



1Q 2021

This Presentation makes reference to certain non-IFRS measures. These non-IFRS measures are not recognized measures under IFRS, 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 complement IFRS measures by providing 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.

Forward-Looking Statements

This Presentation contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "plan," "believe," "estimate," "expect," "strategy," "should," "will," "seek," "forecast," and similar references to future periods. Examples of forward-looking statements include, among others, statements concerning the Company's business outlook, future economic performance, anticipated profitability, revenues, expenses, or other financial items, market share, market growth rates, market demand, product or services growth. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are estimates that reflect the best judgment of Grupo Elektra's management based on currently available information. Because forward-looking statements relate to the future, they involve a number of risks, uncertainties and other factors that are outside of its control and could cause actual results to differ materially from those stated in such statements. Therefore, you should not rely on any of these forward-looking statements. All forward-looking statements are based on information available to Grupo Elektra on the date of this Presentation and Grupo Elektra assumes no obligation to update such statements, whether as a result of new information, future developments or otherwise, except as required by law.

- Grupo Elektra in Grupo Salinas
- Market
- Value Proposal
- Historic Performance
- Growth Strategies
- Sustainability



Banking and Financial, and Retail



Media



Telecommunications



Energy and Others



Social Responsibility



- ❑ Close to 117,000 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**.



70 years
offering
consumer
loans

Close to
70,000
direct
employees

Largest bank
in Mexico,
by number of
branches

More than **6,700**
POS in **5** countries
in America

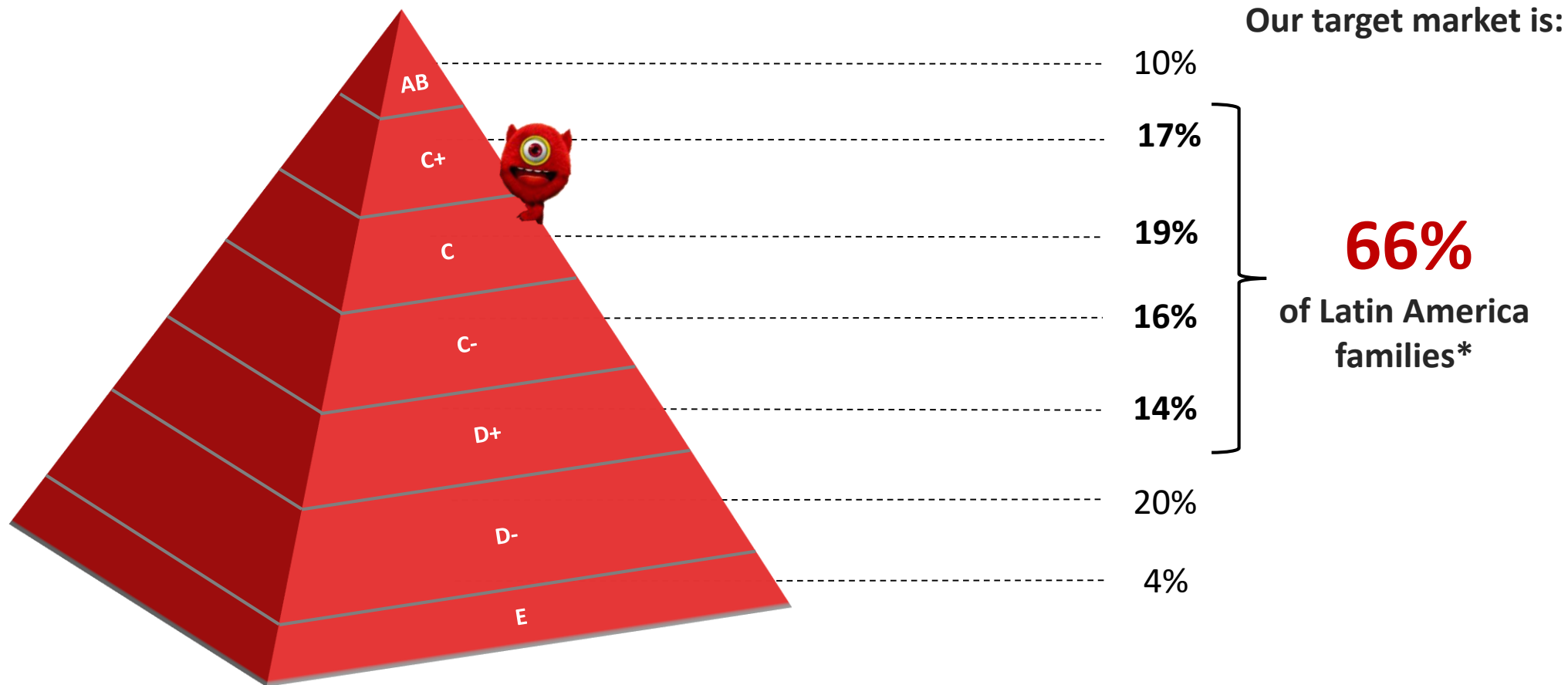
Tiendas Elektra,
Banco Azteca and
Italika
**recognized as
ESR companies***

+60% market
share in
motorcycles in
Mexico

More than
13 million
digital banking
customers

**(ESR®) granted by "Centro Mexicano para la Filantropía (Ceme)" and the "Alianza por la Responsabilidad Social Empresarial (AliaRSE)"*





❑ In the USA, our target market matches that of the average American citizen: 43 years old, family income of US\$50,000, 79% owns their home, and 96% has a high school certificate or higher.

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.



- ❑ 70 years focusing to C, D+ socioeconomic segments.
- ❑ 1,249 points of contact as of 1T21:
 - ❑ 1,142 in Mexico.
 - ❑ 107 in Latin America.
- ❑ Average store sales floor in Mexico: 1,079 m².
- ❑ 13 distribution centers:
 - ❑ 8 in Mexico.
 - ❑ 5 in Latin America.
- ❑ In 2020, **double-digit growth (21%)** vs. ANTAD's* increase of 2.6% (same stores) and direct competition's decrease.

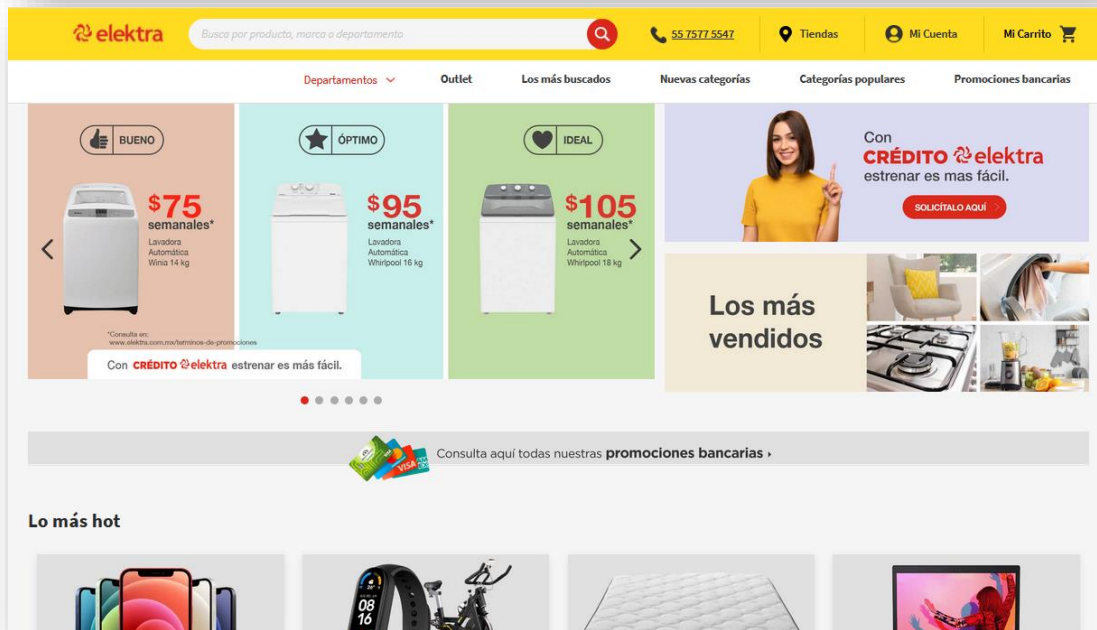


elektra.com.mx
Best eCommerce
in Retail¹ and
Best Corporate
Market Place

- ❑ Focus on the customer:
 - Purchases from any device (cellphone, tablet, computer), by phone or in store.
 - Using any form of payment (online and offline), including “Crédito Elektra” from Banco Azteca.
- ❑ All the stores have a digital zone:
 - 1,000 tablets for assisted sale.
 - 700 kiosks with computers.
- ❑ Expansion of the Marketplace to increase the scope of product offering from qualified sellers (400K SKUs).
 - B&M stores.
 - Offer of credit to customers.
- ❑ New in 2020:
 - New digital zone.
 - Elektra lockers.

1) <http://ecommerceaward.org/los-ganadores-del-ecommerce-award-mexico-2018/>

2) <https://www.the-eawards.mx/eawards-2020>



- ❑ Free delivery to the door of our customers or to our stores:
 - 73% of deliveries are done to our stores.
 - Our agreements with delivery companies are extended to our Market Place sellers.
 - Our delivery service, “EKT Envía”, serves few postal codes with big sale volume.

- ❑ Average ticket sale is Ps.5,769 (vs. Ps.1,140 of the industry average).

- ❑ New categories with higher repurchase rates (e.g. pharmacy, babies, pets, sporting goods, footwear, spare parts, clothing, etc.).

- ❑ At the end of 2020, Ecommerce sales represented 6.3% of total commercial business revenues.

- ❑ Elektra USA (www.elektra.com.mx/beneficios-usa) targets Mexicans living in the USA.

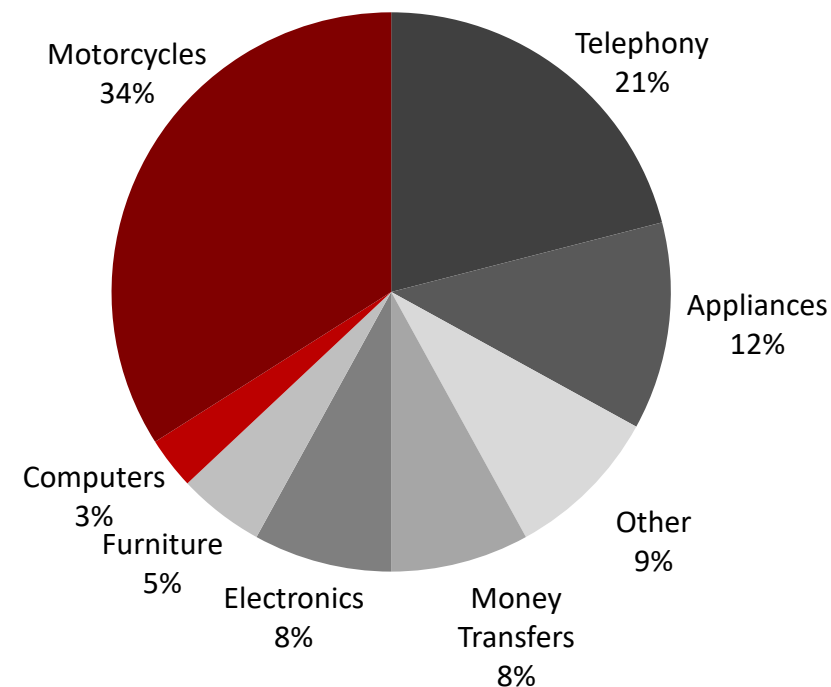


- ❑ Own brand of motorcycles with more than 60% market share in Mexico.
- ❑ Presence in Mexico, Guatemala, Honduras and Panama
- ❑ Five assembly lines that assembled more than 827,000 motorcycles during the LTM as of 1Q21.
- ❑ 70 models with engines between 90 and 650 cc.
- ❑ More than 9000 authorized service centers in Mexico.
- ❑ Commercialized in more than 4,000 outlets, including more than 2,000 third-party points of contact in Mexico, and from Elektra.com.mx and its online store at Tienda.Italika.mx.
- ❑ It has sold over 6.0 million motorcycles since 2004.



Revenues in 1Q21:
Ps. 13,383
millions

43%
of consolidated
revenues



Leading brands in revenues*





- ❑ Since 2002, Banco Azteca has offered banking and financial products and services to millions of families unattended by the traditional banking sector.
- ❑ It currently serves more than 29 millions of customers.
- ❑ Operates in Mexico, Guatemala, Honduras y Panama.
- ❑ In México, we are:
 - ❑ Largest bank by number of points of contact.
 - ❑ The first one by amount of personal loans granted.
 - ❑ The only financial institution in 178 out of 780 municipalities where we have presence.
 - ❑ 5,338 points of contact (1,285 inside our Elektra and Salinas y Rocha stores), and a network of almost 5,000 ATMs in agreement with other Banks.
- ❑ It has a workforce of 10,500 collectors in field to collect either late installments or past due loans. No other competitor has a comparable workforce only for this task.
- ❑ A solid base of deposits with flexible funding, no commissions, and savings accounts starting with Ps.1.
- ❑ Banco Azteca disperses the social programs from the federal government of Mexico to 38.6% of those under assistance.



- ❑ Acquisition of banking products and services through mobile devices.
- ❑ Since 2002, Banco Azteca pioneered the use of fingerprints to identify customers and authenticate their operations.
- ❑ In 2019, certified the use of “Cobro Digital” or “CoDi” (Digital Purchase), based on QR codes, and facial recognition was implemented.
- ❑ Currently, more than to 13 millions clients use it.
- ❑ It is mobile banking app highest rated by users in the iOS and Android stores in Mexico.
- ❑ Value of the brand increased US\$100 million in one year and was the only bank that climbed positions in the “Banking 500, 2019” ranking edition, obtaining an AA rating¹.
- ❑ Bank with the highest growth in terms of reputation during the 2016-2019 period, with a rating of 9.9 and third place in Mexico.²

1) Ranking published in The Banker magazine, prepared by consultant Brand Finance.

2) Brand Dynamics study, done by Kantar.



- ❑ Pension fund administrator “AFORE” since 2003.
- ❑ Assets under management for Ps.170.0 billion as of 1Q21 (+48% vs. 1Q20).
- ❑ 6.6 million of accounts as of 1Q21 (+34% vs. 1Q20).
- ❑ 1st AFORE with net transfers in 2020.
- ❑ 4th. AFORE with the highest number of accounts under administration in 2020.
- ❑ Top selection for women affiliated at IMSS and ISSSTE in 2020.
- ❑ More than 10,100 registered promoters.
- ❑ Market share 12.7% in based on clients in 1Q21.



- ❑ Started operations in 2004.
- ❑ Provides life, health and casualty insurance products.
- ❑ Casualty insurance covers property, cars and motorcycles.
- ❑ Micro insurance in case of accidents and illnesses: accidental death, breast or cervical cancer, first heart attack.
- ❑ In 2020, started to offer special products for immigrants, education, remittances and COVID-19.
- ❑ Premiums for Ps.3,366 million as LTM 1Q21 (+28% vs. LTM 1Q20).



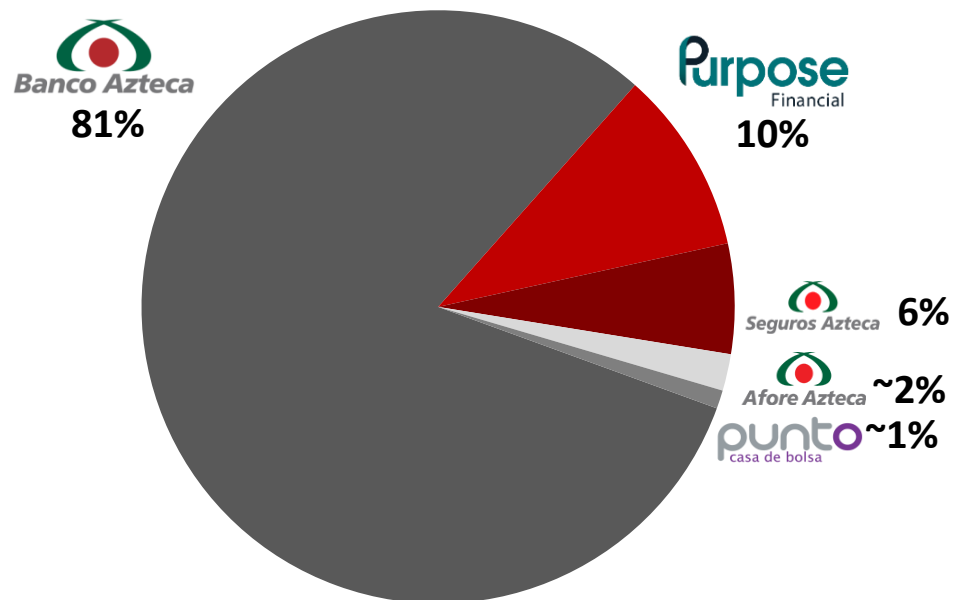
- ❑ Previously known as Advance America.
- ❑ Leading provider of non-bank cash advance services in the USA, measured by number of stores.
- ❑ Close to 1,400 locations in 26 states.
- ❑ More than 4.3 million of loans in 1Q21: pay day, title, instalment and online.



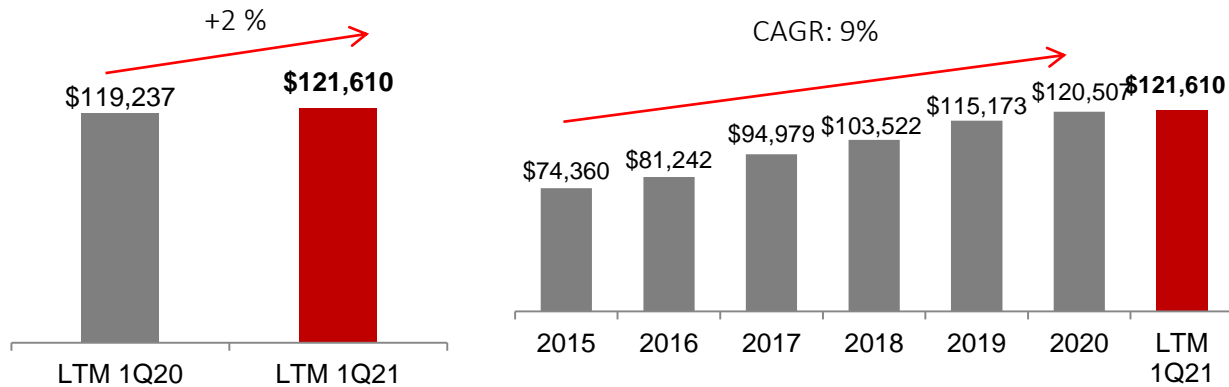
- ❑ Participation in 68 issuances in the securities market, for an amount of Ps.81 billion, in 2020

Revenues in 1Q21:
Ps. 18,002
millions

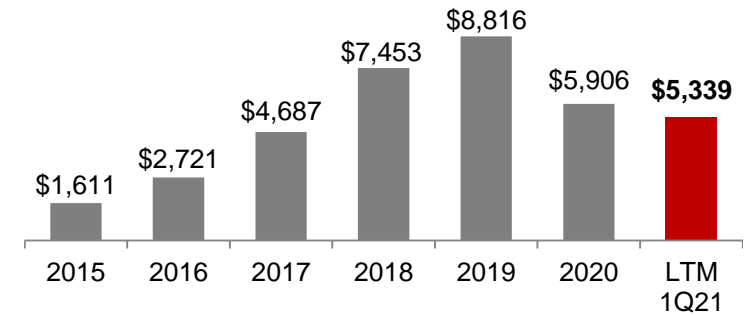
57%
of consolidated
revenues



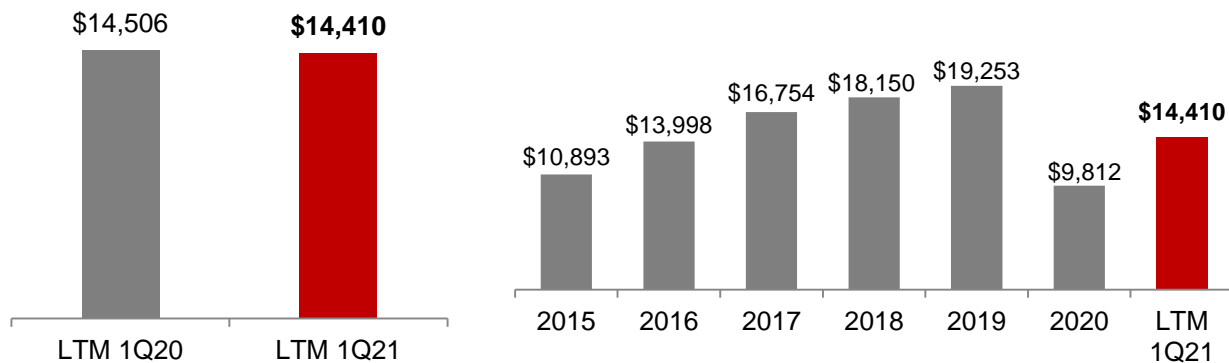
Consolidated Revenues



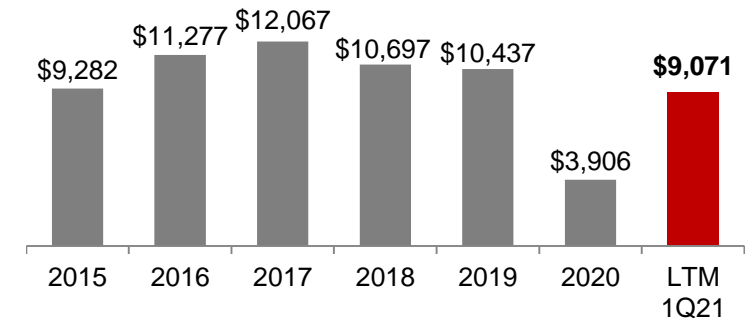
CAPEX



Consolidated EBITDA



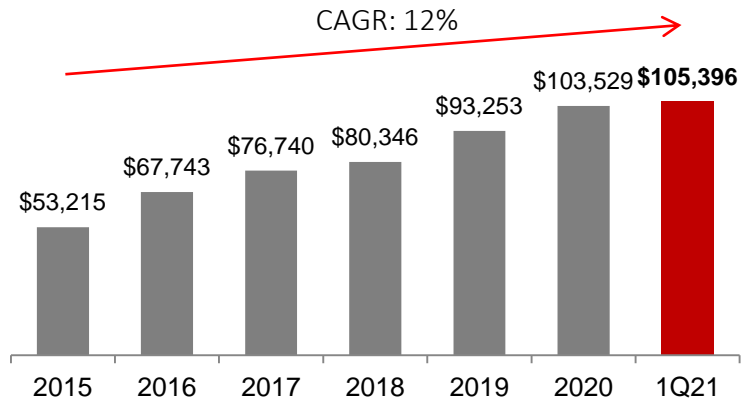
Cash Flow (1)



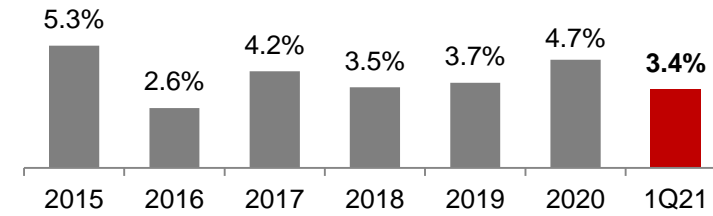
Margin:	2015	2016	2017	2018	2019	2020	LTM 1Q21
	14.6%	17.2%	17.6%	17.5%	16.0%	8.1%	11.8%

(1) Cash Flow = EBITDA - CAPEX

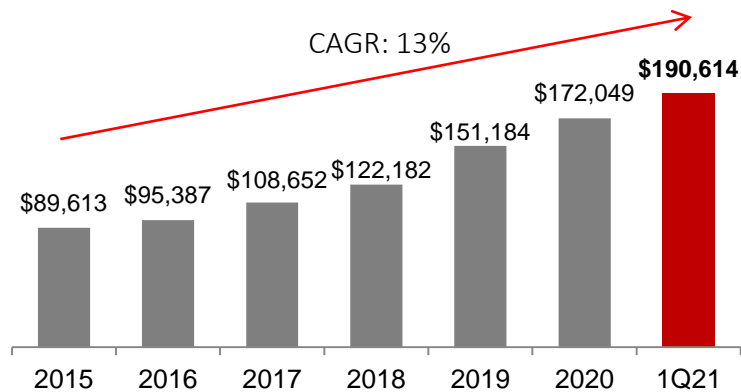
Gross Loan Portfolio



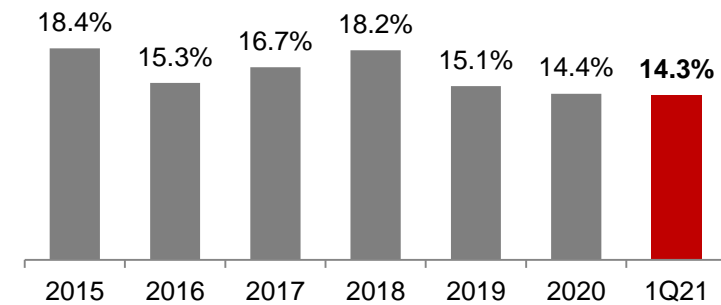
Delinquency Rate



Demand Deposits



Capitalization Index



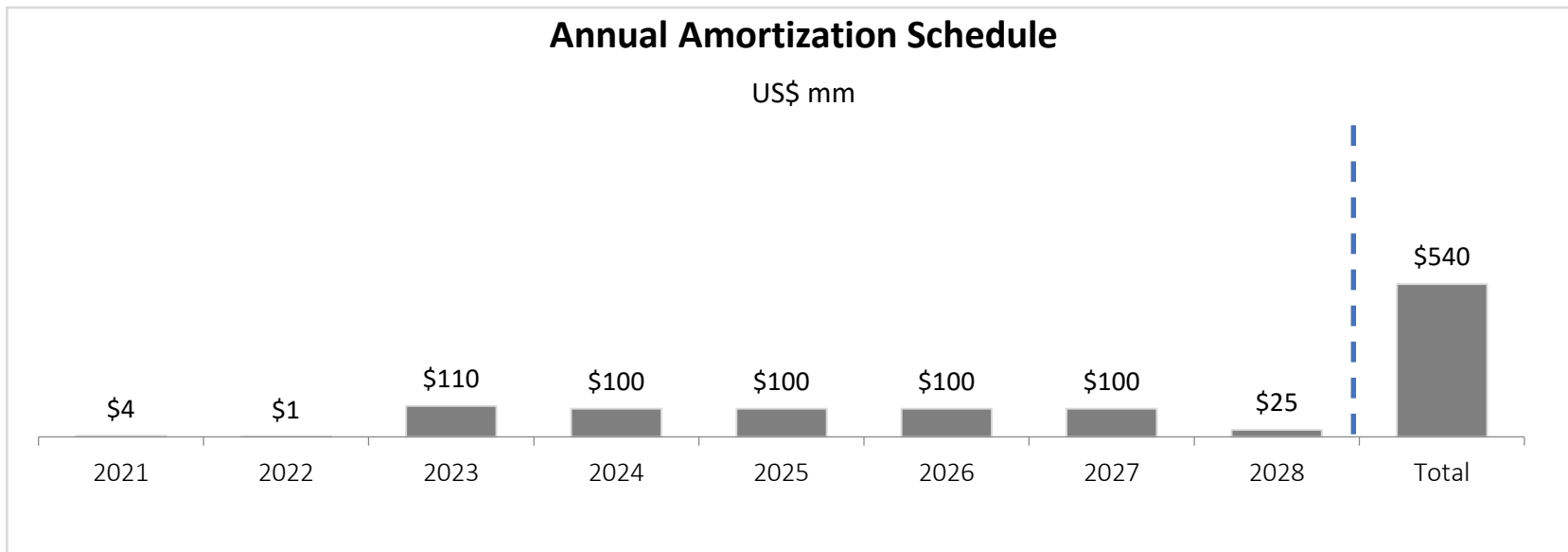
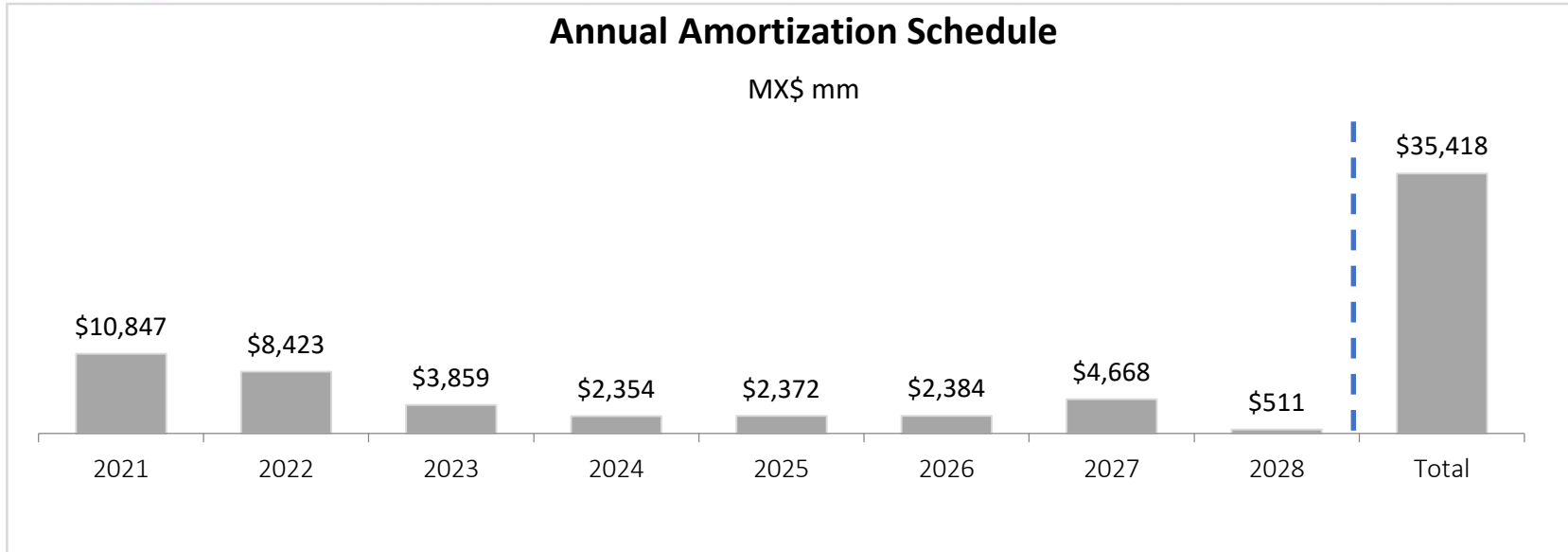
Description	US\$ mm	MXN\$ mm	Interest Rate	Maturity
Commercial Business				
(1) Cebures Elektra 18	-	\$7,500	TIIE + 2.30%	13-abr-21
Cebures Elektra 00120	-	\$2,500	TIIE + 1.30%	13-dic-21
Cebures Elektra 19	-	\$5,000	TIIE + 2.40%	03-mar-22
(1) Cebures Elektra 19-2	-	\$2,500	TIIE + 2.30%	06-oct-22
Cebures Elektra 16-2	-	\$500	8.16%	30-mar-23
(1) Banco Multiva	-	\$568	TIIE + 2.75%	10-may-23
(1) Cebures DINEX 16	-	\$1,350	TIIE + 2.80%	12-oct-23
Cebures DINEX 16-2	-	\$680	8.80%	08-oct-26
(1) Bancomext	-	\$1,267	TIIE + 2.50%	21-jul-27
Cebures Elektra 20	-	\$2,500	9.35%	05-may-27
Notas Senior	\$500	\$10,220	4.88%	15-ene-28
Bank of China	\$35	\$715	Libor + 2.40%	01-abr-23
Subtotal	\$535	\$35,300		
Financial Business				
Banco de México (SHF)	-	\$17	9.10%	05-jul-27
BAC Honduras	\$4	\$81	Libor + 3.86%	16-sep-21
BAC Honduras	\$1	\$20	Libor + 2.59%	18-mar-22
Subtotal	\$5	\$118		
Total Debt	\$540	\$35,418		

(1) Debt facilities have been hedged by Elektra with interest rate swap.

Debt shown at its face value.

Assumes FX rate of 20.44 MXN\$/US\$ as of March 31, 2021

Exclude IFR16 Leasings.



Social

- ❑ In 2020 we continue with our inclusive prosperity activities through our commitment to the 10 Principles of the United Nations Global Compact and the 17 Sustainable Development Goals
- ❑ Grupo Elektra ranked 43th as one of the Most Responsible Companies by Expansión magazine, and ranked 7th as of the Most Important Employer in Mexico by Mundo Ejecutivo magazine.
- ❑ Of our collaborators, 39.5% are women, 2.6% speak a total of 28 indigenous languages, 3.9% are LGBT+ and 0.1% are people with a disability
- ❑ The Alliance for the Private Sector for Disaster Resilient Societies (ARISE) recognized Grupo Salinas for its campaign “The 12 steps to know what to do in an emergency”.
- ❑ In 2021, Italika obtained the Socially Responsible Company distinction for the 7th consecutive year, while Banco Azteca and Tiendas Elektra obtained it for the 5th consecutive time. In addition, in 2020, Tiendas Elektra, Italika and Banco Azteca obtained the Social Inclusion Badge awarded by the Mexican Center for Philanthropy (CEMEFI).
- ❑ Through the financial education program "Aprende y Crece", 60 webinars were offered and more than 300 different contents were generated (infographics, notes, videos, etc.), which impacted more than 66 million children, youth, women, entrepreneurs, businessmen, employees, clients and users of financial services.
- ❑ Due to the COVID-19 pandemic, we supported the “Nos ponemos de pie” campaign of Fundación Azteca from which we donated protective material for Doctors on the front line, we delivered 50,000 face masks to nine public hospitals, and Banco Azteca donated 5 million food pantries through the “Contigo por México” program, among others
- ❑ More information at www.grupoelektra.com.mx/es/informes-de-sustentabilidad



Environmental

- ❑ 35% of the electricity consumed by Grupo Elektra comes from renewable sources
- ❑ 81% of Grupo Elektra's total emissions correspond to indirect emissions from electricity generation, Type Scope 2, which had a 30% decrease compared to the previous year
- ❑ For electricity consumption, we are also making progress in self-generation with solar panels, which is a renewable and non-polluting source, a project that will be extended only to stores and branches that have technical and economic potential



Corporate Governance

- ❑ Grupo Elektra and Banco Azteca ranked 24th in the 2020 Corporate Integrity 500 index created by Mexicans against corruption and impunity and Mexican Transparency *
- ❑ Grupo Elektra received the “Recognition for the Best Corporate Governance in Mexico” in 2016 **
- ❑ The Integrity Committee was formed, composed of three executives appointed by the Shareholders' Meeting, to support the CEO in complying with the Code of Ethics and Conduct and the Ethics, Integrity and Compliance Program to detect, prevent and treat any risk of corruption ***
- ❑ Banco Azteca occupies the sixth position among the financial institutions with the best Responsibility and Corporate Governance in Mexico, according to the ranking prepared in 2020 by Merco (Corporate Reputation Business Monitor)
- ❑ Banco Azteca is the only financial institution rated with 5 stars in the Bureau of Financial Entities of the CONDUSEF

* <https://www.integridadcorporativa500.mx/>

** <http://cfi.co/awards/latin-america/2017/grupo-elektra-best-corporate-governance-mexico-2016/>

*** <http://www.grupoelektra.com.mx/es/programa-etica-integridad-cumplimiento>



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