



**grupo elektra**

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

*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.*

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- Grupo Elektra´s Business Highlights
- Overview and Market Perspective
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- Annexes

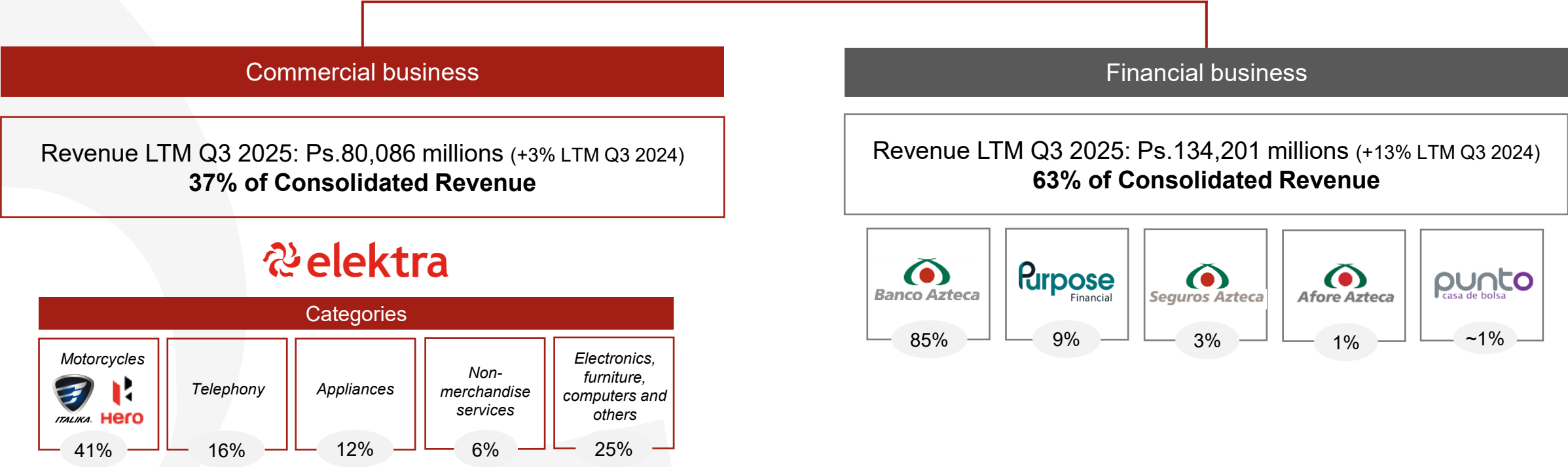


## Grupo Elektra's Business Highlights

# The Company at a glance



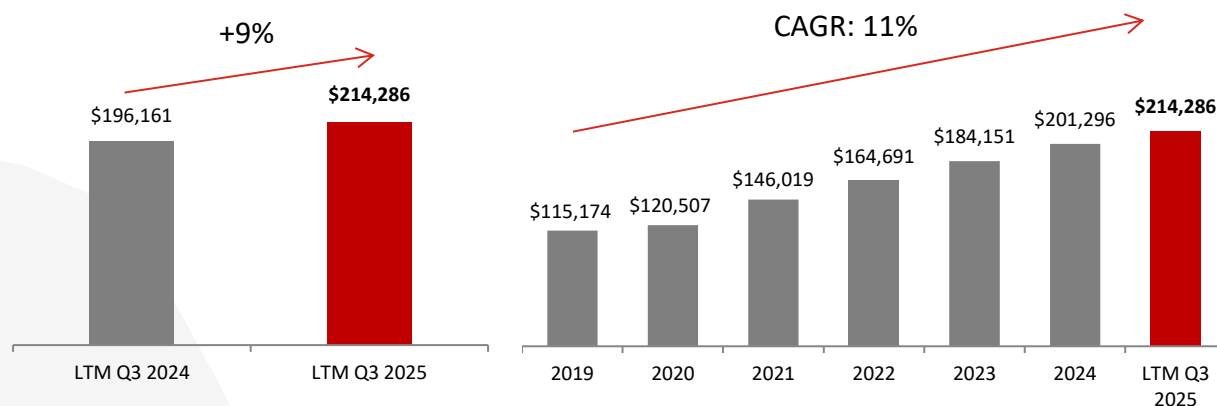
Revenue LTM Q3 2025:  
Ps.214,286 millions  
(+9% LTM Q3 2024)



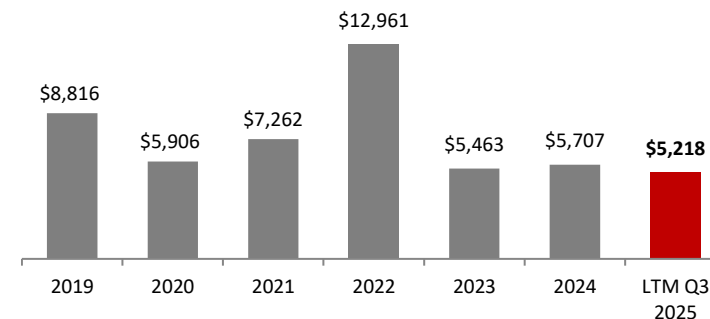
# Consolidated Financial Overview

Ps. Millions

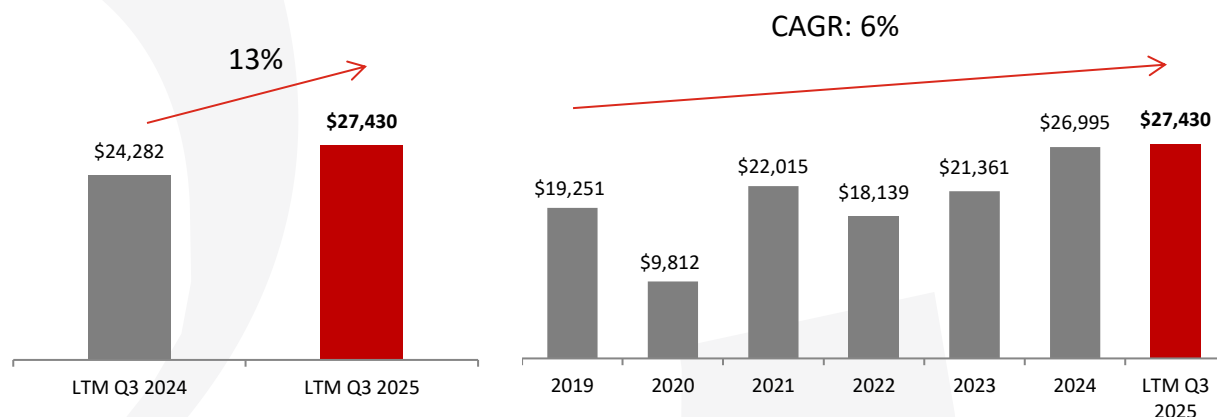
## Consolidated Revenue



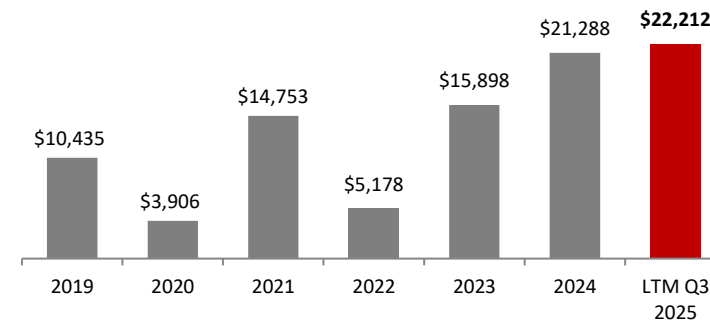
## CAPEX



## Consolidated EBITDA



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



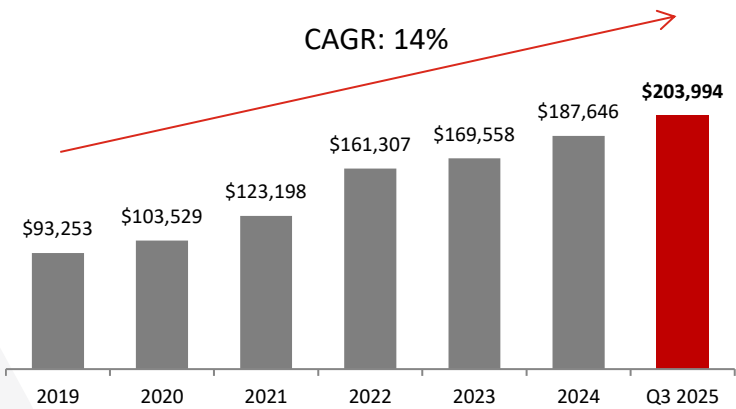
Margin:	16.7%	8.1%	15.1%	11.0%	11.6%	13.4%	12.8%
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(1) Cash Flow = EBITDA – CAPEX

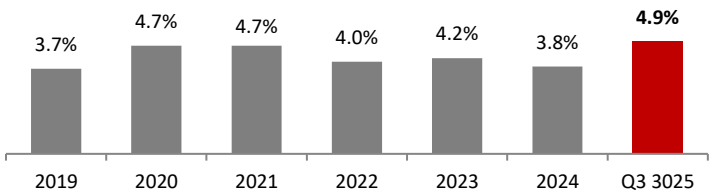
# Banco Azteca Highlights

Ps. Million

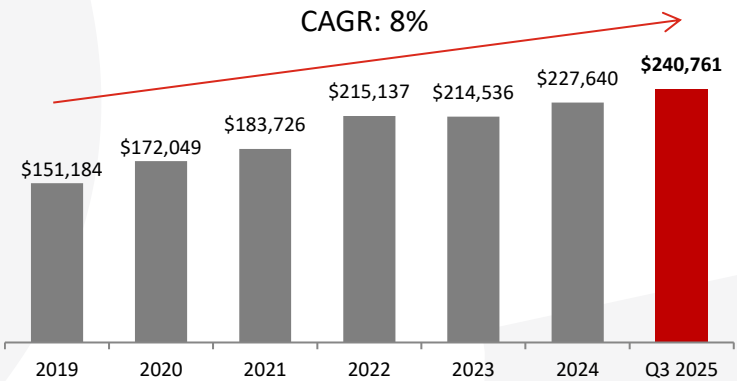
Gross Loan Portfolio



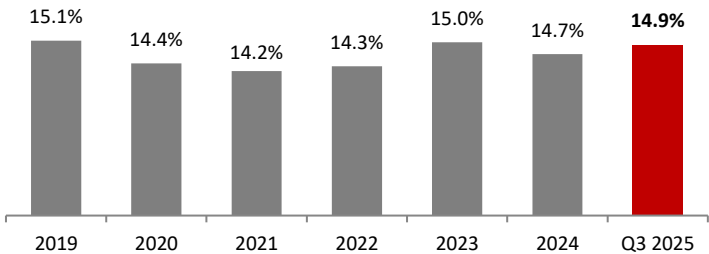
Delinquency Rate



Demand Deposits

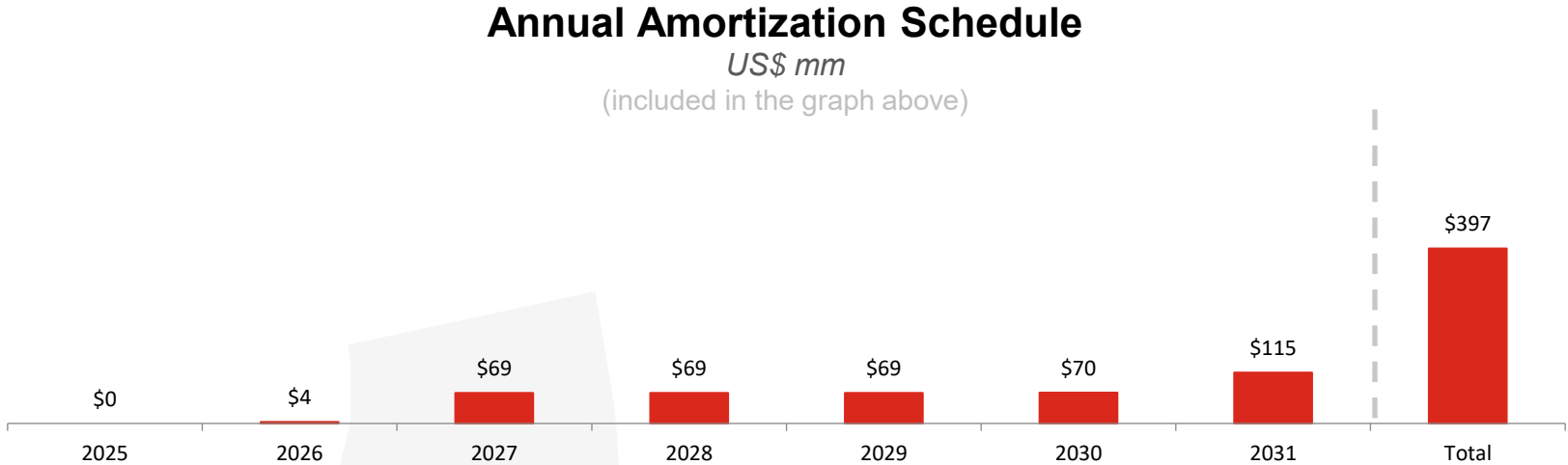
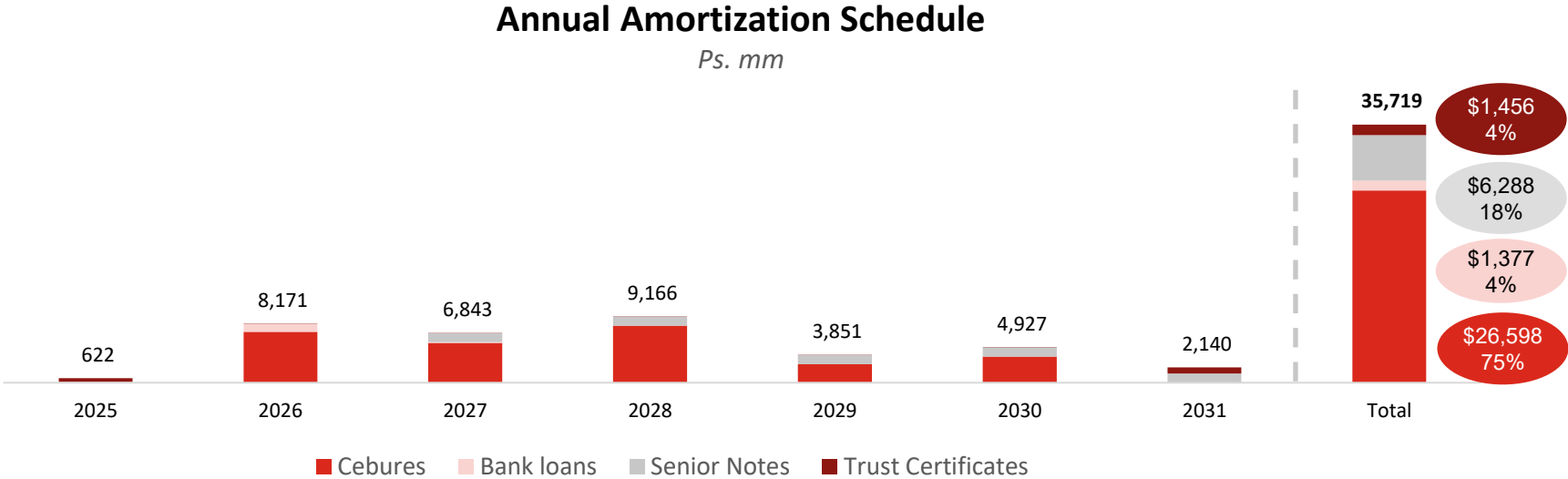


Capitalization Index



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

# Consolidated Debt Maturity Profile as of September 30, 2025







## Overview and Market Perspective

# Global Remittances Industry 2025



Moderate global remittances growth, forecasted at **3% for 2025** (4.6% in PY)



**The US accounts for roughly 25-20%** of all global remittance outflows.



**Mexico is the 1<sup>st</sup> remittances corridor and 2<sup>nd</sup> largest receiving country**, with an 8% share at USD\$64.7B<sup>1</sup>.



The Mexico corridor alone **has nearly doubled since 2018**



India is the world's largest recipient of remittances, followed by Mexico, China, and the Philippines, as 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> largest recipients, respectively.



The global volume of remittances is estimated within **USD\$900-940B<sup>2</sup>** in 2024.



The global average fee is approximately 6.5% of the amount sent, while Mexico's average stands at 4.6%<sup>1</sup>.



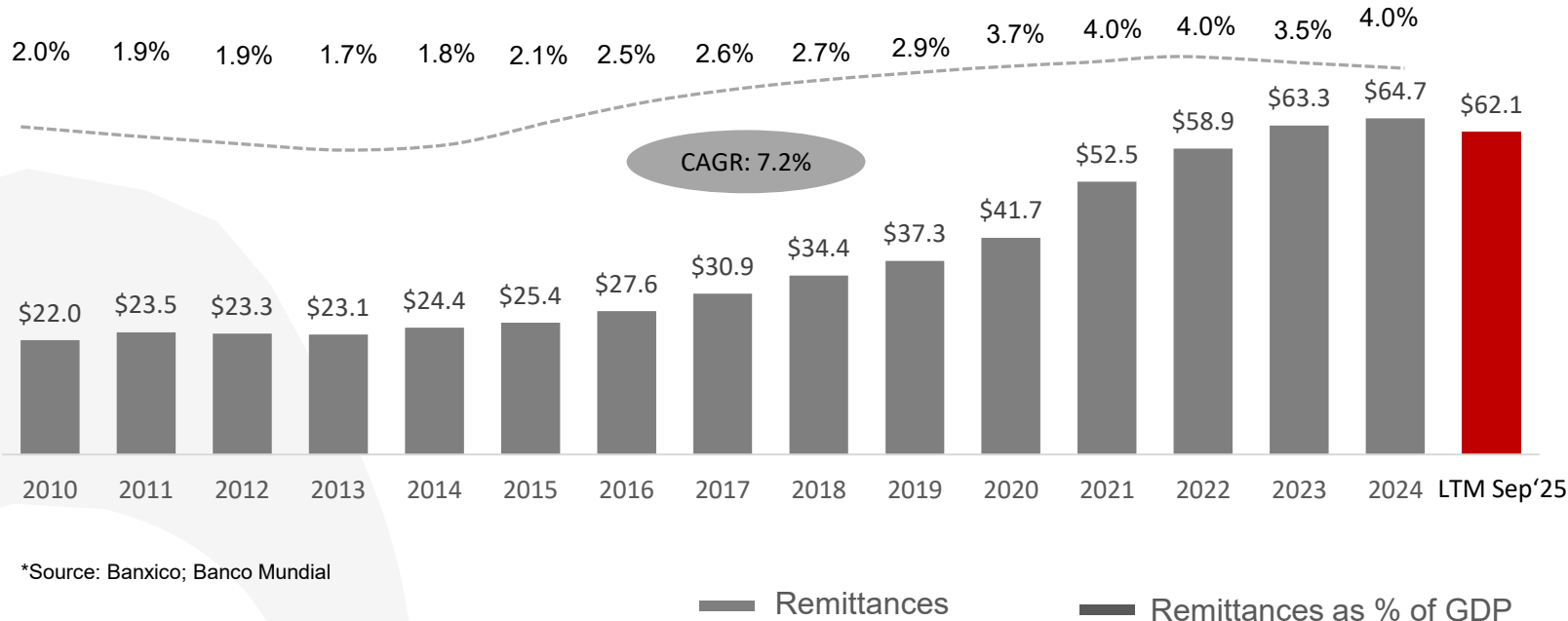
The **global value of the total revenues is estimated at USD\$57.1 B<sup>3</sup>**.

Source:

1. Banxico
2. World Bank, Migration and Remittances Recent Developments 2025.
3. Company's projection with World Bank 2025.

# Mexico Remittance Market Overview

## Total Remittances to México (US\$ B)



CAGR: 7.2%



- 2010 – LTM as of Sep'25 CAGR of 7.2%
- LTM as of Sep'25 total US\$62.1B, or -4%
- Elektra (Jan-Sep): Transaction -2.2% and amount in USD -0.6%; while market -5.5% and -5.1%, respectively

### In USA:

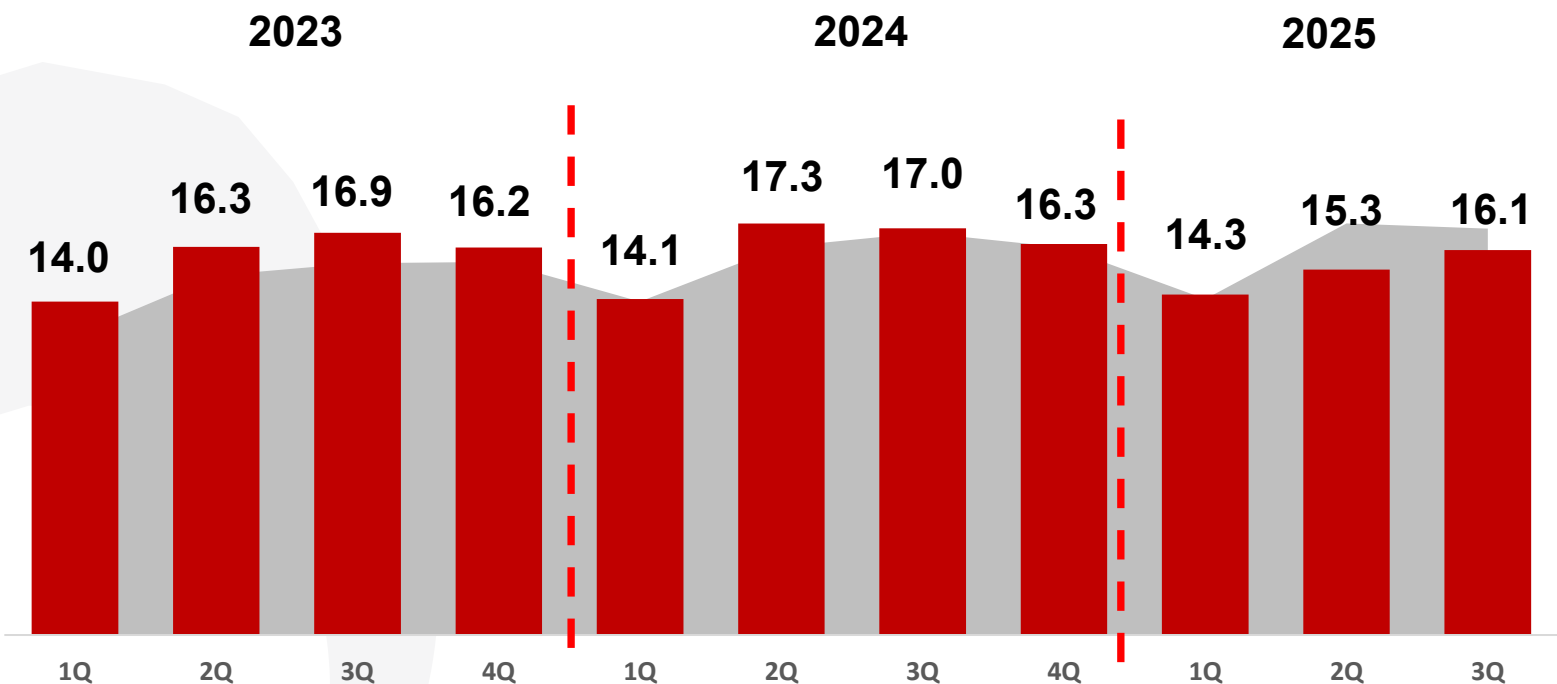
- ICE raids in the USA continue to impact the immigrant labor market, reducing the number of transactions per sender while increasing the amount sent. It is estimated that over 200,000 people have been detained in the past 12 months.
- A new 1% remittance tax will be imposed on certain international money transfers beginning January 1, 2026. This tax, enacted as part of the "One Big Beautiful Bill Act," applies only to transactions funded by physical instruments, such as cash, money orders, or cashier's checks.
- The main contributing factors for the 6-month consecutive decline are immigration policy, peso revaluation and non-traditional remittance methods, such as SPEI.

### In Mexico:

- Third quarter GDP declined 0.3% QoQ and YoY, driven by the industrial sector, within a challenging environment.
- In the first nine months of the year, ended September 2025, exports grew 5.7% and imports increased 2%.
- Inflation within Banco de Mexico's range, at 3.8%

# Q3 2025 Mexico Remittance Market Overview

## Total Remittances Mexico (US\$ B)



Grupo Elektra current market share is 51.3%

- During Q3 2025, total market recorded a -6.6% YoY decline in transactions, and -5.3% in USD.
- YTD principal average USD\$393 (-0.4%). Elektra \$444 (+2.25%)
- The MXN appreciated 10.10% of Ene–Sep 2025 compared to the same period YAG, fluctuating from \$16.99 to \$20.25 per USD (Source: Mexico's Central Bank).
- Market recorded five consecutive months of contraction.
- During July–August, migrant employment declined 6%, while income decreased 2%.

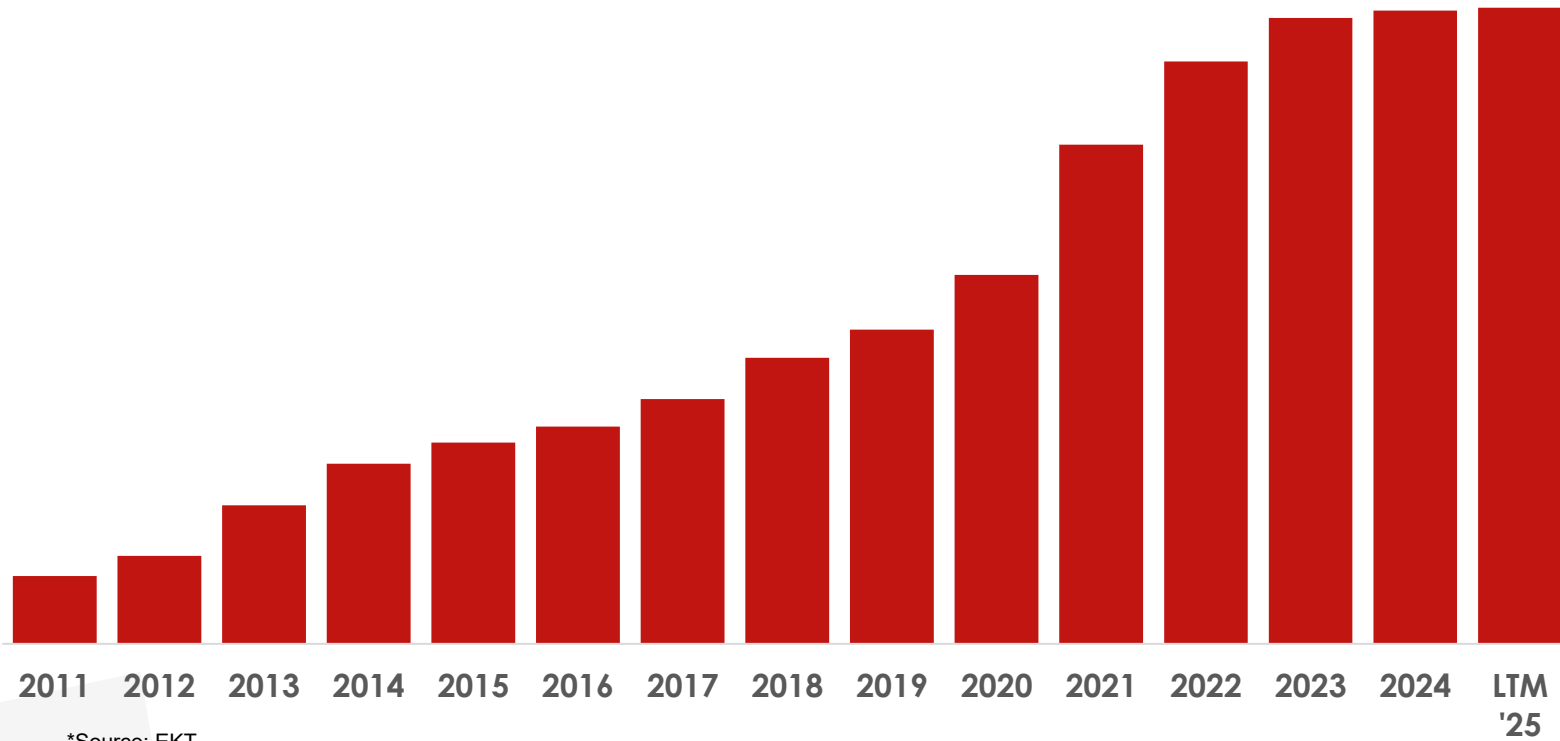


## Elektra Business Results

# Key Highlights

- **Elektra** remains the **leading remittance provider** in Mexico, performing better than market.
- The **Elektra** brand holds **top-of-mind awareness** among our target markets in both the U.S. and Mexico.
- **Flat growth** in new customers.
- **State-of-the-art cash management** system ensuring nationwide cash availability, plus **multichannel** options.
- Recipients are **not** charged any **commissions**, nor are they required to open a **bank account**, purchase **insurance**, or accept a **less favorable exchange rate** than the one agreed upon by the sender when **collecting their remittances** through any of **our channels**.

## Total Transferred Amount (USD Billions)



\*Source: EKT  
LTM'25 = Sep '24 to Aug '25

# Micro Update

- Building the Ecosystem within Grupo Elektra.



## Service

- **Continuous customer experience improvements** throughout our multichannel options:
- **35% share of direct-to-account transactions in Week 44 (+10 pp share vs. last year).**
- First remittance bank account product with specific benefit: **Guardadito Sin Fronteras.**
- **Ensuring payment** on first attempt, currently at 96% success rate (99% in bank deposits).



## Technology

- **Transforming:** Migration of remittance operations to the cloud.
- **Payment with QR** generated at the source (starting with Remitly).



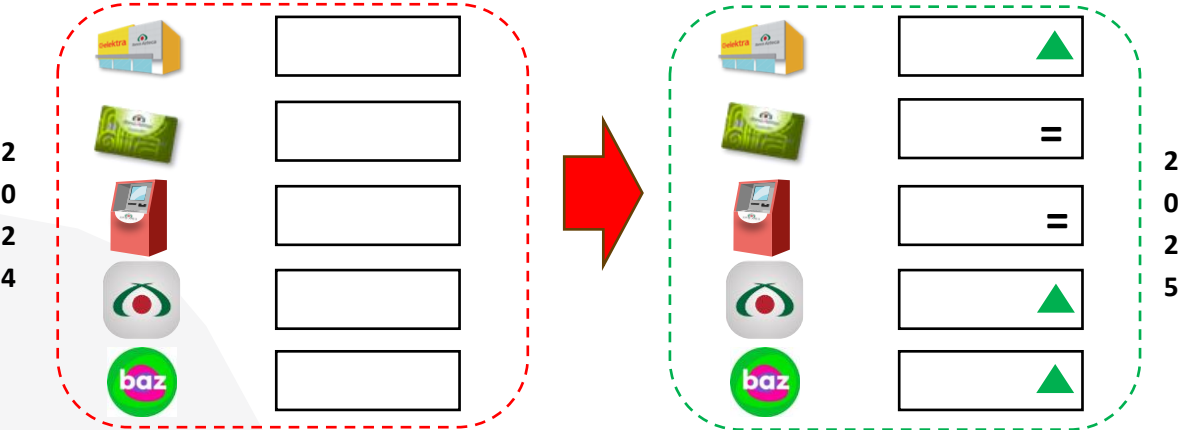
## Compliance

- Increase competitiveness by aligning **compliance limits** within channels



# Payment Operation Indicators

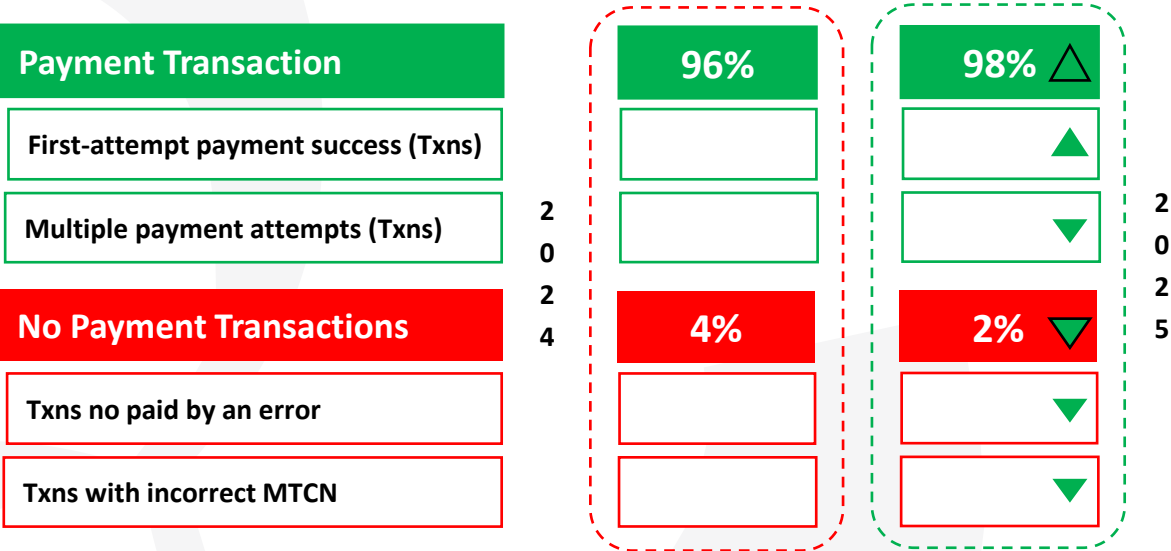
## Payment Effectiveness (all channels)



## Main KPI's

	2024	2025	
Payment effectiveness (all channels)	96%	98%	▲
Average payment time in retail	59 sec	59 sec	=

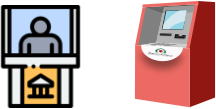
## % Payment Effectiveness (Cash)



## Payment Channels

### Retail Channels:

2,015 Elektra stores  
1,700 Tiendas Neto stores  
1,800 ATMs



### Digital Channels:

1 Direct to Bank  
2 Apps  
1 Chatbot







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US Marketing

# USA Signage



**10,000+ agent locations**  
with signage concentrated in  
California and Texas.



## Remesa Ganadora

We collaborate with different partners with the “Remesa Ganadora” promotion from October 6<sup>th</sup> to November 2<sup>nd</sup>.





**Mexico Marketing**

# Mexico Campaigns

## Winner Remittance Campaign:

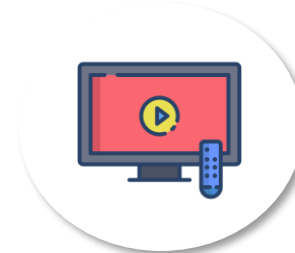
Rewarding customer loyalty with cash prizes of \$1,000 pesos and up to \$25,000 pesos



## Digital Campaigns:



### National TV



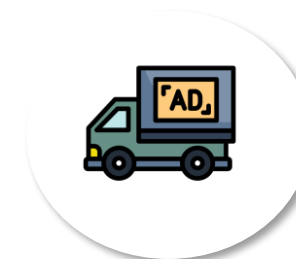
Integrated product: Ventaneando,  
Venga la alegría, Acércate a Rocío

### National Radio



Los 40, W Radio, La Poderosa,  
La Invasora, Stereo 95, La Kebuena

### Regional Moving fences



Nuevo León: Reynosa, Apodaca, Monterrey  
Puebla: Puebla Sur, Puebla Norte, Atlixco



**Elektra Money Transfers  
Business Reimbursement**

# Participant Reimbursement Partners

Strong focus on bond MT participants



Western Union – **December 1993**



Remitly – **July 2021**



Spectrum (formerly PNC) – **February 2012**  
/ TransNetwork – **May 2017**



MoneyGram – **February 2012**

Direct Connection  
**September 2024**



Intercambio Express

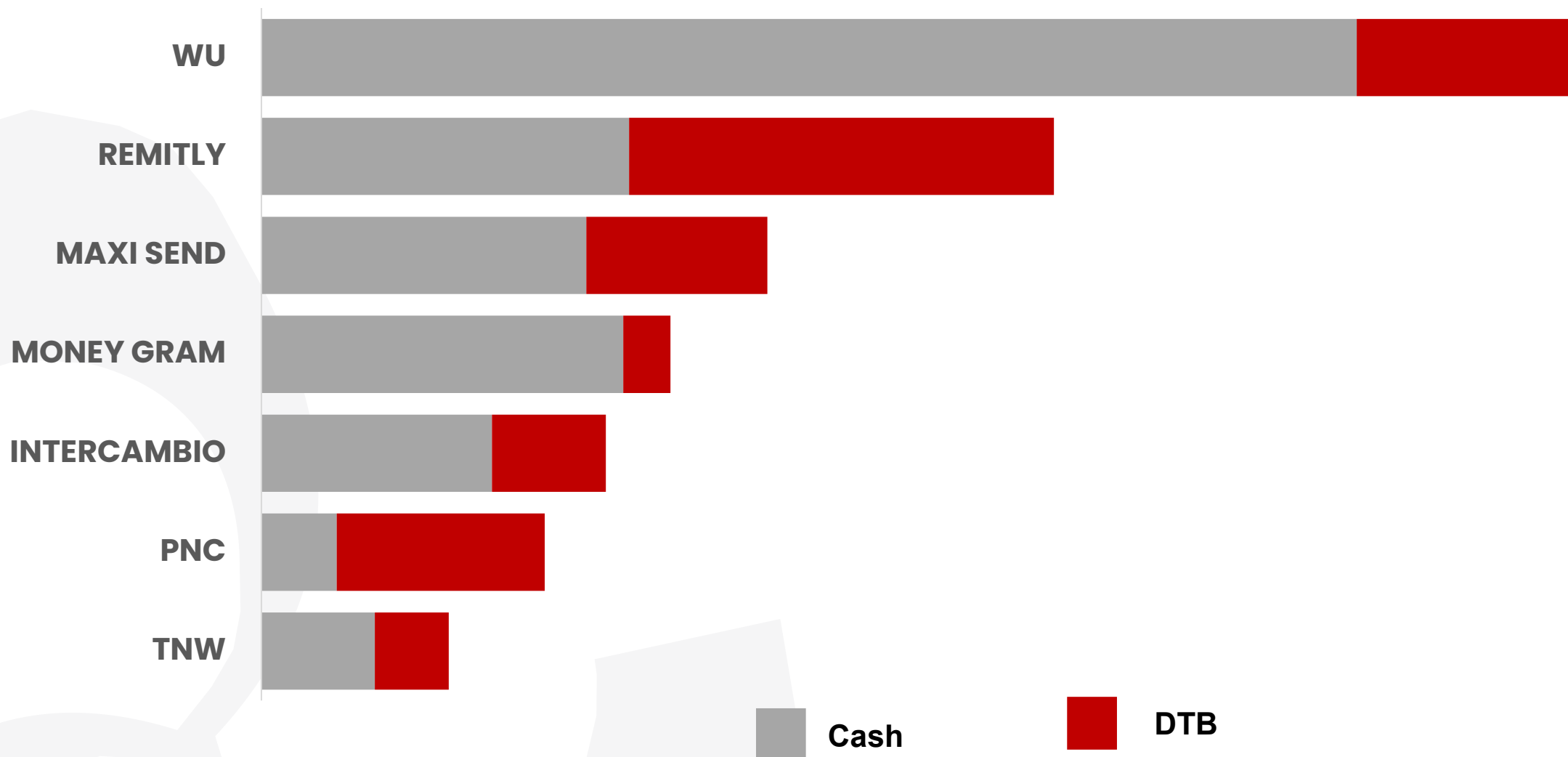


Maxi Send

# Participant Reimbursement Partners – YTD Principal Payouts

Strong performance by the partners that are part of the structure

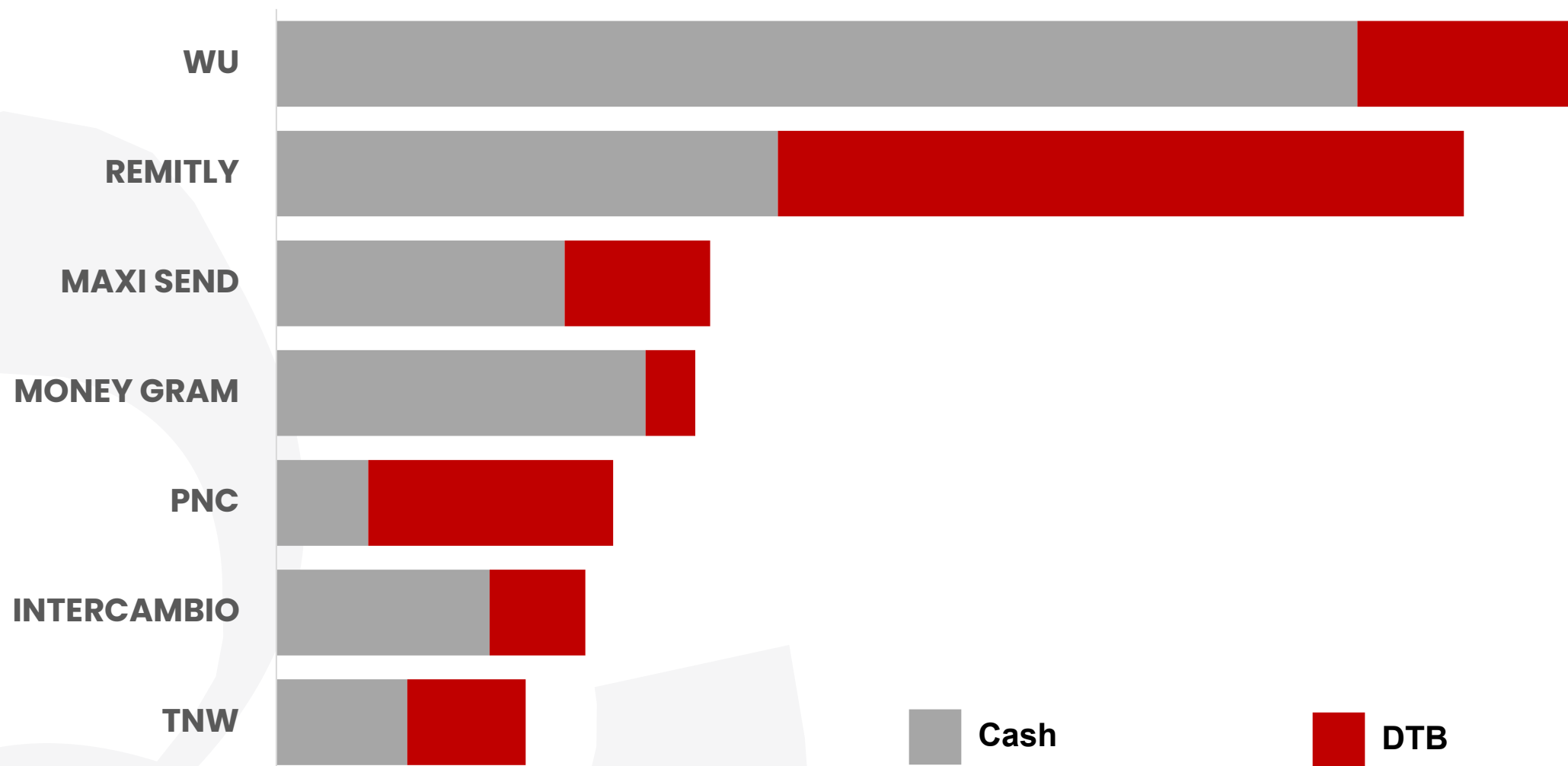
(USD Millions)



# Participant Reimbursement Partners – YTD Transactions

Strong performance by the partners that are part of the structure

(In Millions)







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Annexes

# Consolidated Debt as of September 30, 2025

	Description	USD\$ mm	MXN\$ mm	Interest rate	Issue Date	Maturity date
<b><u>Commercial business</u></b>						
(1)	Cebures Elektra 21U	-	3,843	4.53% Real	13-Apr-21	7-Apr-26
	Banco Multiva	-	955	TIIE + 2.75%	30-Jun-23	22-Jun-26
	Cebures Elektra 25	-	2,085	TIIE-F + 1.65%	27-Mar-25	16-Jul-26
	Cebures Elektra 23L	-	1,094	TIIE + 1.50%	8-Dec-23	4-Dec-26
	Cebures Elektra 20	-	2,500	9.35%	13-May-20	5-May-27
(1)	Bancomext	-	367	TIIE + 2.50%	21-Jul-17	21-Jul-27
	Cebures Elektra 22-2	-	3,004	10.55%	3-Mar-22	26-Aug-27
	Cebures Elektra 22-4	-	3,350	11.97%	21-Jul-22	13-Jul-28
	Cebures Elektra 22U	-	4,537	6.24% Real	3-Mar-22	24-Aug-28
	Cebures Elektra 22-2U	-	1,275	6.98% Real	21-Jul-22	12-Jul-29
	Cebures Elektra 23-2L	-	1,290	11.97%	8-Dec-23	30-Nov-29
	Cebures Elektra 25-2	-	3,620	11.22%	29-Aug-25	23-Aug-30
(2)	Senior Notes (USD)	342	6,288	12.5% USD	29-Oct-24	15-Oct-31
	Trust Certificates (USD)	52	956	SOFR + 5%	15-Mar-25	31-Mar-31
	Trust Certificates	-	500	TIIE-F + 3%	30-Sep-25	30-Oct-25
	Ocean View Capital Management	1	18	11% USD	11-Apr-25	11-Apr-26
<b>Subtotal</b>		<b>395</b>	<b>35,682</b>			
<b><u>Financial business</u></b>						
	BAC Honduras	1	18	BCH + 7.08%	20-Mar-25	20-Mar-26
	BAC Honduras	1	18	BCH + 3.80%	25-Sep-25	25-Sep-26
<b>Subtotal</b>		<b>2</b>	<b>37</b>			
<b>Total</b>		<b>397</b>	<b>35,719</b>			

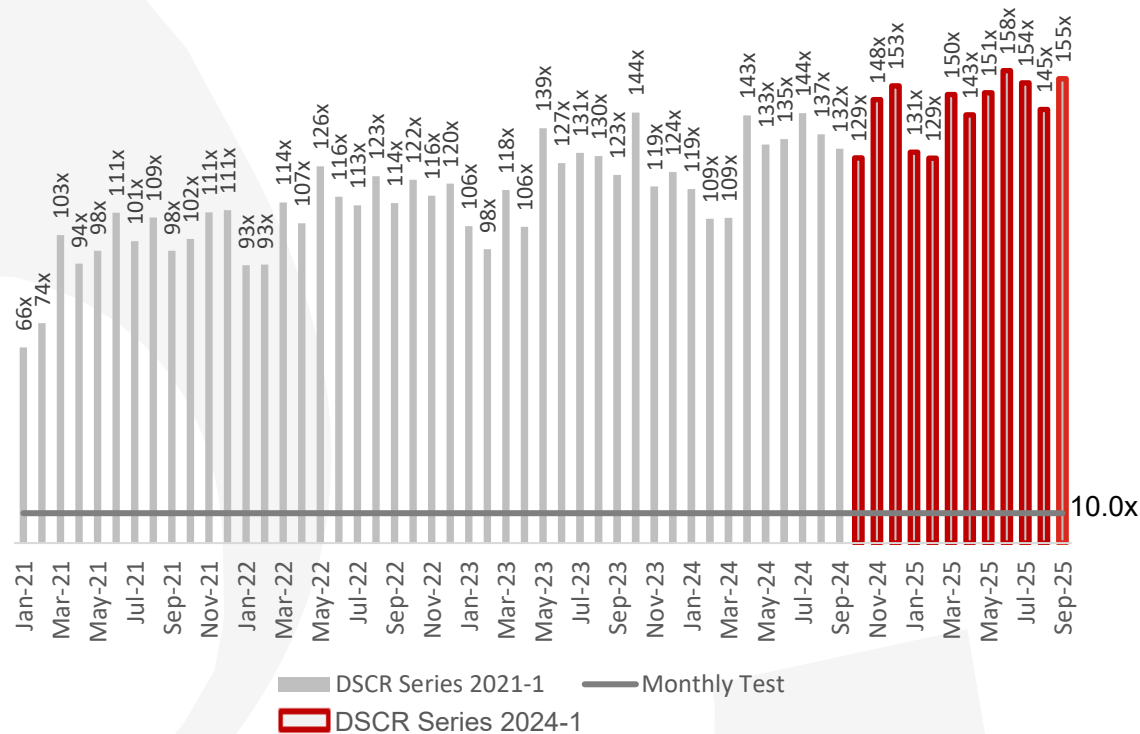
1)

2)

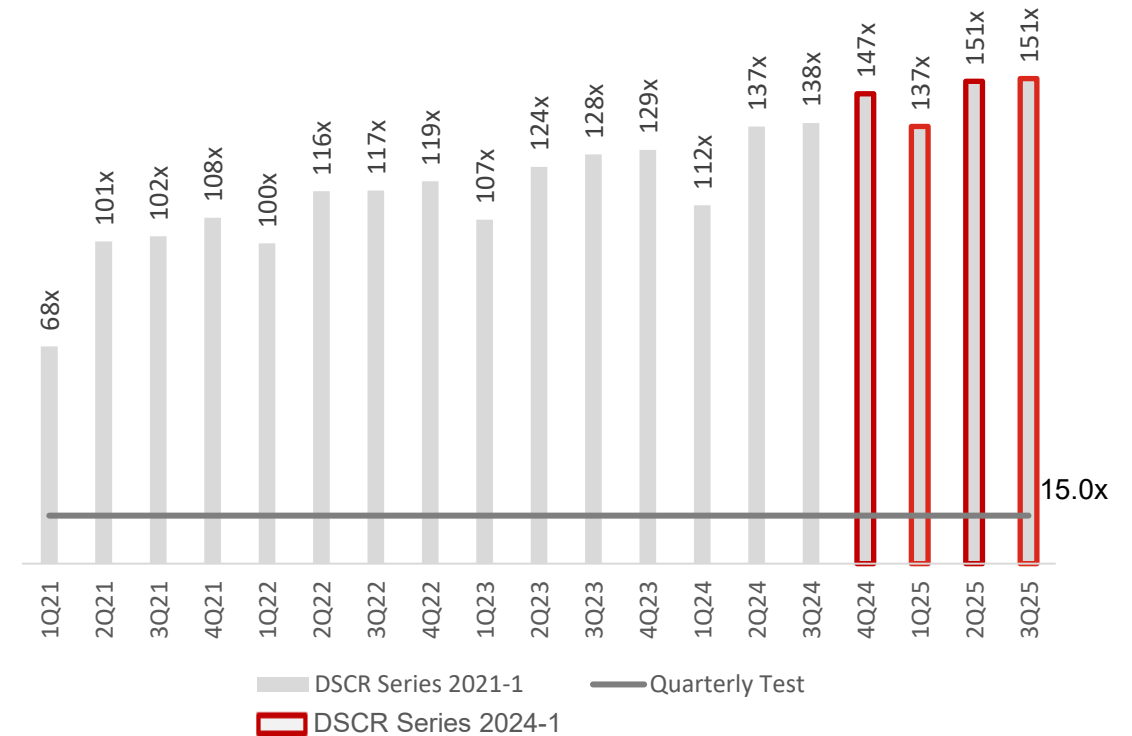
# DPR Monthly and Quarterly DSCR

- Reimbursement flows were securitized in January 2021, totaling ~US\$16,786 million for LTM 3Q2025.
- Second bond issued in October 2024 and the series 2021-1 was repaid in full.
- Monthly DSCR for series 2021-1 was on average 116x since it was issued; and for the first 6 months of series 2024-1 increased to 146x.

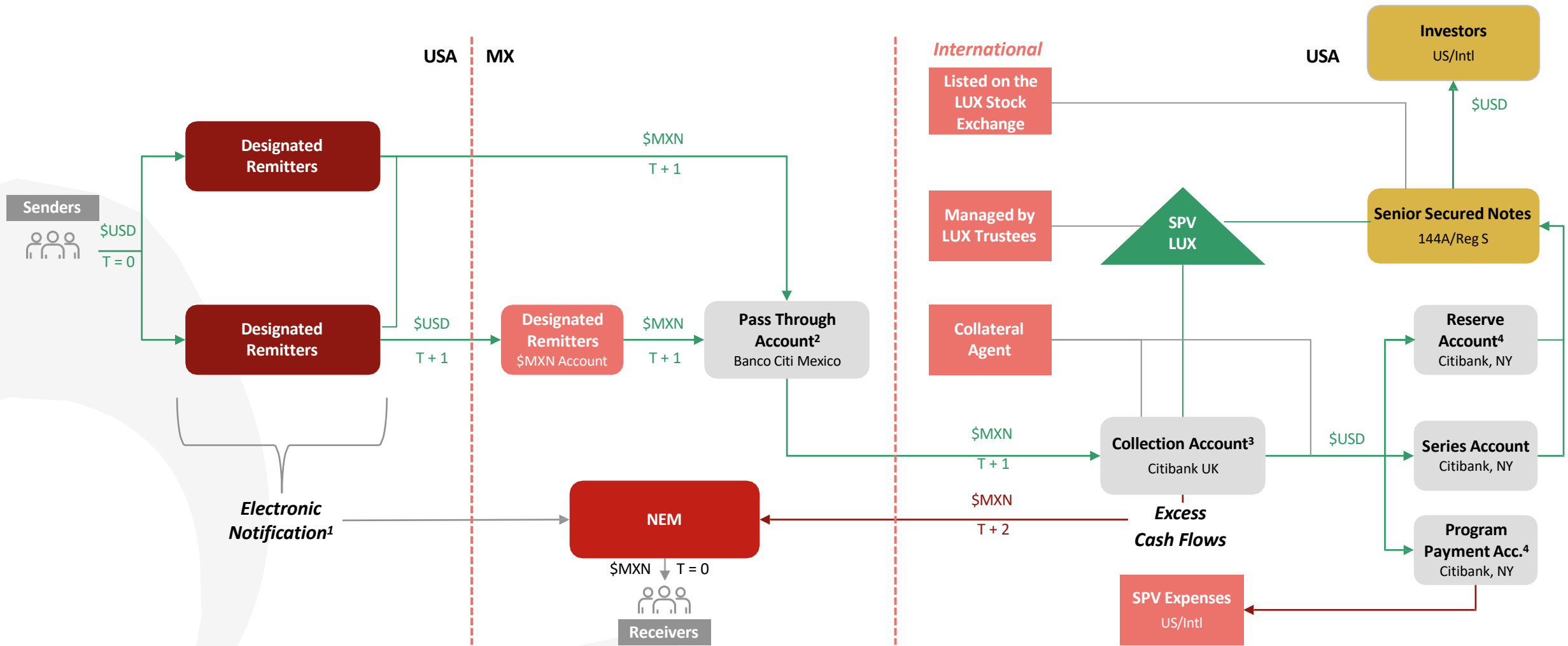
Monthly Debt Service Coverage Ratio



Quarterly Debt Service Coverage Ratio



# Transaction Structure Overview



- (1) Designated Remitters send electronic notice to NEM to pay Receiver when Sender deposits \$USD.
- (2) Pass Through Account established with Banco Citi Mexico in Mexico by Citibank N.A. as Collateral Agent.
- (3) Collection Account is with Citibank UK, MXN-denominated, and in the name of the SPV, Mexican Remittances Funding Fiduciary Estate.
- (4) Series Account, Reserve Account and Program Payment Account are USD-denominated, with Citibank New York, and in the name of the SPV.

# AML Risk-based approach

What **regulations** and **international standards** require or consider:



Amount 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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