



**GRUPO ELEKTRA ANNOUNCES
THE PRICING OF SENIOR SECURED NOTES BY ITS SUBSIDIARY NUEVA
ELEKTRA DEL MILENIO, S.A. DE C.V.**

For the benefit of the investors, the information disclosed below is not related to the trade suspension of our shares ordered by the Mexican Stock Exchange.

Mexico City, October 25, 2024—Grupo Elektra, S.A.B. de C.V. (the “Company”) (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, today announced that its subsidiary, Nueva Elektra del Milenio, S.A. de C.V. (“**NEM**”), as originator, priced an indirect issuance of new Senior Secured Notes under its remittances future flow financing program through a private offering of securities made abroad in accordance with Rule 144A and Regulation S of the Securities Act of the United States of America of 1933 (as amended the “**United States Securities Act**”) in the principal amount of USD\$350 million with a 12.500% rate due 2031 (the “**Senior Secured Notes**”). The Senior Secured Notes shall have a corporate guarantee by which the Company unconditionally and irrevocably guarantees to pay the Default Payment and Additional Amounts payable by NEM. Closing and settlement is expected to occur on October 29, 2024, subject to the consummation of customary closing conditions for transactions of this nature.

The Senior Secured Notes were rated “BB+” by S&P, “Ba3” by Moody's and “BBB” by HR Ratings. The Company intends to use the net proceeds of the offering to redeem in full the Series 2021-1 senior notes, fund the Series 2024-1 Reserve Account and make an Additional Payment to NEM.

The Senior Secured Notes are expected to be listed on the Luxembourg Stock Exchange – Securities Official List, without admission to trading.

The Senior Secured Notes have not been, and will not be, registered in the National Securities Registry (“*Registro Nacional de Valores*”) maintained by the National Banking and Securities Commission (“*Comisión Nacional Bancaria y de Valores*” or “*CNBV*”) and will not be and cannot be offered or sold in Mexico without the authorization of the CNBV unless offered or sold to institutional investors or qualified investors pursuant

to private offer exceptions set forth in article 8th of the Securities Market Law (“*Ley del Mercado de Valores*”) and other applicable provisions.

This press release does not constitute an offer to sell, or the solicitation of an offer to buy, any securities of the Company, NEM or Mexico Remittances Funding Fiduciary Estate (the “**Issuer**”), nor will there be any sales of securities of the Company, NEM or the Issuer in the United States of America or any other jurisdiction in which, or to any person to whom, the offer, solicitation or sale would be unlawful. The securities described herein have not been and will not be registered under the United States Securities Act, or under any state securities law. Accordingly, the securities described herein will be offered only to “qualified institutional buyers” (as defined under Rule 144A under the United States Securities Act) and outside of the United States of America to “qualified institutional buyers”, and accredited investors as defined in paragraphs (1), (2), (3) or (7) of Rule 501(a) under the United States Securities Act, or any other entity in which all capital owners are included in such paragraphs, in each case, who are not “U.S persons” (as defined under Regulation S under the United States Securities Act). Securities may not be offered or sold in the United States of America, unless they are registered or exempt from registration under the United States Securities Act.

This press release is for informational purposes only in terms of article 50th of the General Provisions Applicable to Issuers of Securities and Other Participants of the Securities Market (“*Disposiciones de Carácter General Aplicables a las Emisoras de Valores y a Otros Participantes del Mercado de Valores*”) and does not constitute a subscription or sale offer or a request to subscribe or sell the Senior Secured Notes.

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 close to 7,000 points of contact in Mexico, the United States, Guatemala, Honduras, and Panama.

Grupo Elektra is a Grupo Salinas company (www.gruposalinas.com), a group of dynamic, fast growing, and technologically advanced companies focused on creating economic value through market innovation and goods and services that improve standards of living; social value to improve community wellbeing; and environmental value by reducing the negative impact of its business activities. 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. These companies include TV Azteca (www.TVazteca.com; www.irtvazteca.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Purpose Financial (havepurpose.com), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Punto Casa de Bolsa (www.puntocasadebolsa.mx), Totalplay (www.totalplay.com.mx) and Totalplay Empresarial (totalplayempresarial.com.mx). TV Azteca and Grupo Elektra trade shares on the Mexican Stock Market and in Spain’s’ Latibex market. Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. The group of 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 concepts about the future that involve risks and uncertainty that may cause actual results to differ materially from those projected. Other risks that may affect Grupo Elektra and its subsidiaries are presented in documents sent to the securities authorities.

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