



2Q 2019

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 (“Elektra” or the “Company”) undertakes no obligation to update or revise any forward-looking statements.

- Grupo Elektra in Grupo Salinas
- Market
- Value Proposal
- Historic Performance
- Growth Strategies
- Leadership and ESG



Banking and Financial, and Retail



Media



Telecommunications



Energy and Others



Social Responsibility



- ❑ More than 106,000 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**
- ❑ Incorporated in the Sustainability Index of the Mexican Stock Exchange (S&P/BMV IPC Sustentable) since 2013

Close to
70 years
offering
consumer
loans

Close to
90,000
direct
employees

Largest
bank in
Mexico, by
number of
branches



+7,100 POS in
6 countries in
America

elektra.com.mx
Best
eCommerce
retailer company*

60% market
share in
motorcycles in
Mexico

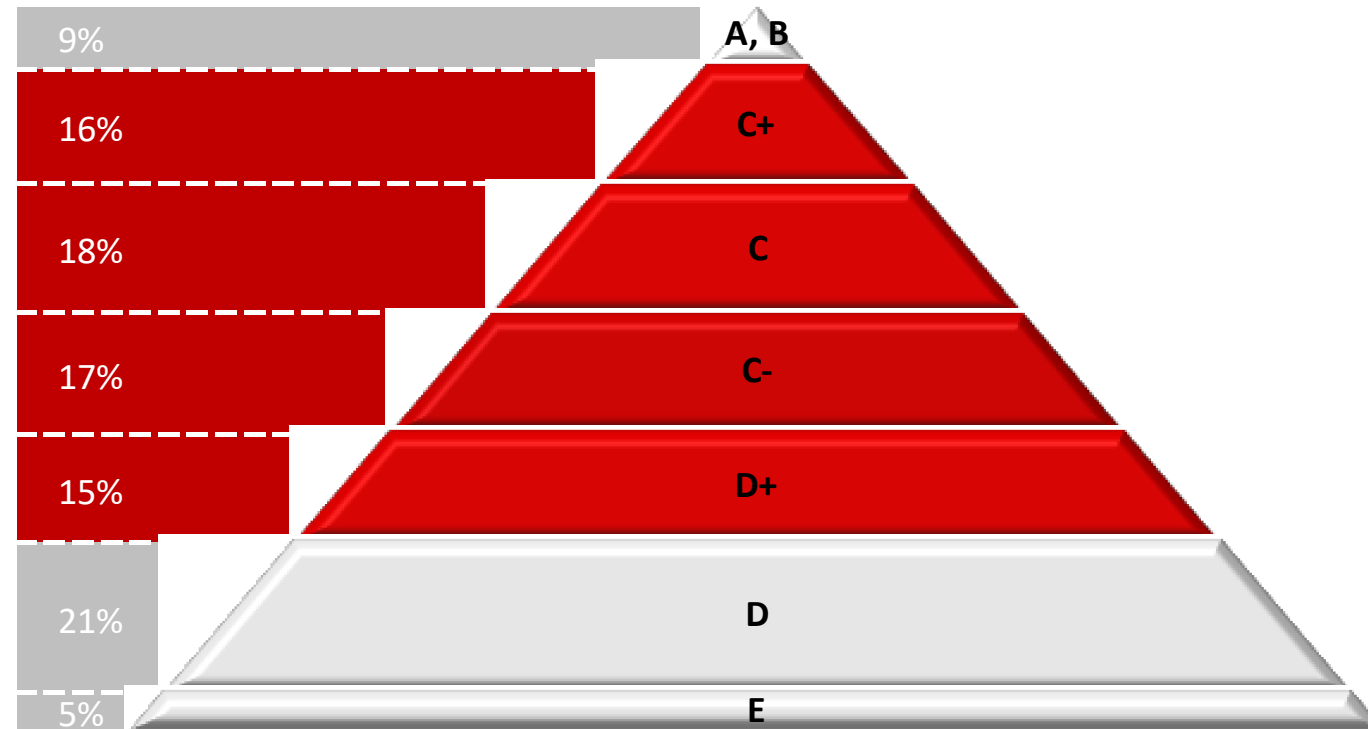
Tiendas Elektra,
Banco Azteca and
Italika recognized
as **ESR**
companies**

*<http://ecommerceaward.org/los-ganadores-del-ecommerce-award-mexico-2018/>
**(ESR®) granted by Centro Mexicano para la Filantropía (Ceme) and Alianza por la Responsabilidad Social Empresarial (AliaRSE)



Our target market:

66%
of Latin American
families*



Middle-income
families is the USA

Customer Profile	Advance America Customers	U.S. Census 2010
Average Age	43	39
Median Household Income	US\$49,696	US\$50,046
% Homeowners	79%	65%
% with High School Diploma or higher	96%	85%

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.

Elektra Store Format

- ❑ Close to 70 years focussing to C, D+ socioeconomic segments.
- ❑ 1,285 points of contact as of 2Q19: 1,117 in Mexico and 168 in Latin America.
- ❑ Average store sales floor in Mexico: 1,032 m².
- ❑ 15 distribution centers: 9 in Mexico and 6 in Latin America.



Salinas y Rocha Store Format

- ❑ Target: C+, C socioeconomic segments.
- ❑ High quality furniture, home appliances, white line, and high-tech products.
- ❑ 38 points of contact in Mexico.
- ❑ Average store sales floor: 979 m².



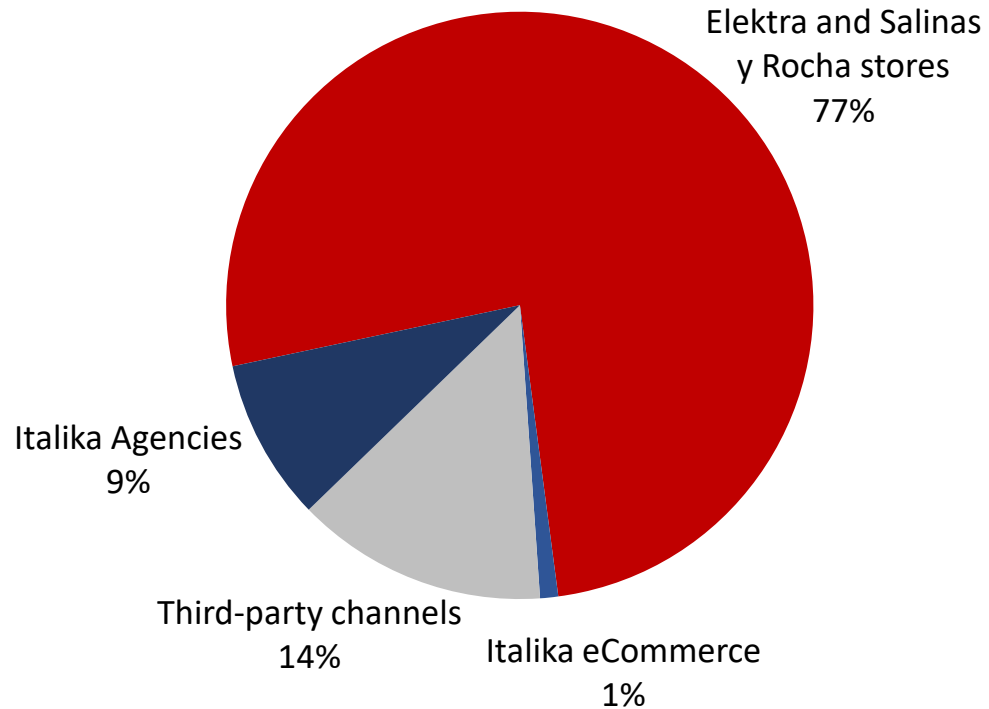
Italika

- ❑ Own brand of motorcycles with presence in Mexico, Guatemala, Peru, Honduras, Panama and Costa Rica.
- ❑ Five assembly lines in Mexico that last year assembled close to 700,000 motorcycles.
- ❑ 70 models with engines between 80 and 650 cc.
- ❑ Participates with the Government of Mexico to establish a plan for locating components to boost the national manufacturing.



Motorcycles sold, as of June 30, 2019:

4,860,174



Close to 4,000 points of sale:

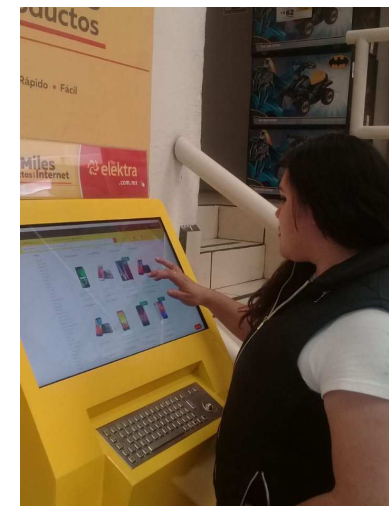
- ❑ 1,177 Elektra and Salinas y Rocha stores.
- ❑ 2,635 third-party channels (self-service and departmental stores).
- ❑ 40 Italika agencies.
- ❑ 121 concessionaries.

Also:

- ❑ 700 service centers authorized in Mexico and more than 190 in Latin America.
- ❑ 30 licensing plate modules in four states in Mexico.

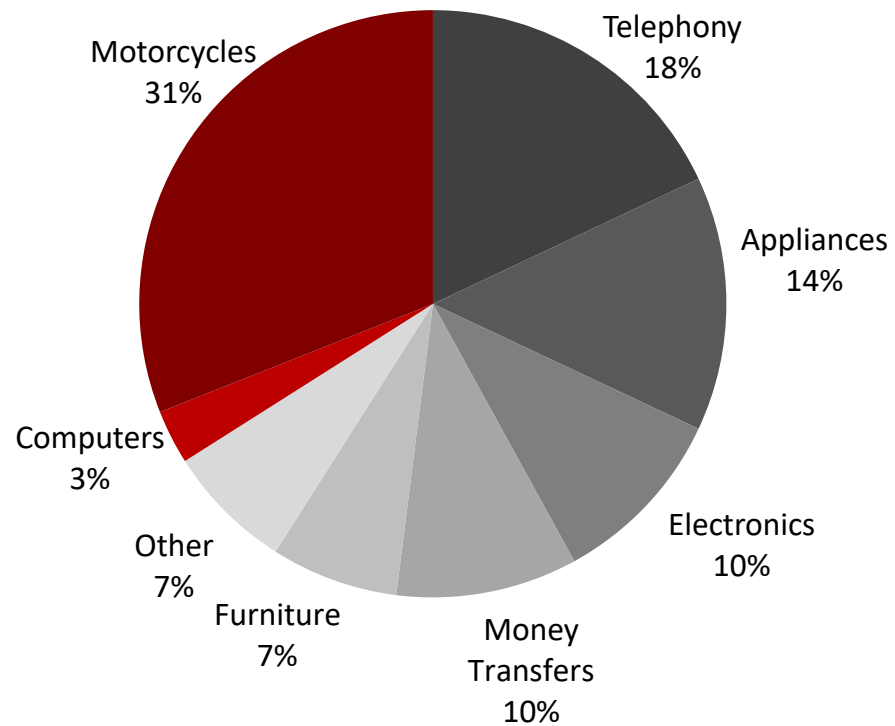
Omnichannel Strategy

- ❑ Focus on the client:
 - ❑ Purchases **from any device** (cellphone, tablet, computer), by phone or in store.
 - ❑ Free delivery to the door or to our stores.
 - ❑ Using **any form of payment** (online and offline), including “*Crédito Elektra*” from Banco Azteca.
- ❑ **400 specialized kiosks in Elektra Stores** and iPads in the rest of the POS for the first online experience.
- ❑ Launch of the Marketplace with a goal to expand the scope of product offering.
- ❑ Elektra USA (www.elektra.com.mx/beneficios-usa) targeting Mexican living in the US.
- ❑ Average ticket sale between Ps.4,000 and Ps.7,000 (vs. Ps.300 of industry leader and Ps.1,000 from the industry).



Revenues by category, LTM 2Q19

Ps. 40,427 millions



Leading brands in revenues*



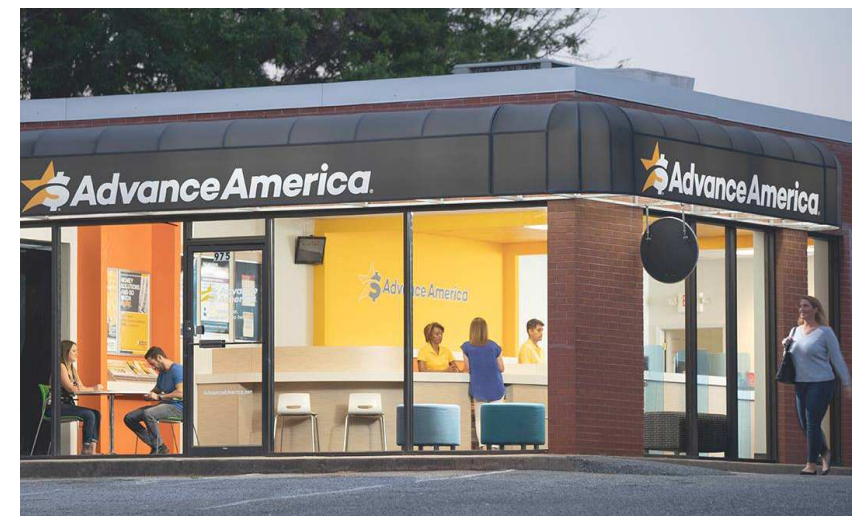
Banco Azteca

- ❑ 17 years, more than 20 millions of clients.
- ❑ Operates in Mexico, Guatemala, Honduras, Panama and Peru.
- ❑ In México we are:
 - ❑ The second largest bank by number of points of contact.
 - ❑ The third one by amount of personal loans.
- ❑ Close to 4,000 points of contact (1,323 inside our Elektra and Salinas y Rocha stores).
- ❑ A solid base of deposits with flexible funding, no commissions, and savings accounts starting with Ps.1.
- ❑ Digital Banking: Offers products and payment services through mobile devices to more than five million users. In 2019, WhatsApp was added as an additional digital channel.



Advance America

- ❑ Leading provider of non-bank cash advance services in the USA, measured by number of stores.
- ❑ 1,916 points of contact in 28 states.
- ❑ Close to 8.8 million of loans on a year.
 - ❑ Loan types:
 - ❑ Pay day: Average amount: US\$379; duration: 21 days
 - ❑ Title: Average amount: US\$811; duration: 102 days
 - ❑ Installment: Average amount: US\$784; duration: 118 days
 - ❑ Online:
 - ❑ Pay day: Average amount: US\$313; duration: Ps. 17 days.
 - ❑ Installment: Average amount: US\$825; duration: Ps.90 days.





- ❑ Offers liability and life insurance.
- ❑ Liability insurance covers:
 - ❑ Property.
 - ❑ Vehicles.
 - ❑ Motorcycles.
- ❑ Micro insurances in case of casualty and critical illness:
 - ❑ Accidental death.
 - ❑ Breast and cervical cancer.
 - ❑ First heart attack.



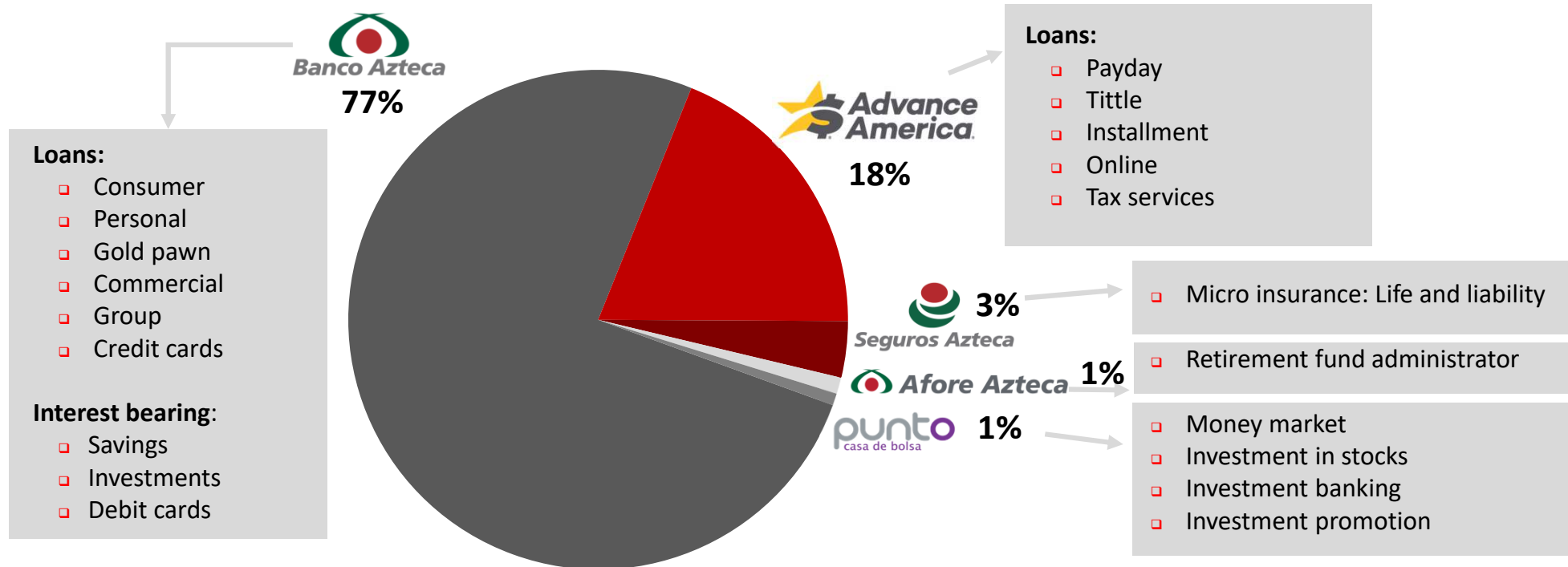
- ❑ Participation in 50 issuances in the stock market, for an amount of Ps.60 billion
- ❑ Some of the issues:

❑ CADU Inmobiliaria	❑ Grupo Diniz
❑ Central Leasing	❑ Grupo Elektra
❑ ConCrédito	❑ ION
❑ Crediamigo	❑ Lingo Leasing
❑ Exitus Capital	❑ Mas Leasing
❑ FIBRA Educa	❑ NAFINSA
❑ FIBRA HD	❑ Navistar
❑ FIBRA Plus	❑ TV Azteca

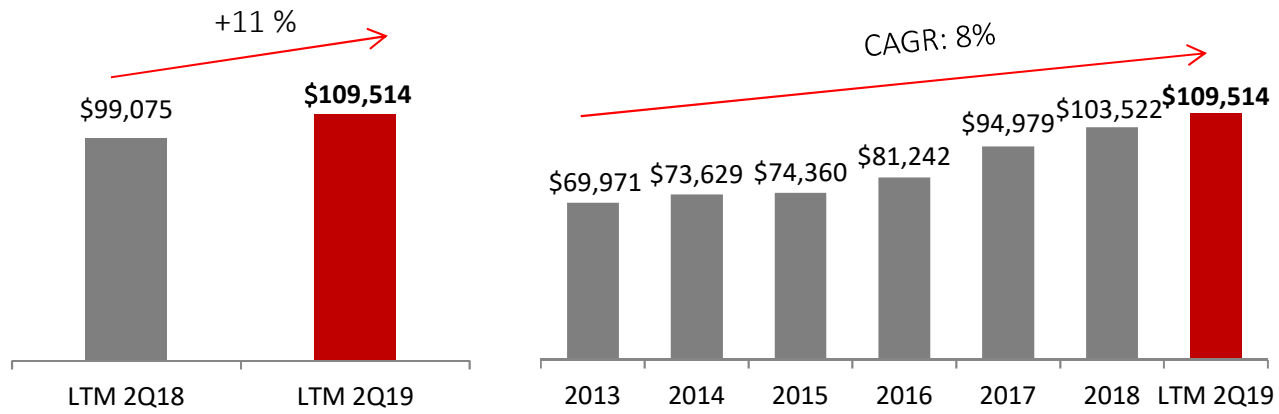


- ❑ Pension fund administrator.
- ❑ Assets under management for
- ❑ Ps.93.9 billion as of 2Q19 (+41% vs. 2Q18).
- ❑ 3.9 million of accounts as of 2Q19 (+50% vs. 2Q18).

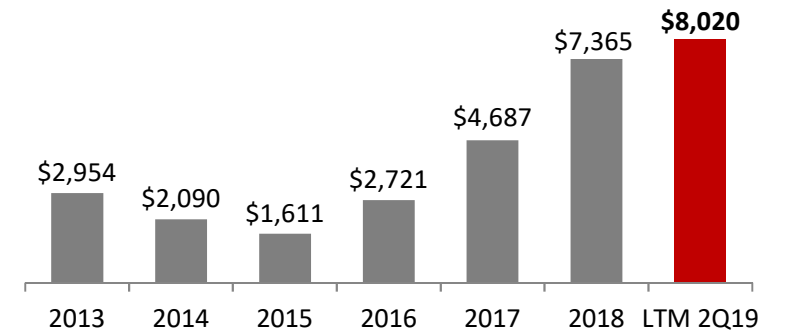
Revenues by category, LTM 2Q19:
Ps. 69,087 millions



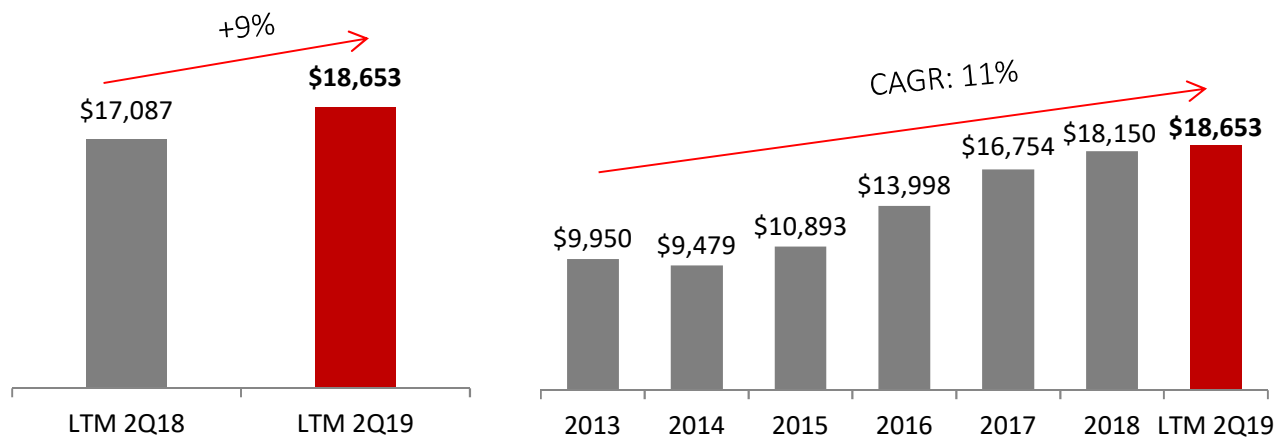
Consolidated Revenues



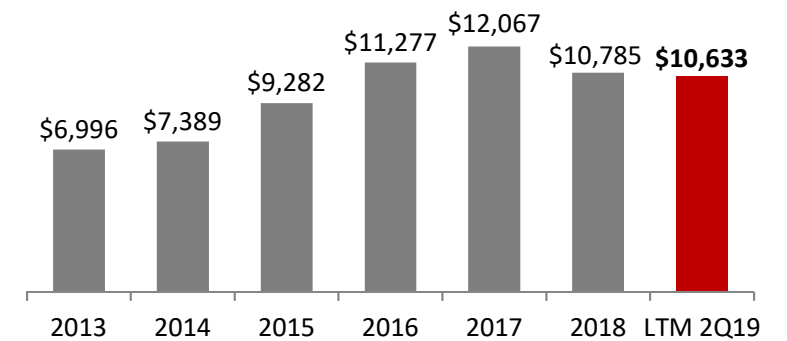
CAPEX



Consolidated EBITDA



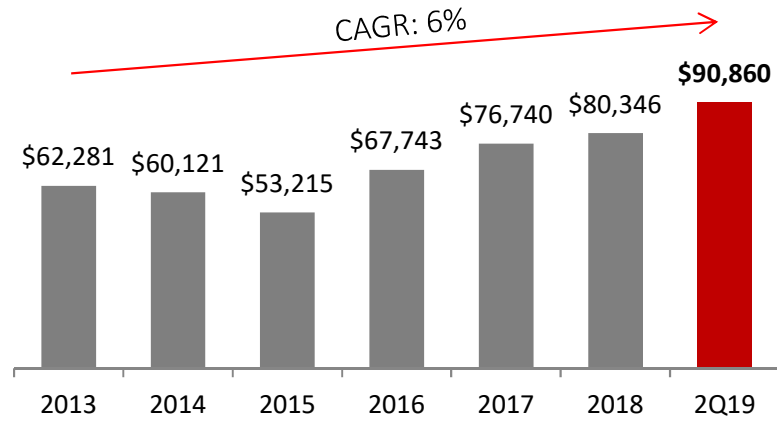
Cash Flow ⁽¹⁾



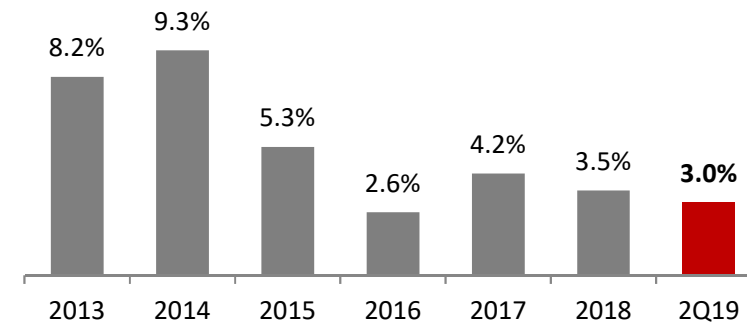
Year	Margin
2013	14.2%
2014	12.9%
2015	14.6%
2016	17.2%
2017	17.6%
2018	17.5%
LTM 2Q19	17.0%

(1) Cash Flow = EBITDA - CAPEX

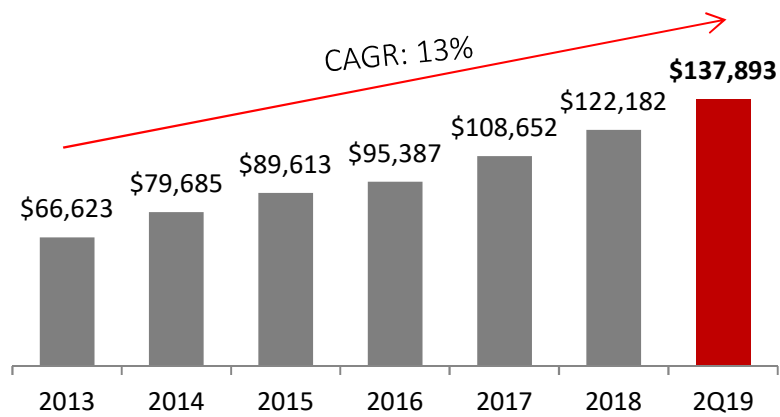
Gross Loan Portfolio



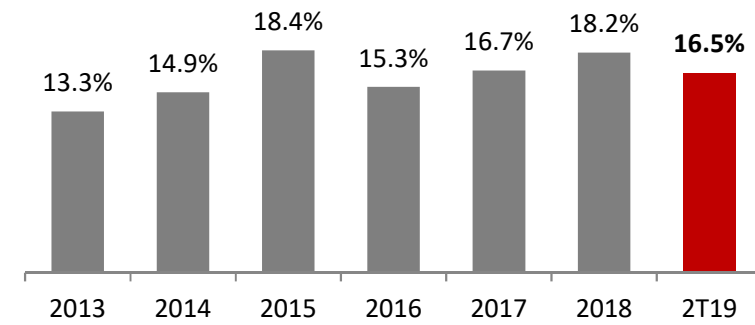
Delinquency Rate



Demand Deposits



Capitalization Index



Social

- ❑ Joins the **United Nations Global Compact**.
- ❑ Elektra and Italika are recognized as "**Great Places to Work at**".
- ❑ Elektra, Banco Azteca and Italika stores are recognized as **Socially Responsible Companies**.
- ❑ **Workforce diversified** by gender, age and origin.
- ❑ **World Bank study**, "From pawnshops to banks. The impact of formal credit on informal households", determined that **Banco Azteca contributes to the stability of household consumption in Mexico**.
- ❑ **11.2 million** children, young people, women, entrepreneurs, users of financial services, partners and clients of Banco Azteca **benefited** from its "**Aprende y Crece**" ("**Learn and Grow**") **Program in Mexico** in 2018.
- ❑ "Learn and Grow" is the **only financial education program certified by the Ministry of Public Education (SEP), the Ministry of Labor and Social Security (STPS), and the National Commission for the Protection and Defense of Users of Services Financial (CONDUSEF)**.
- ❑ **Guardadito Kids** seeks to integrate **100 thousand minors** into the financial system every year.
- ❑ **7,032 investigators and collectors from Banco Azteca Mexico** were trained with the road safe program "**Métete esto en la cabeza**" ("**Get this into your head**") during 2018.



Enviromental

- ❑ **25% of the energy consumed** by Grupo Elektra comes from **renewable sources**.
- ❑ The National Commission for the Efficient Use of Energy (Conuee) recognized Banco Azteca with the award for Excellence in Energy Efficiency in Buildings.
- ❑ More than **1.2 million trees** planted in **1,147 hectares** in the national reforestation campaign “Un Nuevo Bosque” (“The New Forest”), with the participation of **120 thousand volunteers**.



Corporate Governance

- ❑ Grupo Elektra received the “**Recognition of the Best Corporate Governance in Mexico**” award*.
- ❑ Grupo Elektra launched the “**Ethics, Integrity and Compliance Program**” that aims to **detect, prevent and address any risk of corruption**, thereby endorsing our **commitment to the principle of zero tolerance for corruption**. **
- ❑ The Corporate Reputation Business Monitor (MERCOS) recognized Banco Azteca as one of the 100 entities with the best reputation in Mexico.
- ❑ Banco Azteca and CONDUSEF entered into a collaboration agreement for the benefit of users.



*<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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