 - ❑ 108 in Latin America.
- ❑ Average store sales floor in Mexico: 1,067 m².
- ❑ 13 distribution centers:
 - ❑ 8 in Mexico.
 - ❑ 5 in Latin America.
- ❑ In 2020, **double-digit growth (21%)** vs. ANTAD's* increase of 2.6% (same stores) and direct competitor's decrease.

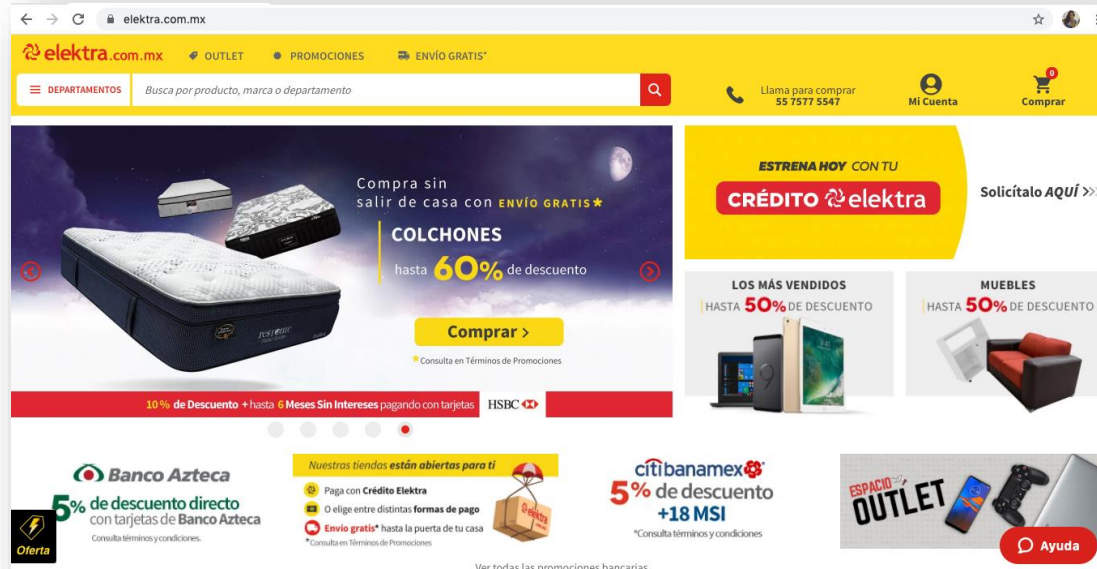


elektra.com.mx
Best eCommerce
in Retail¹ and
Best Corporate
Market Place

- ❑ Focus on the customer:
 - Purchases from any device (cellphone, tablet, computer), by phone or in store.
 - Using any form of payment (online and offline), including “Crédito Elektra” from Banco Azteca.
- ❑ All the stores have a digital zone:
 - 1,000 tablets for assisted sale.
 - 700 kiosks with computers.
- ❑ Expansion of the Marketplace to increase the scope of product offering from qualified sellers (400K SKUs).
 - B&M stores.
 - Offer of credit to customers.
- ❑ New in 2020:
 - New digital zone.
 - Elektra lockers.

1) <http://ecommerceaward.org/los-ganadores-del-ecommerce-award-mexico-2018/>

2) <https://www.the-eawards.mx/eawards-2020>



- ❑ Free delivery to the door of our customers or to our stores:
 - 67% of deliveries are done to our stores.
 - Our agreements with delivery companies are extended to our Market Place sellers.
 - Our delivery service, “EKT Envía”, serves few postal codes with big sale volume.

- ❑ Average ticket sale is Ps.5,041 (vs. Ps.1,140 of the industry average).

- ❑ New categories with higher repurchase rates (e.g. pharmacy, babies, pets, sporting goods, footwear, spare parts, clothing, etc.).

- ❑ At the end of 2020, Ecommerce sales represented 6.3% of total commercial business revenues.

- ❑ Elektra USA (www.elektra.com.mx/beneficios-usa) targets Mexicans living in the USA.

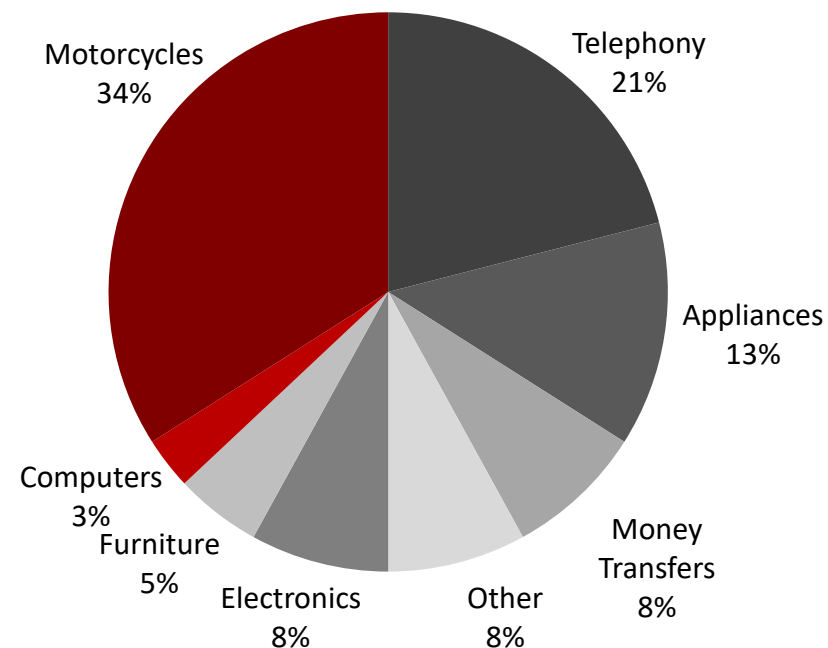


- ❑ Own brand of motorcycles with more than 60% market share in Mexico.
- ❑ Presence in Mexico, Guatemala and Honduras.
- ❑ Five assembly lines that assembled more than 720,000 motorcycles in 2020.
- ❑ 70 models with engines between 90 and 650 cc.
- ❑ More than 850 authorized service centers in Mexico.
- ❑ Commercialized in more than 4,100 outlets, including more than 2,000 third-party points of contact in Mexico, and from Elektra.com.mx and its online store at Tienda.Italika.mx.
- ❑ It has sold over 5.9 million motorcycles in 15 years.
- ❑ In 2019, began offering its first folding electrical bike, and relaunched its electric model.



Revenues in 2020:
Ps. 52,254
millions

43%
of consolidated
revenues

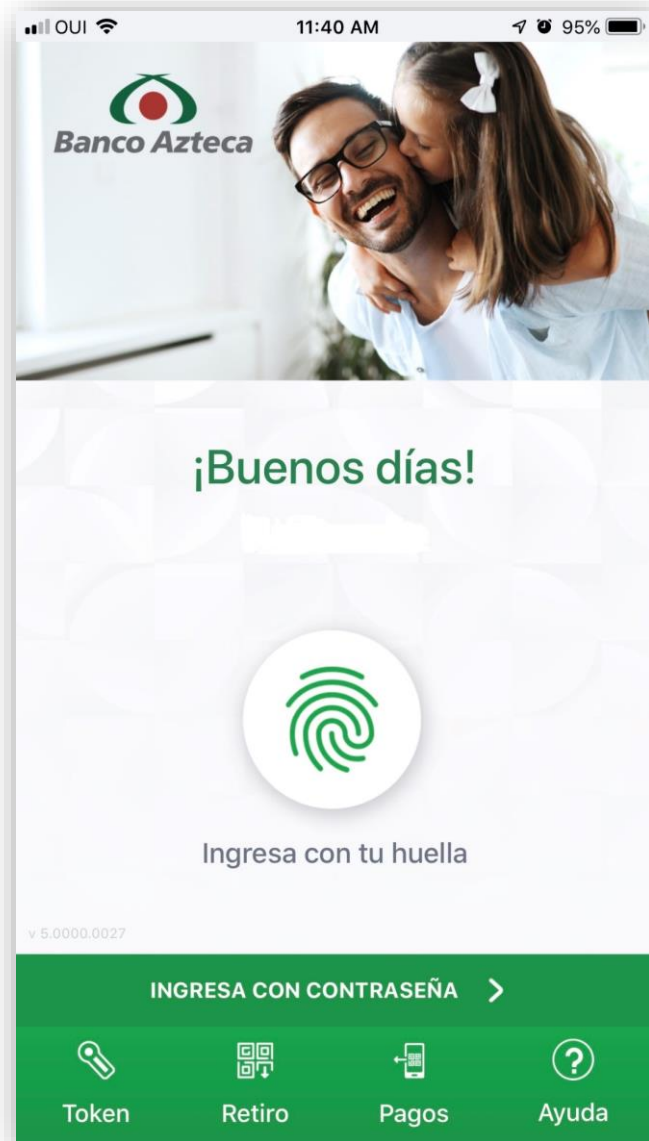


Leading brands in revenues*





- ❑ Since 2002, Banco Azteca has offered banking and financial products and services to millions of families unattended by the traditional banking sector.
- ❑ It currently serves 28 millions of customers.
- ❑ Operates in Mexico, Guatemala, Honduras, Panama and Peru.
- ❑ In México, we are:
 - ❑ Largest bank by number of points of contact.
 - ❑ The first one by amount of personal loans granted.
 - ❑ The only financial institution in 178 out of 780 municipalities where we have presence.
 - ❑ 3,885 points of contact (1,287 inside our Elektra and Salinas y Rocha stores), and a network of almost 5,000 ATMs in agreement with other Banks.
- ❑ It has a workforce of 10,500 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.
- ❑ Banco Azteca disperses the social programs from the federal government of Mexico to 38.6% of those under assistance.



- ❑ Acquisition of banking products and services through mobile devices.
- ❑ Since 2002, Banco Azteca pioneered the use of fingerprints to identify customers and authenticate their operations.
- ❑ In 2019, certified the use of “Cobro Digital” or “CoDi” (Digital Purchase), based on QR codes, and facial recognition was implemented.
- ❑ Currently, close to 12.6 millions clients use it.
- ❑ It is mobile banking app highest rated by users in the iOS and Android stores in Mexico.
- ❑ Value of the brand increased US\$100 million in one year and was the only bank that climbed positions in the “Banking 500, 2019” ranking edition, obtaining an AA rating¹.
- ❑ Bank with the highest growth in terms of reputation during the 2016-2019 period, with a rating of 9.9 and third place in Mexico.²

1) Ranking published in The Banker magazine, prepared by consultant Brand Finance.

2) Brand Dynamics study, done by Kantar.



- ❑ Pension fund administrator “AFORE” since 2003.
- ❑ Assets under management for Ps.161,3 billion as of 2020 (+47% vs. 2019).
- ❑ 6.1 million of accounts as of 2020 (+36% vs. 2019).
- ❑ 1st AFORE with net transfers.
- ❑ 4th. AFORE with the highest number of accounts under administration.
- ❑ Top selection for women affiliated at IMSS and ISSSTE
- ❑ More than 10,100 registered promoters.
- ❑ Market share 10.2% in 2020.



- ❑ 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.3,166 million as 2020 (+27% vs. 2019).



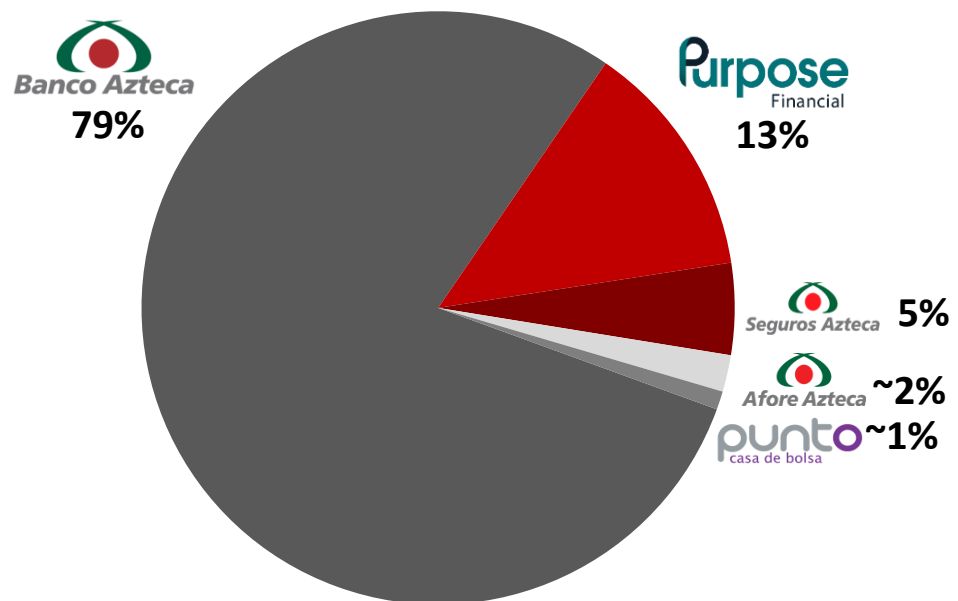
- ❑ Previously known as Advance America.
- ❑ Leading provider of non-bank cash advance services in the USA, measured by number of stores.
- ❑ +1,400 locations in 27 states.
- ❑ 5.2 million of loans in 2020: pay day, title, instalment and online.



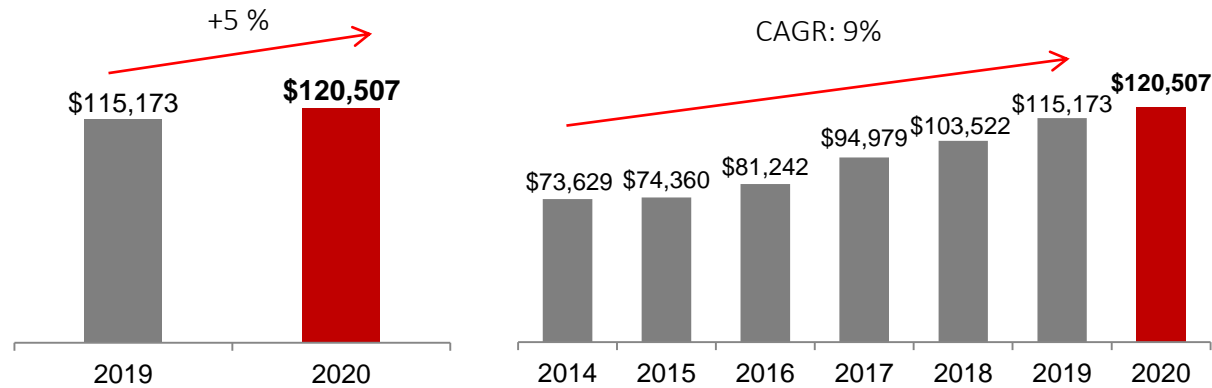
- ❑ Participation in 68 issuances in the securities market, for an amount of Ps.81 billion

Revenues in 2020:
**Ps. 68,253
millions**

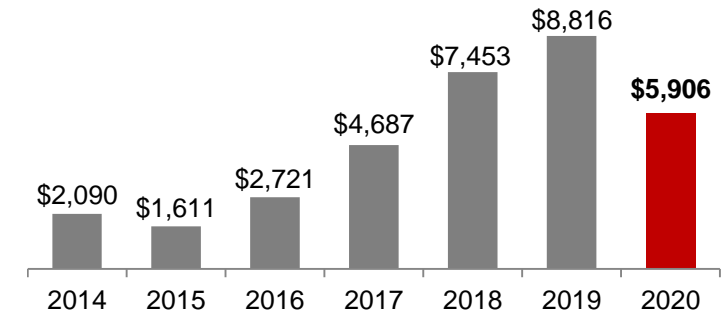
57%
of consolidated
revenues



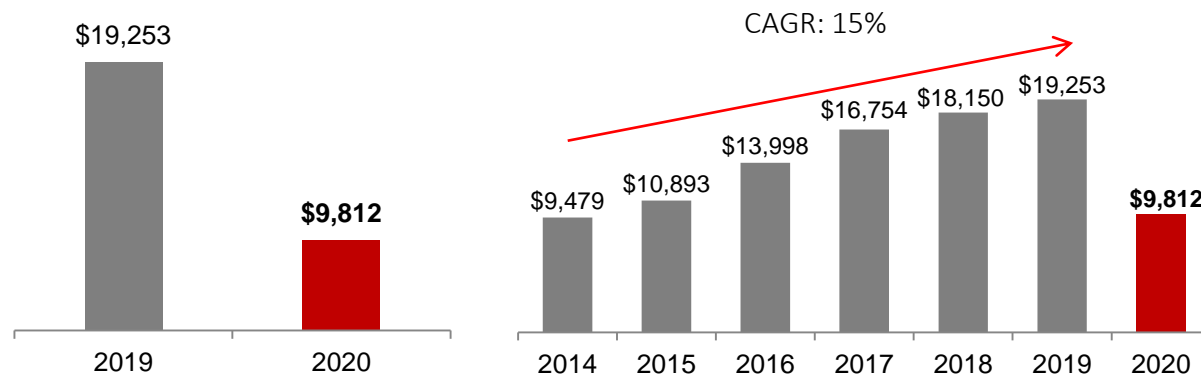
Consolidated Revenues



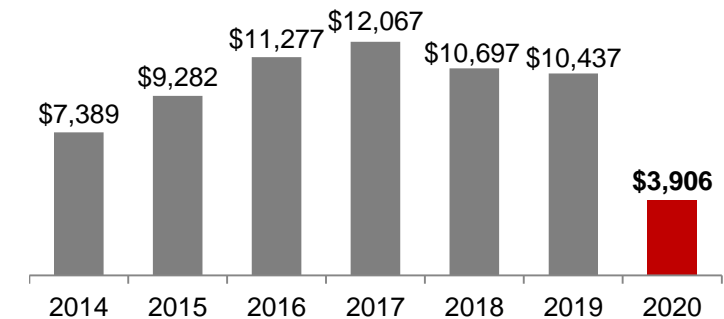
CAPEX



Consolidated EBITDA



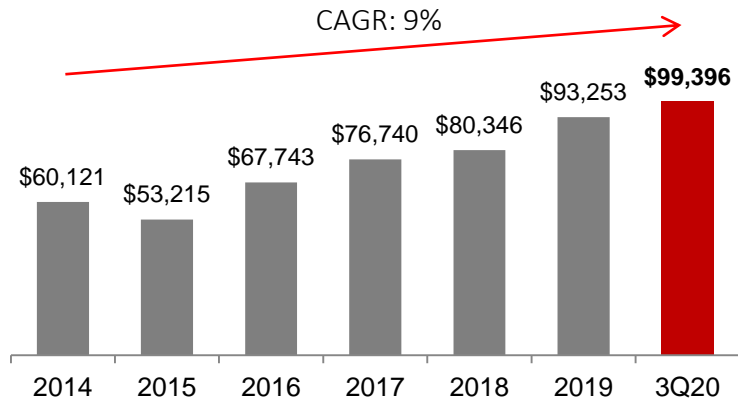
Cash Flow (1)



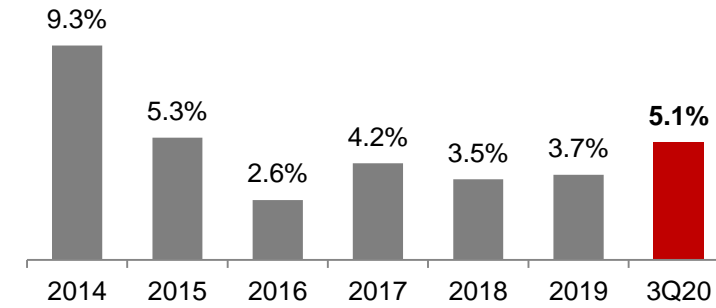
Margin:	2014	2015	2016	2017	2018	2019	2020
	12.9%	14.6%	17.2%	17.6%	17.5%	16.0%	8.1%

(1) Cash Flow = EBITDA - CAPEX

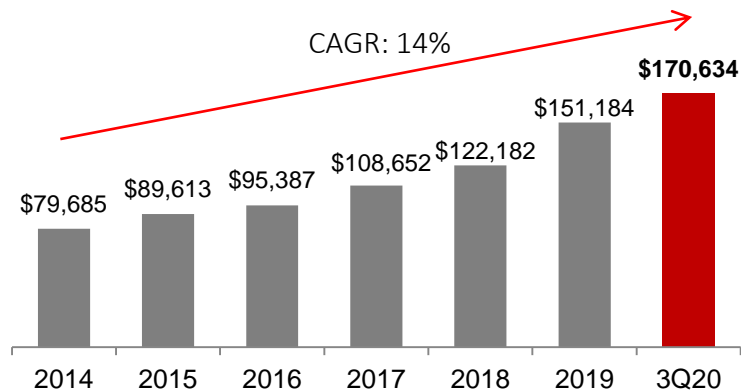
Gross Loan Portfolio



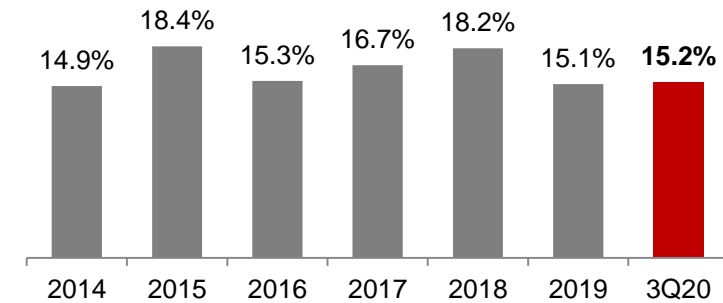
Delinquency Rate



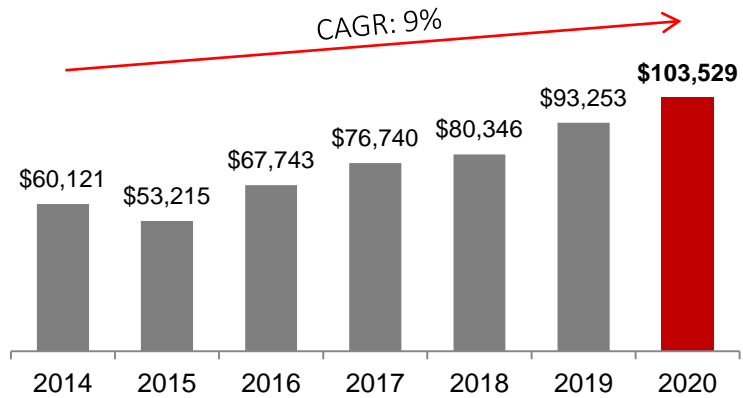
Demand Deposits



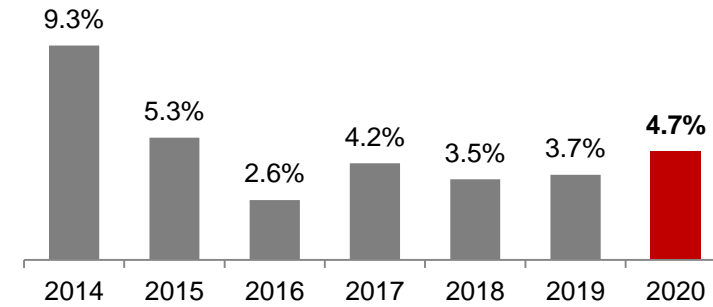
Capitalization Index



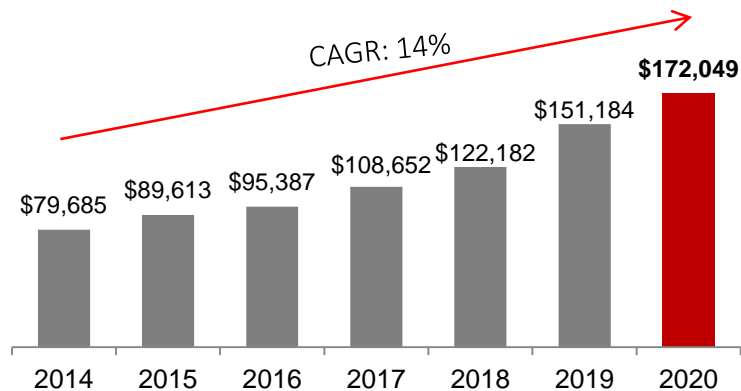
Gross Loan Portfolio



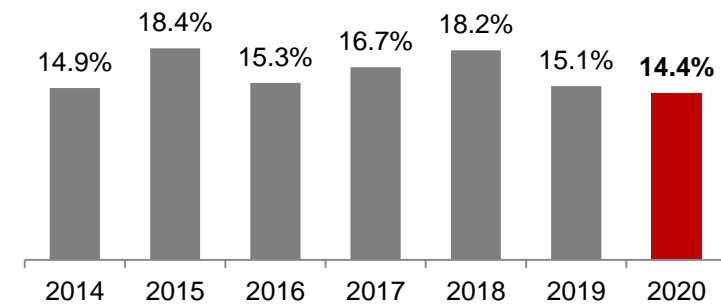
Delinquency Rate



Demand Deposits



Capitalization Index



Social

- ❑ Joins the **United Nations Global Compact**.
- ❑ Tiendas Elektra and Banco Azteca received the **Great Place to Work certification in Mexico, Central America and the Caribbean**.
- ❑ Tiendas Elektra stores and Banco Azteca received the **Socially Responsible Company Distinction** for the **third time**, while **Italika** was recognized for the **fifth consecutive year**.
- ❑ Tiendas Elektra, Banco Azteca and Italika obtained the **certification in the Mexican Standard Norm NMX-R-025-SCFI-2015 for Labor Equality and Non-Discrimination**.
- ❑ **World Bank study**, "From pawnshops to banks. The impact of formal credit on informal households", determined that **Banco Azteca contributes to the stability of household consumption in Mexico**.
- ❑ **14.9 million** children, young people, women, entrepreneurs, users of financial services, partners and clients of Banco Azteca **benefited** from its **"Aprende y Crece"** ("Learn and Grow") Program in Mexico and Latin-America in 2019; and it is the **only financial education program certified by the Ministry of Public Education, the Ministry of Labor and Social Security, the National Commission for the Protection and Defense of Users of Services Financial, and the Banco del Bienestar**.
- ❑ Banco Azteca is the **second** bank with the largest number of **trainees in Mexico** through the **"Jóvenes Construyendo el Futuro"** ("Young People Building the Future") government program.
- ❑ **220,912 hours of training** given in **Mexico** on prevention of money laundering and financing of terrorism during 2019; **four hours on average per employee**.



Environmental

- ❑ **23% of the energy consumed** by Grupo Elektra comes from **renewable sources**.
- ❑ The National Commission for the Efficient Use of Energy (Conuee) recognized Banco Azteca with the award for Excellence in Energy Efficiency in Buildings.
- ❑ In 2019, the national reforestation campaign "*Un Nuevo Bosque*" ("**A New Forest**") reached more than **7 million trees planted**.



Banco Azteca - Award in Excellence in Energy Efficiency

Corporate Governance

- ❑ Grupo Elektra received the "**Recognition of the Best Corporate Governance in Mexico**" award.*
- ❑ Grupo Elektra launched the "**Ethics, Integrity and Compliance Program**" that aims **to detect, prevent and address any risk of corruption**, thereby endorsing our **commitment to the principle of zero tolerance for corruption**.**
- ❑ Grupo Elektra and Banco Azteca **ranked 13th** in the "**2019 Ranking: The 500 companies against corruption**".
- ❑ Banco Azteca **ranked 58th** in "**The companies with the best reputation in Mexico 2019**" and was part of the list "**The most responsible companies and with the best corporate governance in Mexico**", both prepared by Merco.
- ❑ Tiendas Elektra was recognized for **having the fewest complaints** before the **PROFECO** during the "**Buen Fin**".
- ❑ Banco Azteca and **CONDUSEF** rectified its **collaboration agreement** for the **benefit of users**.

*<http://cfi.co/awards/latin-america/2017/grupo-elektra-best-corporate-governance-mexico-2016/>

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

