



**GRUPO ELEKTRA SHAREHOLDERS
NAME HUGO SALINAS SADA TO ITS BOARD OF DIRECTORS**

—Successful entrepreneur with in-depth knowledge of innovative, dynamic and profitable retail companies—

—Proven experience in efficient management that generates broader value to shareholders, groups of interest and communities—

Mexico City, March 22, 2017—Grupo Elektra, S.A.B. de C.V. (BMV: ELEKTRA*; Latibex: XEKT), Latin America's leading specialty retailer and financial services company and the largest non-bank provider of cash advance services in the United States, announced that the Annual Shareholders Meeting held today named Hugo Salinas Sada —son of Ricardo B. Salinas— member of the Board of Directors of the company.

Mr. Salinas Sada, a 30-year-old entrepreneur, has extensive knowledge of dynamic retail companies, operating with strict efficiency criteria, and generating broad value for shareholders, groups of interest and communities in which they have a presence.

He is founder and CEO of Tiendas Neto, a hard-discount chain that provides non-durable consumer goods to the base of the socioeconomic pyramid in Mexico, through more than 500 points of sale in 18 states.

Tiendas Neto started operations in 2009 and currently services 10 million customers per month who have access to basic goods of the highest quality, under the best market conditions, with excellent customer service provided by more than its 4,000 employees, which has a direct impact on the welfare of communities.

Hugo Salinas is founder and owner of Bossa Muebles, which for eight years has created quality furniture and appliances for homes in Mexico, with commercial success and increasing profitability. Mr. Salinas Sada is also a member of the YPO —Young Presidents' Organization— an international association of young entrepreneurs leaders with prominent businesses.

Mr. Salinas Sada's leadership and broad business knowledge will enable him to generate strategies that will further boost the company's dynamic performance and strengthen its profitability and solid market positioning.

Company Profile:

Grupo Elektra is Latin America's leading financial services company and specialty retailer and the largest non-bank provider of cash advance services in the United States. The group operates more than 7,000 points of contact in Mexico, the United States, Guatemala, Honduras, Peru, Panama and El Salvador.

Grupo Elektra is a Grupo Salinas company (www.gruposalinas.com), a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to building the middle class of the countries in which they operate and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include TV Azteca (www.tvazteca.com; www.irtvazteca.com), Azteca America (us.azteca.com), Grupo Elektra (www.elektra.com.mx; www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Advance America (www.advanceamerica.net), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Totalplay (www.totalplay.com.mx) and Enlace TP (enlacep.mx). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, the member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Other risks that may affect Grupo Elektra and its subsidiaries are identified in documents sent to securities authorities.

Investor Relations:

Bruno Rangel
Grupo Salinas
Tel. +52 (55) 1720-9167
jrangelk@gruposalinas.com.mx

Rolando Villarreal
Grupo Elektra S.A.B. de C.V.
Tel. +52 (55) 1720-9167
rvillarreal@elektra.com.mx

Press Relations

Luciano Pascoe
Grupo Salinas
Tel. +52 (55) 1720-1313 ext. 36553
lpascoe@gruposalinas.com.mx

Daniel McCosh
Grupo Salinas
Tel. +52 (55) 1720-0059
dmccosh@gruposalinas.com.mx