



**GRUPO ELEKTRA LAUNCHES ITS OMNICHANNEL STRATEGY AND FACILITATES ACCESS TO ECOMMERCE IN MEXICO WITH ITS ONLINE STORE:**

[www.elektra.com.mx](http://www.elektra.com.mx)

- Tiendas Elektra announces the digital transformation of its services along with access to credit to buy at any time, from any platform, with delivery to any point—**
- Leveraging its infrastructure and platform, Tiendas Elektra starts operations online with a new omnichannel shopping experience—**
- The new omnichannel platform responds to new customer purchase trends—**
- More than 1,100 Tiendas Elektra are integrated in the omnichannel strategy as points of sale, consumer financing, store pickup, support and customer service—**

**Mexico City, October 2, 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, always at the forefront and innovating to ensure the best experience for its customers, launches its online shopping portal [www.elektra.com.mx](http://www.elektra.com.mx), where users have access to hundreds of thousands of products and credit online.**

Taking advantage of its infrastructure and strength, Tiendas Elektra expands its distribution channels to offer on-line products at competitive prices. Now, millions of consumers will be able to buy online through Elektra credit and various forms of payment, guaranteeing safe and expedited delivery in a maximum of five days.

Elektra.com.mx marks the beginning of its omnichannel strategy in Mexico, with a new exclusive distribution center for e-commerce, as well as more than 1,100 stores as customer support centers, payment points and product delivery.

Among the main functionalities of the Elektra.com.mx online site are:

- Purchases 100% guaranteed by the strength of Grupo Elektra
- Competitive prices
- Fast delivery with a maximum of five days and free shipping with no minimum purchase amount required
- An extended catalog in multiple categories that expands client options
- Multiple forms of payment that include: Elektra credit, credit and debit cards, PayPal, MercadoPago, as well as cash payments at more than 1,800 Tiendas Elektra and Banco Azteca points of contact, as well as Oxxo, 7-Eleven and Farmacias del Ahorro stores, and many more
- Most importantly, a total approach to providing the best omnichannel buying experience in Mexico

"Convinced of the importance of digital transformation to offer our customers a world-class experience, we are looking to consolidate our online commerce and maintain our status of vanguard with our omnichannel strategy maintaining consumer preferences," commented Fabrice Deceliere, CEO of Tiendas Elektra.

"Our commitment is to offer the best shopping experience with the option to visit us 24/7, an extended catalog, access to credit, multiple payment options, and personalized attention through mobile devices, social networks, our call center or in store," commented Juan Carlos Garcia, Director of Global e-Commerce and Omnichannel of Tiendas Elektra.

To celebrate the launch, Elektra.com.mx will offer promotions and special prices on thousands of products, as well as free shipping with no minimum purchase amount. From October 2 to October 9 users will be able to obtain discounts of up to 50% in categories such as telephony, electronics, video games, home appliances, mattresses, furniture and many others.

Customers can visit [www.elektra.com.mx](http://www.elektra.com.mx) from their PC, tablet or any mobile device to start shopping today.

**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](http://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](http://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](http://www.tvazteca.com); [www.irtvazteca.com](http://www.irtvazteca.com)), Azteca America ([us.azteca.com](http://us.azteca.com)), Grupo Elektra ([www.elektra.com.mx](http://www.elektra.com.mx); [www.grupoelektra.com.mx](http://www.grupoelektra.com.mx)), Banco Azteca ([www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)), Advance America ([www.advanceamerica.net](http://www.advanceamerica.net)), Afore Azteca ([www.aforeazteca.com.mx](http://www.aforeazteca.com.mx)), Seguros Azteca ([www.segurosazteca.com.mx](http://www.segurosazteca.com.mx)), Totalplay ([www.totalplay.com.mx](http://www.totalplay.com.mx)) and Enlace TP ([enlacetp.mx](http://enlacetp.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.

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