



grupo elektra

Grupo Elektra, S.A.B. de C.V.

BMV: ELEKTRA*; LATIBEX: XEKT

This Presentation refers to certain non-IFRS measures. These non-IFRS measures 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 provide 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.

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

The Company at a glance

Grupo Elektra is the **leading financial services company and specialized retailer in Latin America**, and the largest provider of short-term, non-bank loans in the US.

Contributing to improve the purchasing power of millions of families underserved by traditional banks.



+70 years offering consumer loans



~70,000 direct employees



~60% motorcycles market share in Mexico



24.6 million digital banking clients



Largest bank in Mexico by employees and personal loans portfolio.



ESG Index FTSE4Good Index Series

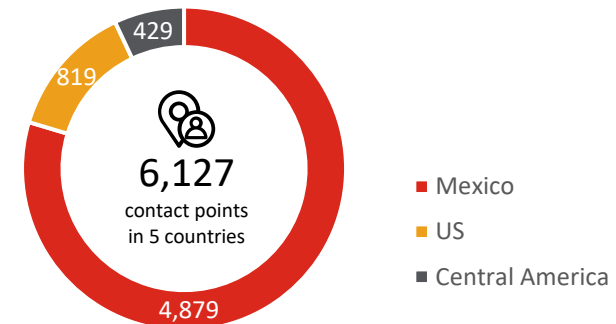
KANTAR BRANDZ

#21 of the most valuable Mexican brands, 2023 ranking.

TIME Magazine

Best companies in the world in 2023¹

PRESENCE



¹<https://time.com/collection/worlds-best-companies-2023/>

Key reasons to invest

1

Presence and leadership in **markets with long-term growth opportunities.**

2

More than 70 years of success, knowing and serving the dynamic middle class, through **market-leading brands.**

3

Always at the **forefront of technological innovation,** offering inclusion, financial and digital education to our clients.

4

Robust sustainability strategy that, among other things, will add approximately 307 thousand m² of green buildings in Mexico, equivalent to 35% of the total currently certified area.

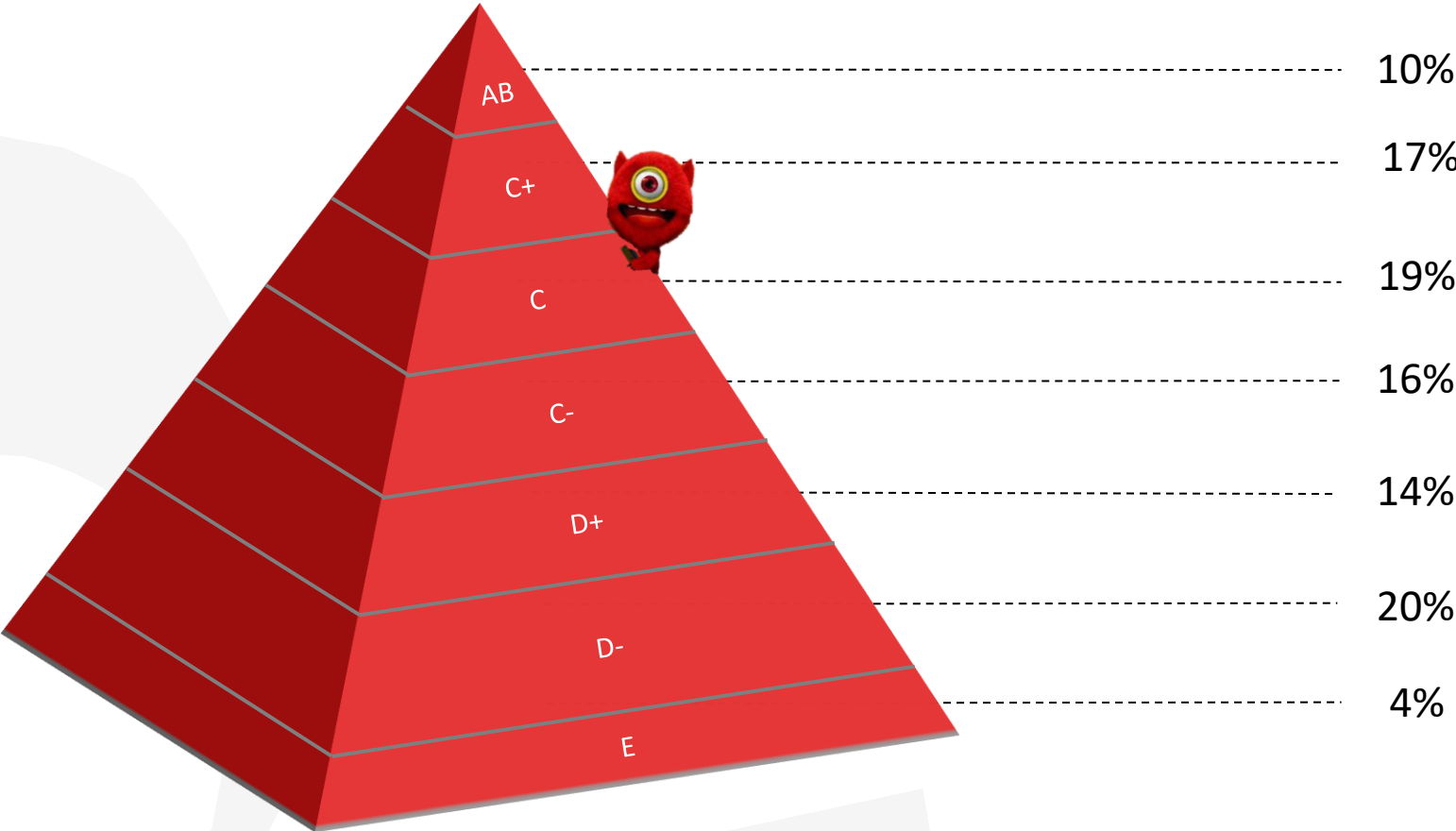
5

Commitment to sustainability that has been ratified with greater emphasis since 2018. Grupo Elektra sets **clear objectives, measurable by specialized organizations.**

6

Solid financial performance, resilient to economic downturns and with a disciplined approach to leverage.

Target market



Our target market is:

59%
of Latin American
families



In the US, the customer profile matches the average American citizen (43 years old, family income of US\$50 thousand, 79% with their own home and 96% with a high school certificate or higher).

Source: AMAI (Mexican Association of Research Agencies). Estimation of the AMAI from the data of the National Survey of Revenue and Expenses of Households 2020. Consider cities with 100,000 inhabitants or more.

Business Segments



grupo elektra

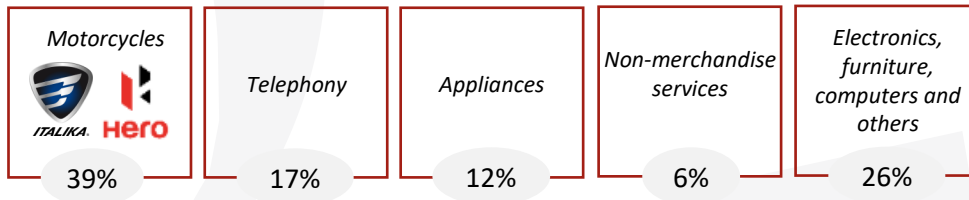
Revenue LTM Q3 2024:
Ps.196,161 millions

Commercial business

Revenue LTM Q3 2024: Ps.77,376 millions
40% of Consolidated Revenue

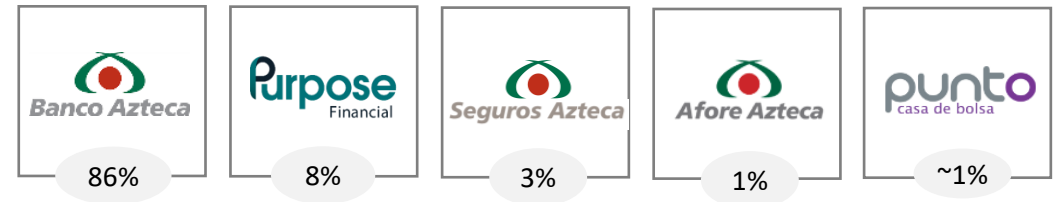


Categories



Financial business

Revenue LTM Q3 2024: Ps.118,785 millions
60% of Consolidated Revenue



Commercial business

Elektra stores

- ❑ +70 years focused on the dynamic middle class.
- ❑ **1,363 contact points** as of Q3 2024:
 - 1,233 in Mexico
 - 130 in Central America
- ❑ Average sales floor in Mexico: 1,171 m²
- ❑ Omnichannel sales: in store, online (+10% of total) and through our apps (baz and elektra).
- ❑ Cash or credit payment (57%); on teller or digitally.
- ❑ Free delivery to home or branch.
- ❑ 45 new “**Elektra Motos**” stores for multi-brand sale: Italika, Hero, Benelli, Kymko and Suzuki.



Commercial business

Motorcycles



- In 2004, Italika, Grupo Elektra's **own brand**, was launched.
- It has **~60% market share** in Mexico.
- +50 models with engines between 110 y 300 cc.
 - **Launched 18 models in 2023** and 36 models by 2024.
- ~9.2 million **motorcycles sold** since 2004, and 1.3 million LTM Q3 2024
- Presence in Mexico, Guatemala and Honduras.



- In 2021, Hero brand was launched exclusively in Mexico and **~69 thousand motorcycles sold since then.**



- In 2023, an exclusive distribution agreement for the Benelli brand began and nearly **11 thousand** motorcycles have been sold.



Commercial business

New logistics model



	Before	New Logistics Model
Home delivery from store sales	There was not any They were borne by the client with third-party carriers, cash collections and without quality standards.	<ul style="list-style-type: none"> ▪ Specialized fleet ▪ Trained drivers ▪ Unboxing: We review it together. ▪ Reverse Logistics (Backhaul)
Home delivery from online sales	100% outsourced	We migrated 80% of sales to the internal logistics model
Weekly refill frequency at points of sale	1 visit	Up to 6 visits, 3 on average



↓ **Inventory**



↓ **Damaged merchandise**



↑ **Safety**

Commercial business

New logistics model

Each year, on average:



We embark
+3 million m³



We travel
~35 million km



We deliver
+450 K packages

	Before	New Logistics Model
Distribution centers	<ul style="list-style-type: none"> 10 traditional centers 1 eCommerce 	10 omnichannel CEDIs 36 HUBs 24 Dark warehouse 87 Delivery centers
Own fleet	300 units Spot units were used, causing damage to the merchandise due to shoveling and non-specialized personnel.	+ 740 units Including new electric units and motorcycles
Technology	-	<ul style="list-style-type: none"> App EKT Driver WhatsApp bot for service evaluation EKT Entrega Supply processes automation and unique geolocated inventory implementation



↓ Inventories slow moving
 Warehouse in store ↓
 Store display ↑
 Total in store ↓



↑ Incremental revenue
 For the provision of cargo transportation services to third parties

Commercial business

International Money Transfers

- ❑ 30 years experience
- ❑ 11 million customers
- ❑ #1 in Mexico
 - +2,000 branches
 - Open every day from 9 to 9
 - Cash always available
 - 24/7 through digital channels (8% of total transactions)
 - Collection without account and with a bank account (Direct to account, ATMs, Banco Azteca app, baz app and WhatsApp)
 - Theft/loss insurance
- ❑ We adapt our economic model to changing market conditions:
 - From the growth of transactions in %, to nominal ranges
 - From fixed to variable commission, according to principal amount ranges
 - Real-time compliance



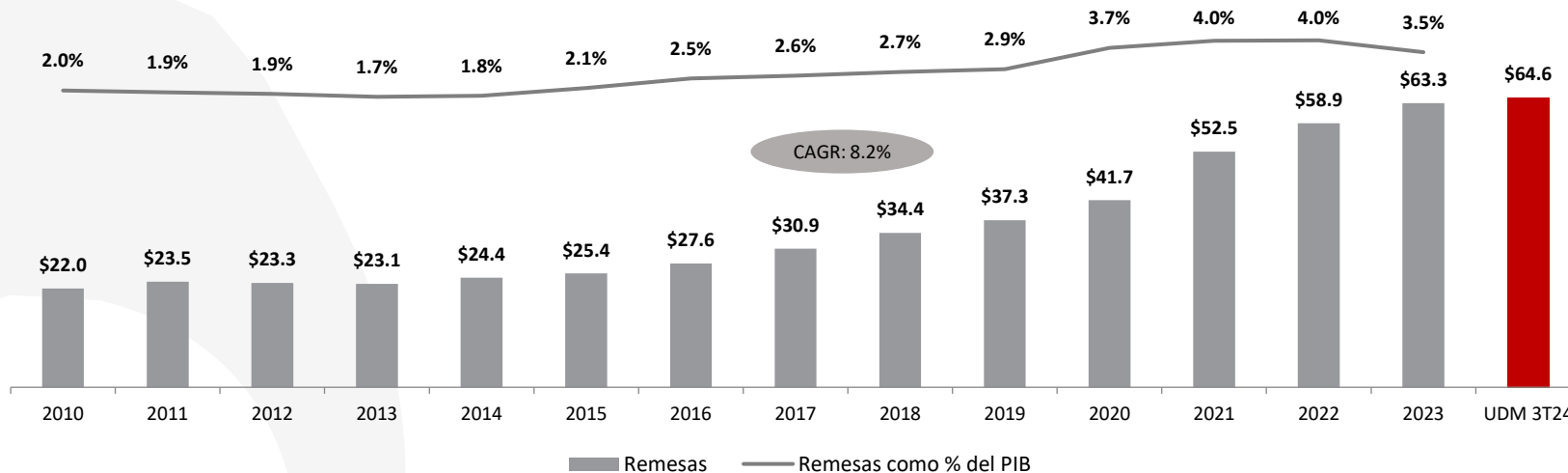
elektra

Banco Azteca

Commercial business

International Money Transfers

Total Remittances to México (US\$ B)



*Source: Banxico; Banco Mundial

In USA:

- The economy is experiencing moderate growth, though at a slower pace. Consumer spending and business investments continue to drive economic activity.
- The unemployment rate remains low, indicating a strong labor market.
- Inflation is trending lower.
- Remitters are maintaining solid incomes and are seeking the most favorable USD/MXN exchange rate.
- Housing demand remains strong, despite the sector facing challenges due to higher costs.

In Mexico:

- Moderate but stable growth.
- Inflation remains a concern.
- Political uncertainty around constitutional reforms is putting pressure on the currency.
- A substantial budget deficit and an uncertain regulatory environment.
- A cautious outlook with underlying risks.

Financial business

Banco Azteca

- ❑ Since 2002, Banco Azteca is a **pillar for financial inclusion**, offering banking services to millions of families underserved by traditional banks.
- ❑ In Mexico:
 - Is the **largest bank**, by employees and personal loans portfolio.
 - Has **34.6 million deposit accounts** as of Q3 2024 (in a country with 35 million households).
 - The only financial institution with a presence in 180 municipalities.
 - Has **3,913 contact points** (1,395 inside Elektra and SyR), and a network of 5,204 ATMs in agreement with other banks (2,330 its own).
- ❑ Workforce of **+12,500 employees in field** who perform credit and collection duties. No other competitor has a comparable workforce just for this task.
- ❑ A solid deposit base with optimal funding costs, accounts without commissions, opening saving accounts with Ps. 1.



KANTAR BRANDZ
2023
#16 in the ranking of
the most valuable
Mexican brands

Financial business

Digital banking

- ❑ **24.6 million digital accounts**
- ❑ Banco Azteca app is the largest digital bank in Mexico.
- ❑ LTM Q2 2024, more than 5.9 billion transactions were made in the app:
 - **57% of Banco Azteca's financial transactions.**
 - 4 out of 10 credit payments
 - 5 out of 10 cash credits
 - 8 out of 10 clarification requests are managed from the app.
- ❑ Our efforts in the coming months will be focused on:
 - Improve digital support for credit origination.
 - Promote payment on credit with a better user experience, in more businesses (formal and informal).



Corporate sustainability strategy

At Grupo Elektra we seek to contribute to the development of the communities in which we have presence, respecting the environment through profitable and inclusive solutions, with the purpose of generating Inclusive Prosperity, through the creation of economic, social and environmental value.

ESG Index
FTSE4Good Index Series

Last evaluation: 2.9/5



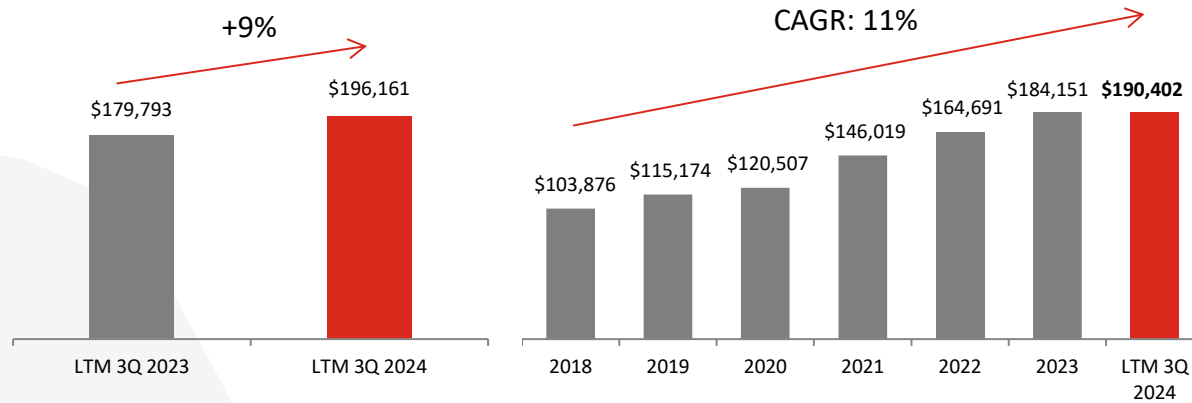
FTSE4Good



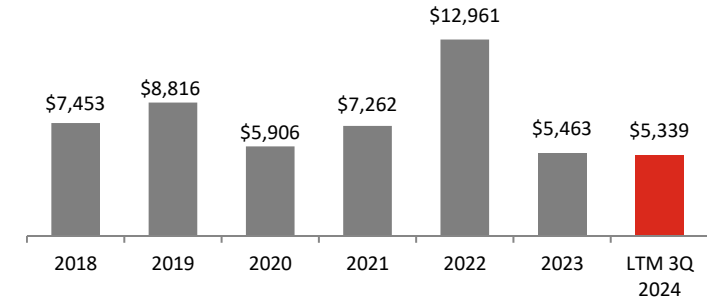
Consolidated Financial Overview

Ps. Millions

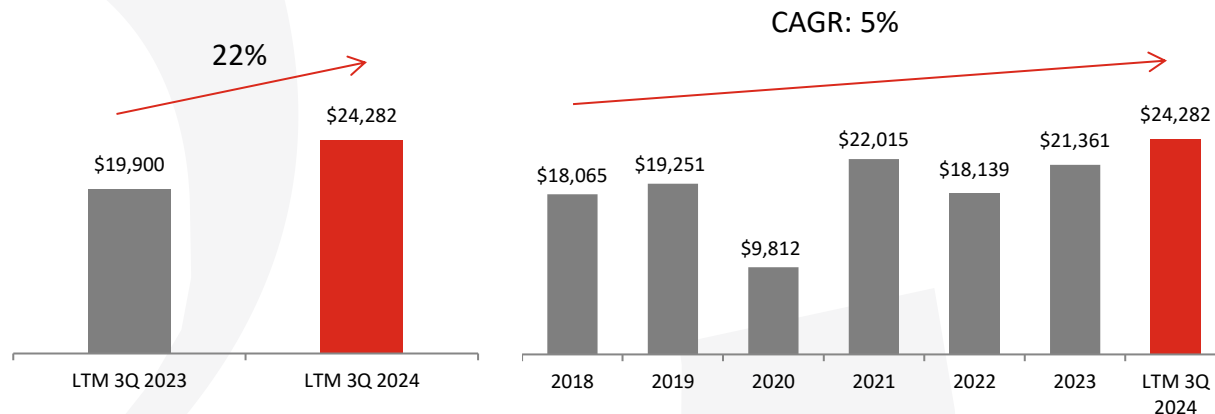
Consolidated Revenue



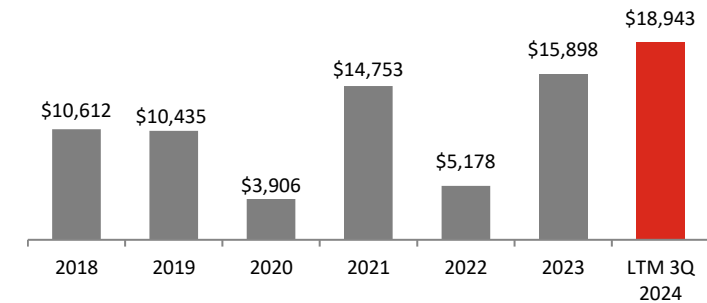
CAPEX



Consolidated EBITDA



Cash Flow⁽¹⁾



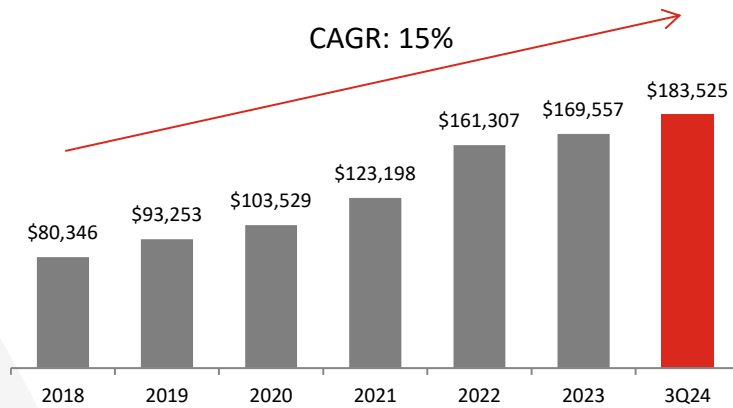
Year	2018	2019	2020	2021	2022	2023	LTM 3Q 2024
Margin:	17.4%	16.7%	8.1%	15.1%	11.0%	11.6%	12.4%

(1) Cash Flow = EBITDA - CAPEX

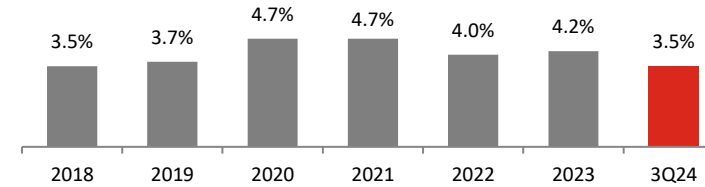
Banco Azteca Highlights

Ps. Million

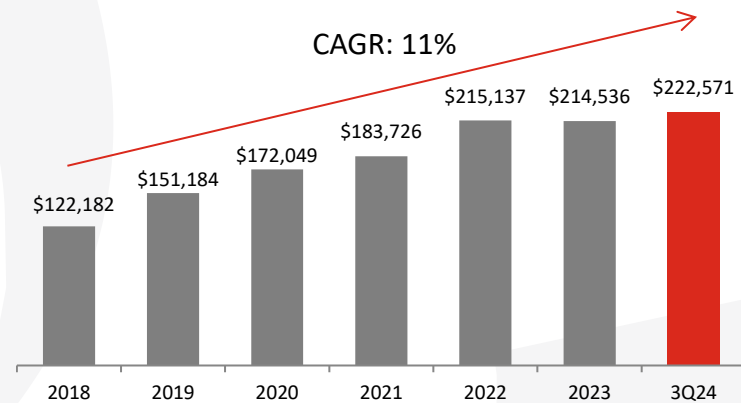
Gross Loan Portfolio



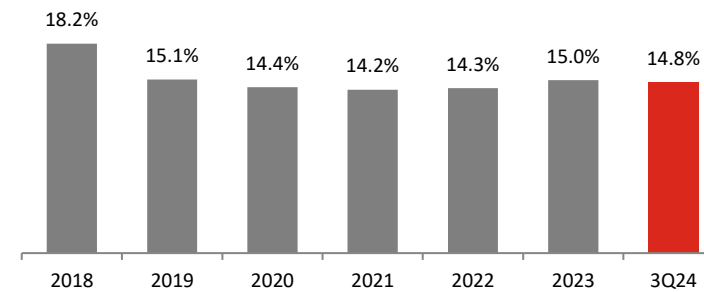
Delinquency Rate



Demand Deposits



Capitalization Index

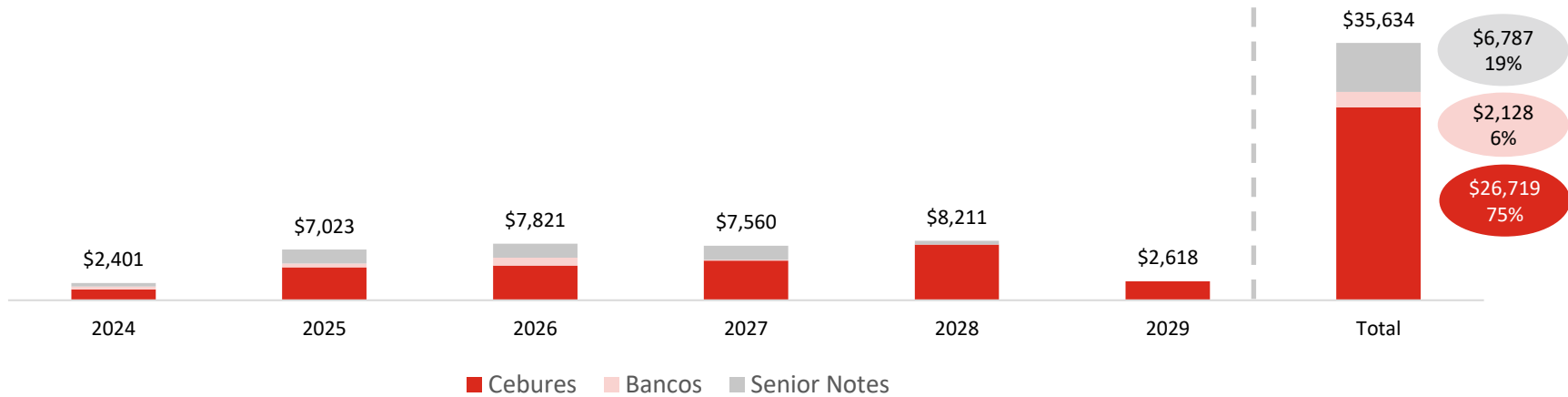


Deposits to Gross Loan Portfolio: 1.5x 1.6x 1.7x 1.5x 1.3x 1.3x 1.2x

Consolidated Debt Maturity Profile

Annual Amortization Schedule

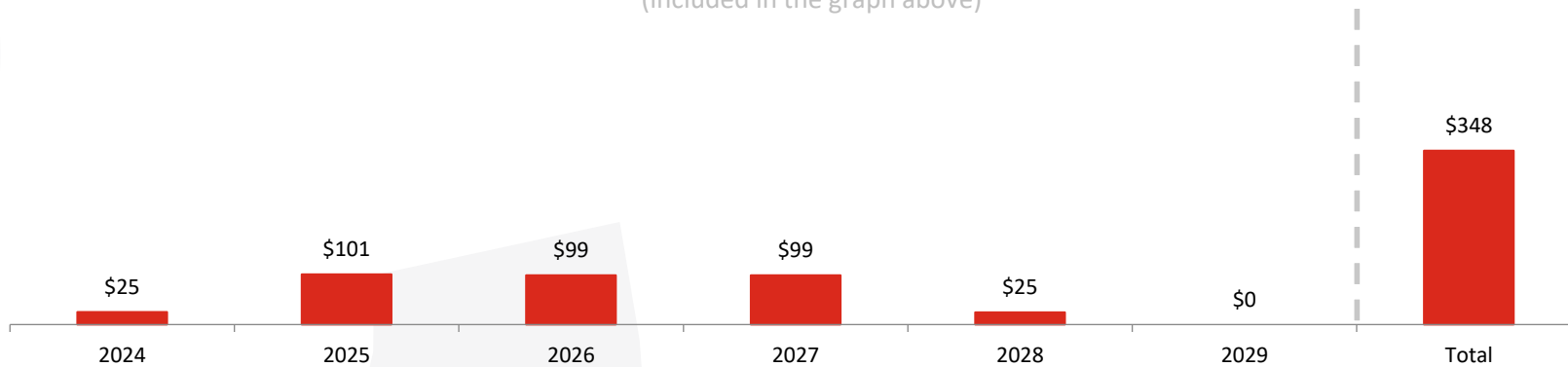
Ps. mm



Annual Amortization Schedule

US\$ mm

(included in the graph above)





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