



**August 2015**

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*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. The Company undertakes no obligation to update or revise any forward-looking statements.*

- Grupo Elektra in Grupo Salinas
- Profile and History of the Company
- Commercial Businesses
- Financial Business
- Presence in America
- Continuous Innovation



## Consumer Finance and Retail



## Media



## Telecommunications



## Social Responsibility



- Combined income close to 1% of Mexico's GDP
- More than 70,000 employees
- Presence across the Americas: Mexico, US, Colombia, Guatemala, Honduras, Panama, El Salvador and Peru

- Grupo Elektra is Latin America's leading financial services company and specialty retailer and the largest non-bank provider of cash advance services in US
- The strength of Grupo Elektra is based on six decades of credit experience, contributing to enhance the purchasing power of millions of families
- Operates more than 6,000 points of sale in eight countries in the Americas



<b>1950 - 1952</b>	Founded by Hugo Salinas Rocha to manufacture radios First company in Mexico to produce TV sets
<b>1954 - 1957</b>	Starts granting consumer credit and conducting door-to-door sales
<b>1987</b>	Ricardo B. Salinas becomes President of Grupo Elektra
<b>1993 - 1996</b>	Starts operating electronic money transfers with Western Union and Dinero Express
<b>1997 - 2001</b>	Begins operations in Latin America
<b>2002</b>	Receives license to operate Banco Azteca
<b>2005</b>	Starts assembling and selling Italika motorcycles
<b>2012</b>	Acquisition of Advance America
<b>2014</b>	Acquisition of Blockbuster Mexico



## Financial Division



## Commercial Division



 Advance America USA

USA:  
2,372



México

  Guatemala

Honduras  

  El Salvador

  Panamá

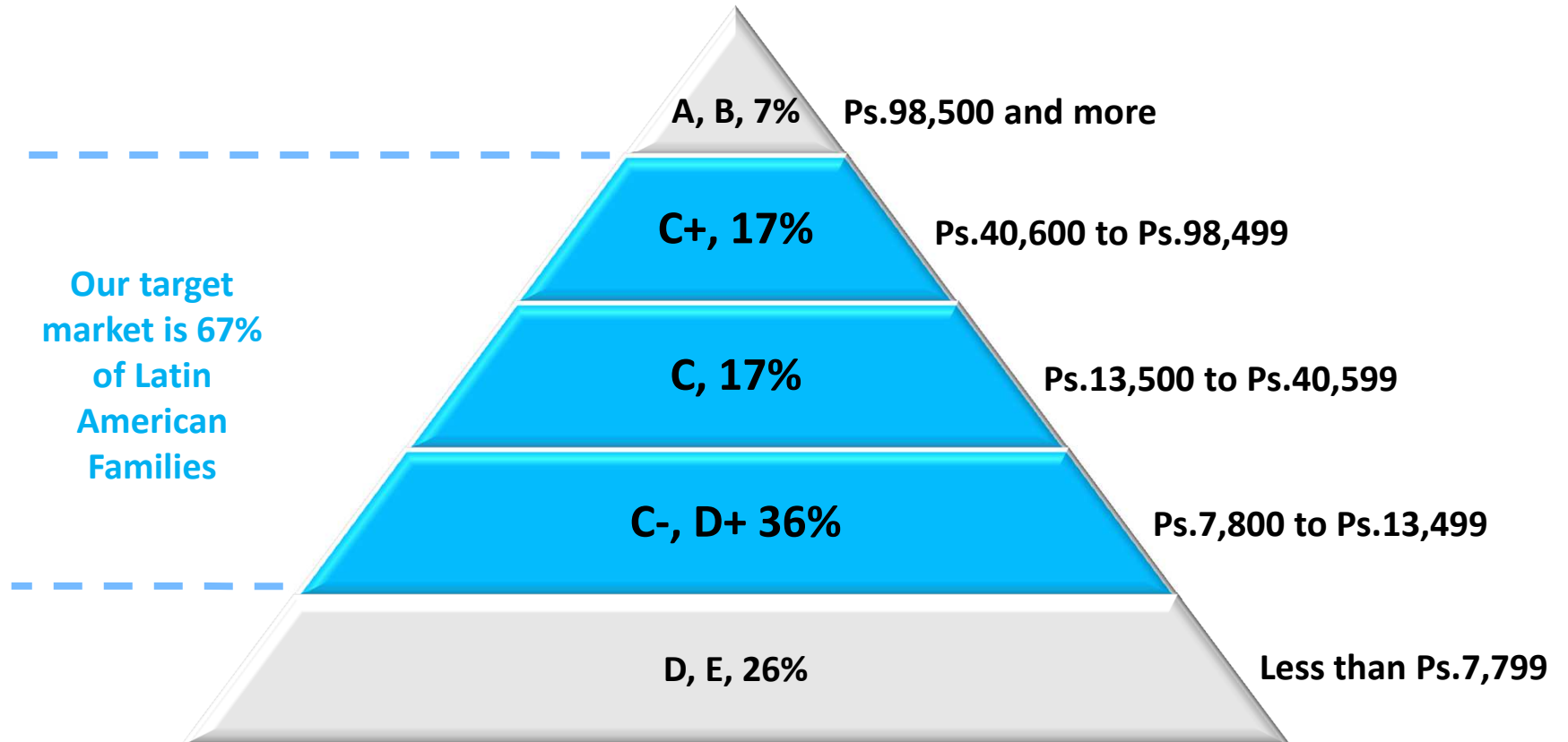
  Perú

Mexico:  
3,496

Latin  
America:  
579

Total:  
6,447





- C, D+ socioeconomic levels
- Electronics, white line, household appliances, furniture, computers, cell phones, motorcycles, among others
- 1,137 points of sale:
  1. Mexico 973
  2. Peru 70
  3. Guatemala 58
  4. Honduras 25
  5. Panama 11
- Average store sales space: 851 m<sup>2</sup>



- C+, C socioeconomic levels.
- Quality furniture and higher-end products.
- 53 points of sale in Mexico.
- Average store sales space: 1,063 m<sup>2</sup>



- B, C socioeconomic levels
- Rents and sells movies and video games
- 263 points of sale in 108 cities throughout Mexico
- Plans to offer:
  - Commercial products
  - Financial services
  - Digital entertainment distribution network
- Average store sales space: 311 m<sup>2</sup>



- Branches:
  - In-store 1,190
  - Independent 2,622
- Total of 3,810 points of sale
- Banco Azteca operates in Mexico, Guatemala, Honduras, Peru, Panama and El Salvador



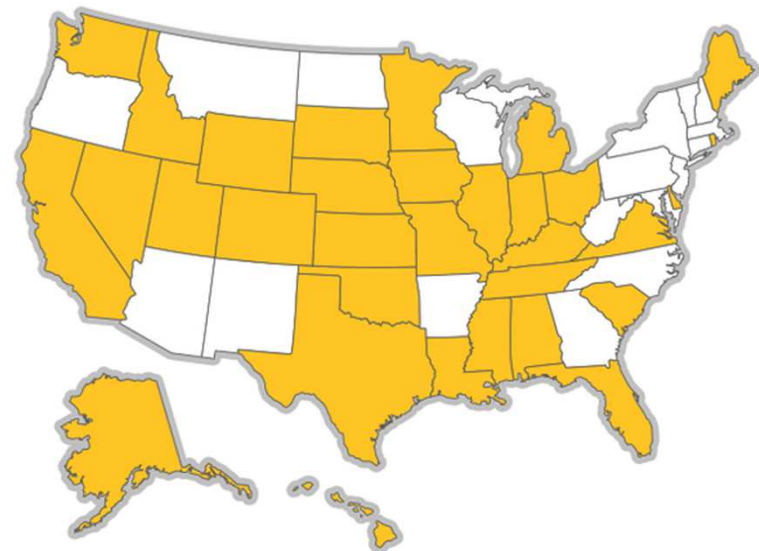
- Elektra's own-brand motorcycles
- It designs models with engines between 90cc and 250 cc according to customers' needs and purposes
- Sold through our stores and others in Mexico, Guatemala, Peru and Honduras
- Assembly factory with three lines and strict quality assurance area
- More than 600 authorized service centers



- Secured loans with unparalleled competitiveness
- Pawn based on gold
- Independent branches, as well as within Elektra stores
- 900 branches and service booths in Mexico



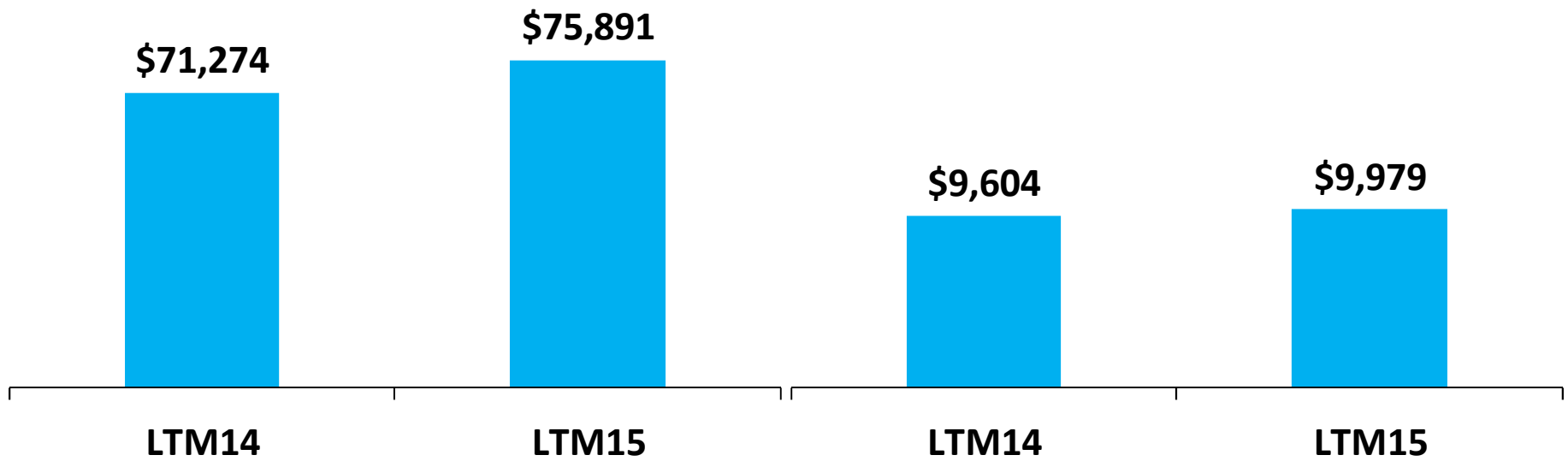
- Advance America is the leading provider of non-bank cash advance services in the US
- 2,372 points of sale
- Presence in 29 states
- More than 11 million loans per year
- Average amount: US\$384
- Average duration: 19 days
- Expansion opportunities



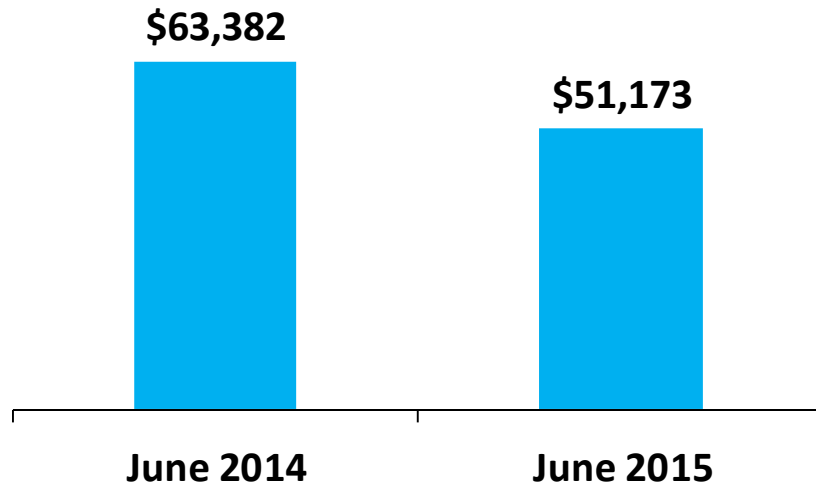


## Revenue

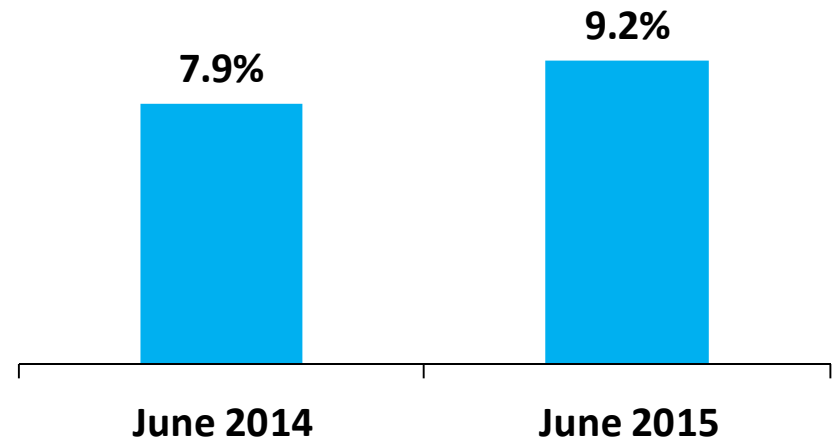
## EBITDA



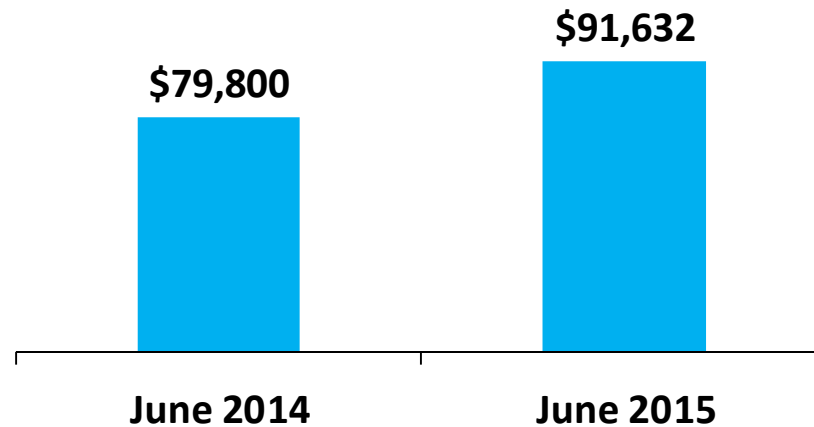
## Gross Portfolio



## Delinquency Rate



## Total Deposits





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