



4Q 2019

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 (“Elektra” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.

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



Banking and Financial, and Retail



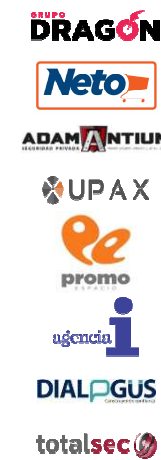
Media



Telecommunications



Energy and Others



Social Responsibility



- ❑ More than 110,000 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**
- ❑ Incorporated in the Sustainability Index of the Mexican Stock Exchange (S&P/BMV IPC Sustentable) since 2013

Close to
70 years
offering
consumer
loans

More than
88,000
direct
employees

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



+7,200 POS in
6 countries in
America

elektra.com.mx
**Best
eCommerce
retailer company***

60% market
share in
motorcycles in
Mexico

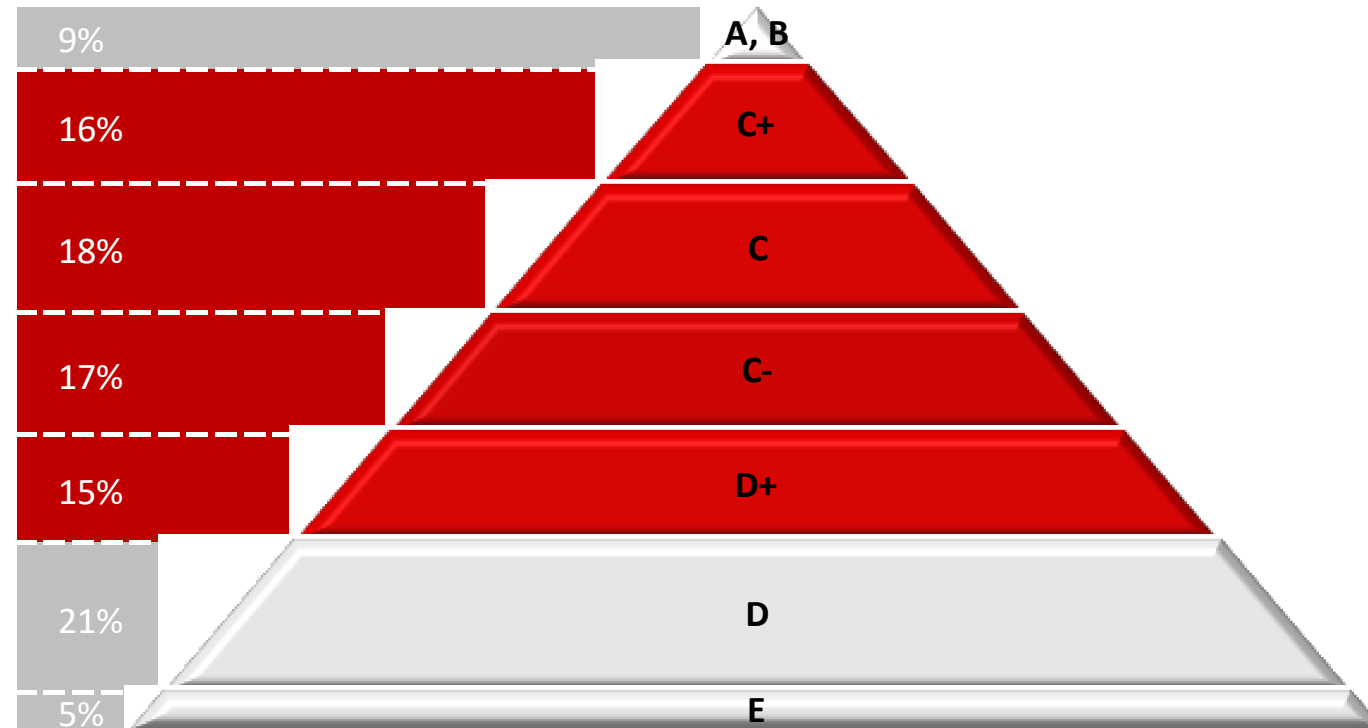
Tiendas Elektra,
Banco Azteca and
Italika recognized
as **ESR**
companies**

*<http://ecommerceaward.org/los-ganadores-del-ecommerce-award-mexico-2018/>
**(ESR®) granted by Centro Mexicano para la Filantropía (Ceme) and Alianza por la Responsabilidad Social Empresarial (AliaRSE)



Our target market:

66%
of Latin American
families*



Middle-income
families is the USA

Customer Profile	Advance America Customers	U.S. Census 2010
Average Age	43	39
Median Household Income	US\$49,696	US\$50,046
% Homeowners	79%	65%
% with High School Diploma or higher	96%	85%

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.

Elektra Store Format

- ❑ Close to 70 years focussing to C, D+ socioeconomic segments.
- ❑ More than 1,300 points of contact as of 2019: 1,142 in Mexico and 172 in Latin America.
- ❑ Average store sales floor in Mexico: 1,059 m².
- ❑ 15 distribution centers: 9 in Mexico and 6 in Latin America.



Salinas y Rocha Store Format

- ❑ Target: C+, C socioeconomic segments.
- ❑ High quality furniture, home appliances, white line, and high-tech products.
- ❑ 38 points of contact in Mexico.
- ❑ Average store sales floor: 979 m².



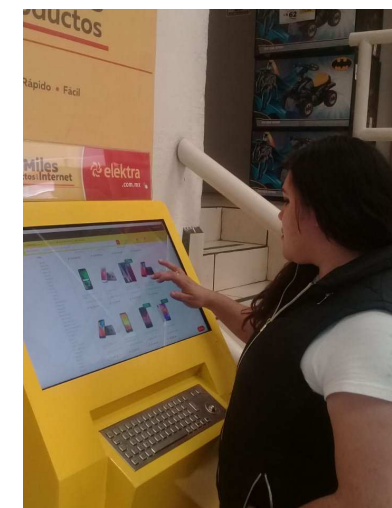
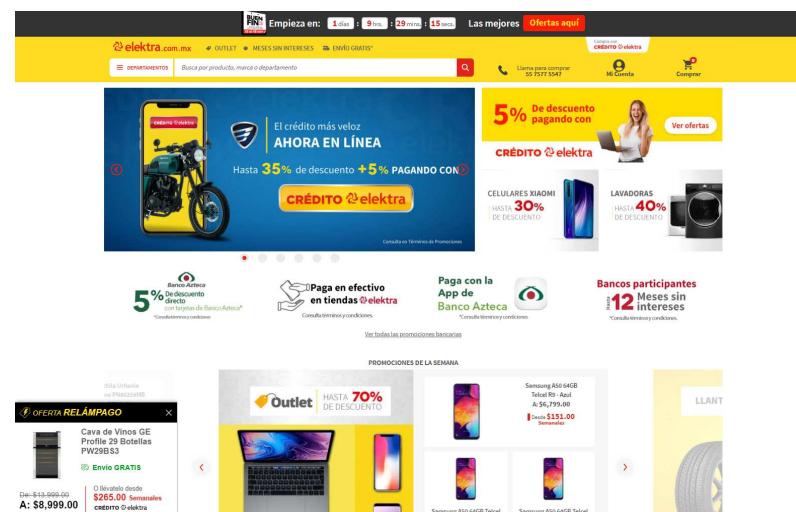
Italika

- ❑ Own brand of motorcycles with presence in Mexico, Guatemala, Peru, Honduras, Panama and Costa Rica.
- ❑ Five assembly lines in Mexico that last year assembled close to 700,000 motorcycles.
- ❑ 70 models with engines between 80 and 650 cc.
- ❑ Participates with the Government of Mexico to establish a plan for locating components to boost the national manufacturing.



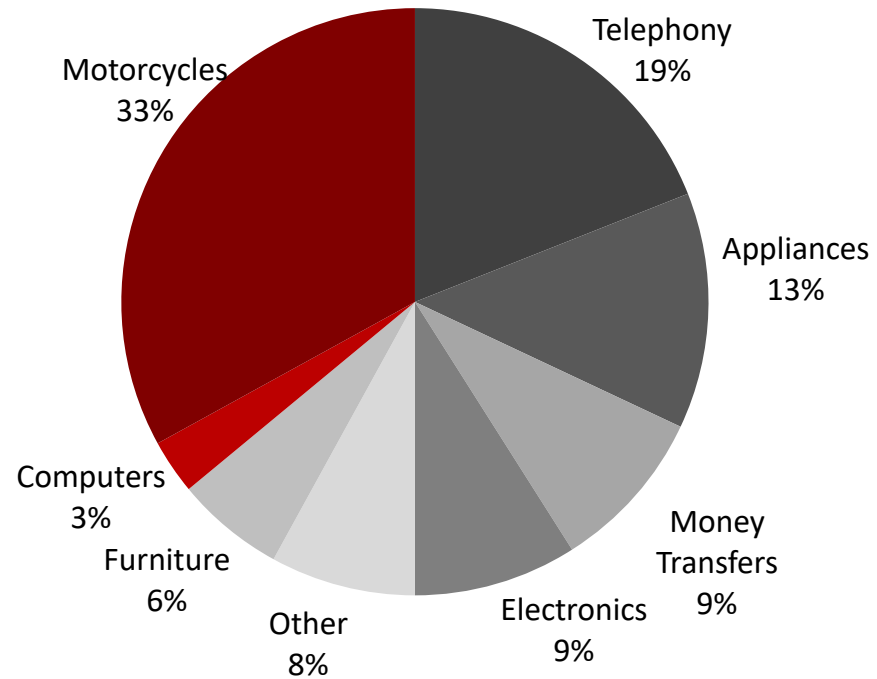
Omnichannel Strategy

- ❑ Focus on the client:
 - ❑ Purchases **from any device** (cellphone, tablet, computer), by phone or in store.
 - ❑ Free delivery to the door or to our stores.
 - ❑ Using **any form of payment** (online and offline), including “*Crédito Elektra*” from Banco Azteca.
- ❑ The new Elektra Stores and those with space include specialized kiosks while the other stores have iPads to offer the first online experience.
- ❑ Launch of the Marketplace with a goal to expand the scope of product offering.
- ❑ Elektra USA (www.elektra.com.mx/beneficios-usa) targeting Mexican living in the US.
- ❑ Average ticket sale between Ps.4,000 and Ps.7,000 (vs. Ps.300 of industry leader and Ps.1,000 from the industry).



Revenues by category, 2019

Ps. 44,996 millions



Leading brands in revenues*



Banco Azteca

- ❑ 18 years, more than 24 millions of clients.
- ❑ Operates in Mexico, Guatemala, Honduras, Panama and Peru.
- ❑ In México we are:
 - ❑ Largest bank by number of points of contact.
 - ❑ The third one by amount of personal loans.
- ❑ Close to 4,000 points of contact (1,352 inside our Elektra and Salinas y Rocha stores).
- ❑ A solid base of deposits with flexible funding, no commissions, and savings accounts starting with Ps.1.
- ❑ Digital Banking: Offers products and payment services through mobile devices to more than six million users. In 2019, WhatsApp was added as an additional digital channel.



Purpose Financial

- ❑ Leading provider of non-bank cash advance services in the USA, measured by number of stores.
- ❑ 1,826 points of contact in 28 states.
- ❑ More than 7 million of loans on a year.
 - ❑ Loan types:
 - ❑ Pay day: Average amount: US\$391; duration: 22 days
 - ❑ Title: Average amount: US\$890; duration: 123 days
 - ❑ Installment: Average amount: US\$700; duration: 100 days
 - ❑ Online:
 - ❑ Pay day: Average amount: US\$335; duration: 18 days.
 - ❑ Installment: Average amount: US\$681; duration: 90 days.





Seguros Azteca

- ❑ Offers liability and life insurance.
- ❑ Liability insurance covers:
 - ❑ Property.
 - ❑ Vehicles.
 - ❑ Motorcycles.
- ❑ Micro insurances in case of casualty and critical illness:
 - ❑ Accidental death.
 - ❑ Breast and cervical cancer.
 - ❑ First heart attack.



punto casa de bolsa

- ❑ Participation in 50 issuances in the stock market, for an amount of Ps.60 billion
- ❑ Some of the issues:

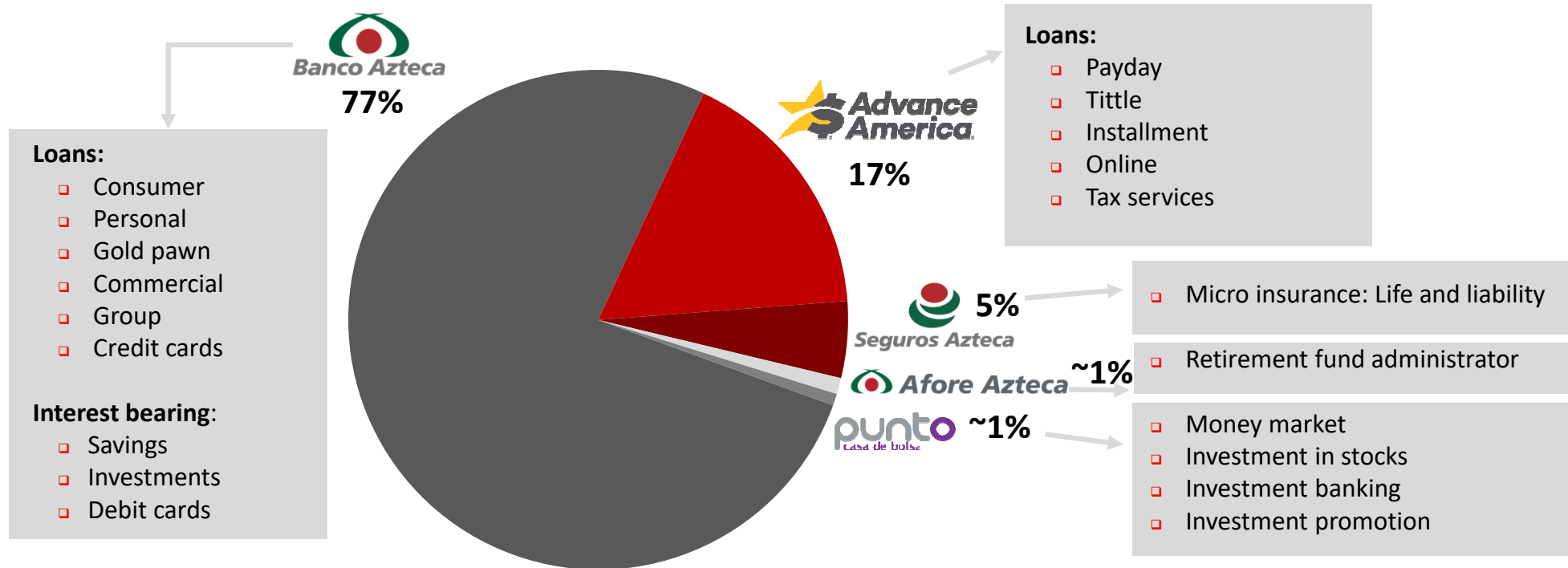
❑ CADU Inmobiliaria	❑ Grupo Diniz
❑ Central Leasing	❑ Grupo Elektra
❑ ConCrédito	❑ ION
❑ Crediamigo	❑ Lingo Leasing
❑ Exitus Capital	❑ Mas Leasing
❑ FIBRA Educa	❑ NAFINSA
❑ FIBRA HD	❑ Navistar
❑ FIBRA Plus	❑ TV Azteca



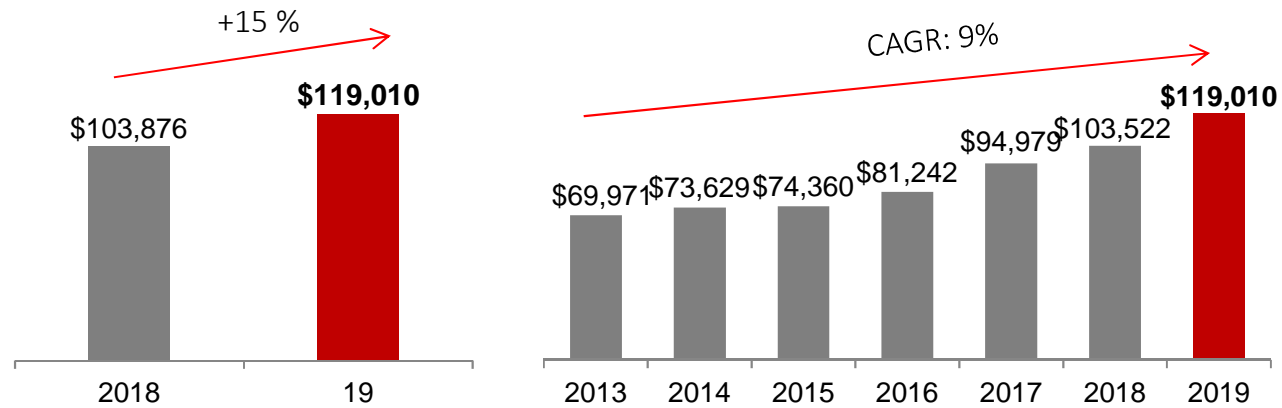
Afore Azteca

- ❑ Pension fund administrator.
- ❑ Assets under management for
- ❑ Ps.110.1 billion as of 2019 (+48% vs. 2018).
- ❑ 4.5 million of accounts as of 2019 (+44% vs. 2018).

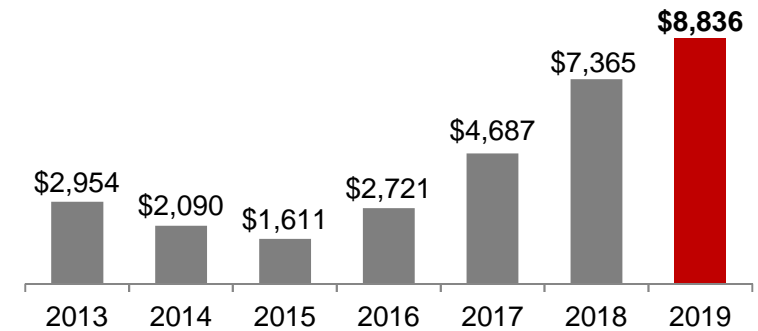
Revenues by category, 2019:
Ps. 74,015 millions



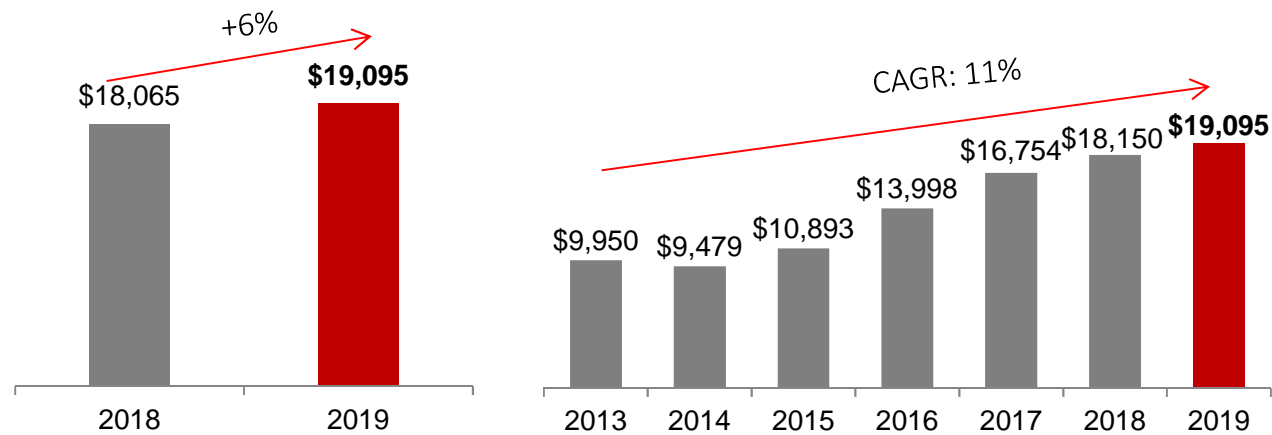
Consolidated Revenues



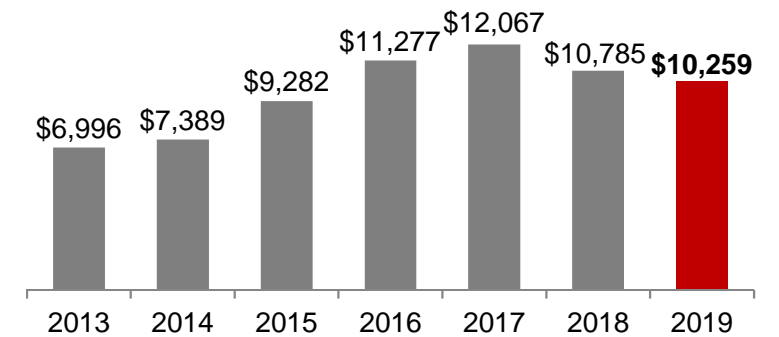
CAPEX



Consolidated EBITDA



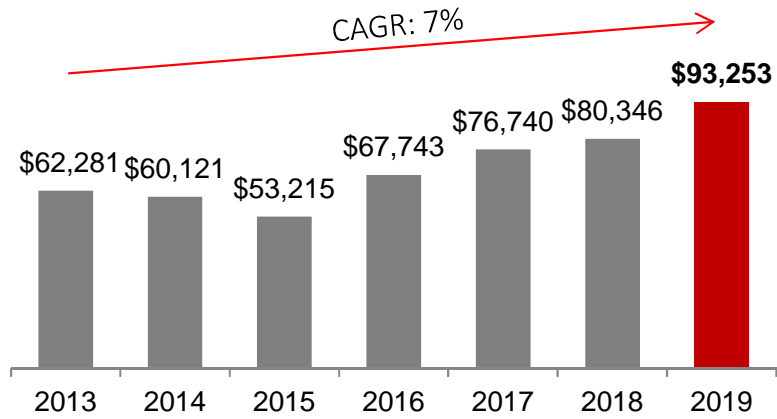
Cash Flow ⁽¹⁾



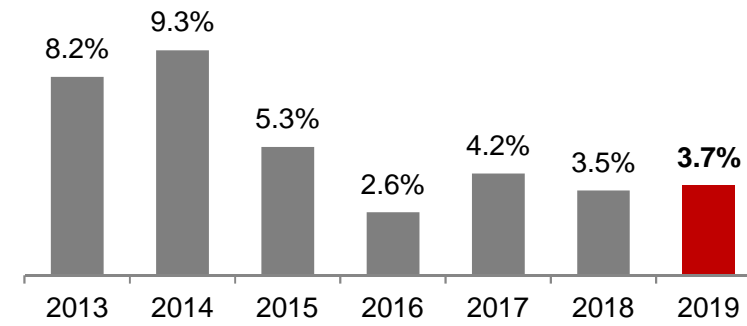
Year	2013	2014	2015	2016	2017	2018	2019
Margin:	14.2%	12.9%	14.6%	17.2%	17.6%	17.5%	16.0%

(1) Cash Flow = EBITDA - CAPEX

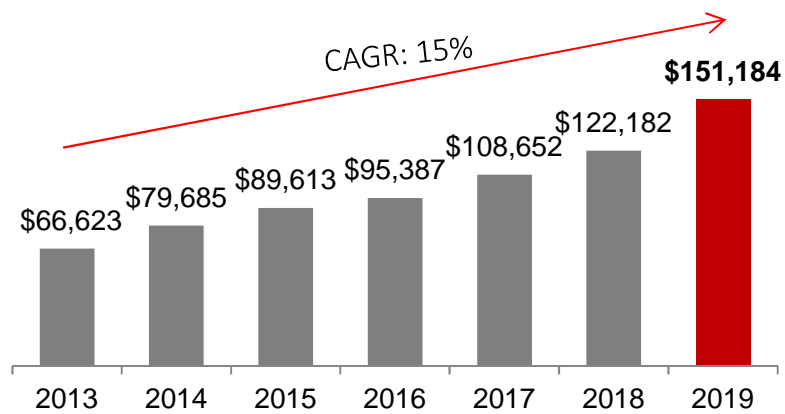
Gross Loan Portfolio



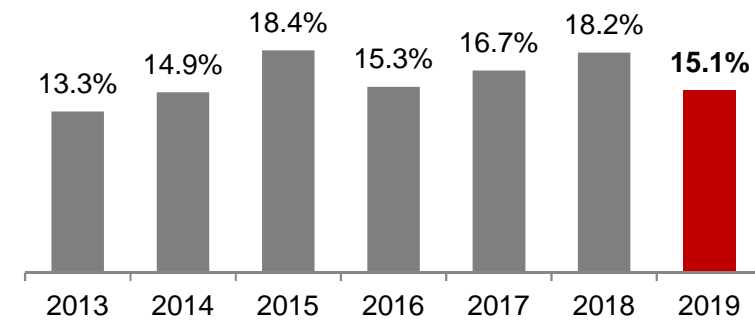
Delinquency Rate



Demand Deposits



Capitalization Index



Social

- ❑ Joins the **United Nations Global Compact**.
- ❑ Elektra and Italika are recognized as "**Great Places to Work at**".
- ❑ Elektra, Banco Azteca and Italika stores are recognized as **Socially Responsible Companies**.
- ❑ **Workforce diversified** by gender, age and origin.
- ❑ **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**.
- ❑ **11.2 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** in 2018.
- ❑ "Learn and Grow" is the **only financial education program certified by the Ministry of Public Education (SEP), the Ministry of Labor and Social Security (STPS), and the National Commission for the Protection and Defense of Users of Services Financial (CONDUSEF)**.
- ❑ **Guardadito Kids** seeks to integrate **100 thousand minors** into the financial system every year.
- ❑ **7,032 investigators and collectors from Banco Azteca Mexico** were trained with the road safe program "**Métete esto en la cabeza**" ("**Get this into your head**") during 2018.



Enviromental

- ❑ **25% 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.
- ❑ More than **1.2 million trees** planted in **1,147 hectares** in the national reforestation campaign “Un Nuevo Bosque” (“The New Forest”), with the participation of **120 thousand volunteers**.



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**. **
- ❑ The Corporate Reputation Business Monitor (MERCOS) recognized Banco Azteca as one of the 100 entities with the best reputation in Mexico.
- ❑ Banco Azteca and CONDUSEF entered into a 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>



3Q 2019