



grupo elektra

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

BMV: ELEKTRA\*; LATIBEX: XEKT

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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



~70,500 direct employees



~54% motorcycles market share in Mexico



25.2 million digital banking clients



Largest bank in Mexico by employees and personal loans portfolio and branches; and the 2<sup>nd</sup> by employees.

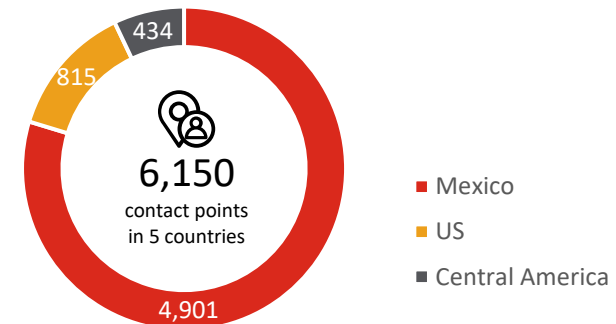
**KANTAR BRANDZ**

#18 (Banco Azteca) and #26 (Grupo Elektra) of the most valuable Mexican brands, 2025 ranking.

**TIME Magazine**

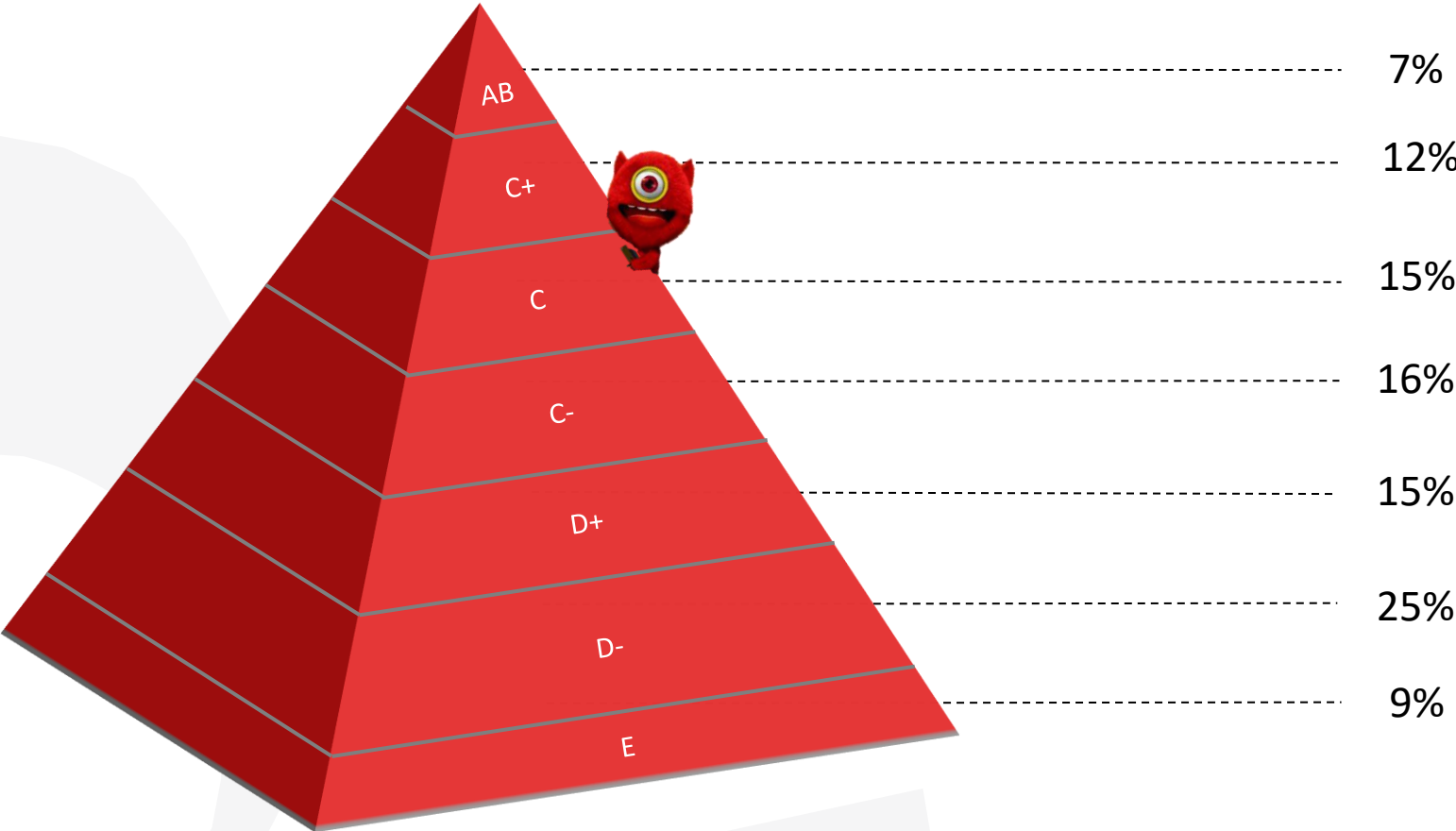
Best companies in the world in 2023<sup>1</sup>

## PRESENCE



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

# 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



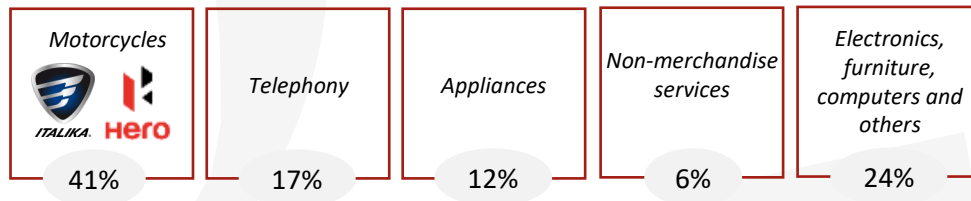
Revenue 2024:  
Ps.201,296 millions (+9% vs 2023)

## Commercial business

Revenue 2024: Ps.78,749 millions (+8% vs 2023)  
**39% of Consolidated Revenue**



## Categories



## Financial business

Revenue 2024: Ps.122,547 millions (+10% vs 2023)  
**61% of Consolidated Revenue**



# Commercial business

## Elektra stores

- ❑ +70 years focused on the dynamic middle class.
- ❑ **1,408 contact points** as 2024:
  - 1,277 in Mexico.
  - 131 in Central America.
- ❑ Average sales floor in Mexico: 1,214 m<sup>2</sup>.
- ❑ Omnichannel sales: in store, online and through our apps (baz and elektra) (~7% of total sales during 2024).
- ❑ Cash or credit payment (60%); on teller or digitally.
- ❑ Free delivery to home or branch.
- ❑ 54 new “**Elektra Motos**” stores for multi-brand sale: Italika, Hero, and Benelli.



# Commercial business

## Motorcycles



- In 2004, Italika, Grupo Elektra's **own brand**, was launched.
- It has **54% market share** in Mexico.
- +50 models with engines between 110 y 300 cc.
- +9.6 million **motorcycles sold** since 2004, and 1.3 million in 2024.
- Presence in Mexico, Guatemala and Honduras.



- In 2021, Hero brand was launched exclusively in Mexico and **~79 thousand motorcycles sold since then** (~31 thousand motorcycles in 2024).



- In 2023, an exclusive distribution agreement for the Benelli brand began and **+14 thousand** motorcycles have been sold.



# Commercial business - New logistics model



Before

New logistic model

Home deliveries of in-store sales	<p>There was not any</p> <p>They were handled by third-party freight transportation, with cash payments and no quality standards.</p>	<ul style="list-style-type: none"> <li>Specialized fleet</li> <li>Trained drivers</li> <li>Unboxing: we reviewed it together..</li> <li>Reverse logistics (<i>backhaul</i>)</li> </ul>
Home deliveries of digital sales	100% outsourced.	We migrated 80% of sales to the internal logistics model.
Weekly replenishment frequency to points of sale	1 visit	Up to 6 visits, average 3.



↓ -20% reduction in floor shortages.



97% in fulfillment of promise.



4.5/5 client satisfaction.



# Commercial business

## New logistics model

Each year, on average:



**We embark**

~4 million m<sup>3</sup>



**We travel**

~30 million kms



**We deliver**

+400 K packages

	Before	New Logistics Model
Distribution centers	<ul style="list-style-type: none"> <li>10 traditional centers</li> <li>1 eCommerce</li> </ul>	10 omnichannel CEDIs 39 HUBs 29 Dark warehouse 148 Delivery centers
Own fleet	<b>300 units</b> Spot units were used, causing damage to the merchandise due to shoveling and non-specialized personnel.	<b>594 units</b> Including new electric units and motorcycles.
Technology	-	<ul style="list-style-type: none"> <li>App EKT Driver</li> <li>WhatsApp bot for service evaluation</li> <li>EKT Entrega</li> <li><b>IBP Supply</b>, automation of supply processes and implementation of a single geolocated inventory</li> </ul>



**↓ Inventories**

-\$5.081 billion (2024 vs. peak in 3Q 2022).



**↑ Fill rate**

From 82.7% to 89.7%.



**↑ Incremental revenue**

From providing parcel services to third parties and transporting sellers' merchandise.

# Commercial business

## International Money Transfers

- ❑ 30 years experience.
- ❑ 11 million customers.
- ❑ #1 in Mexico:
  - +2,000 branches.
  - Open every day from 9 am to 9 pm.
  - 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.

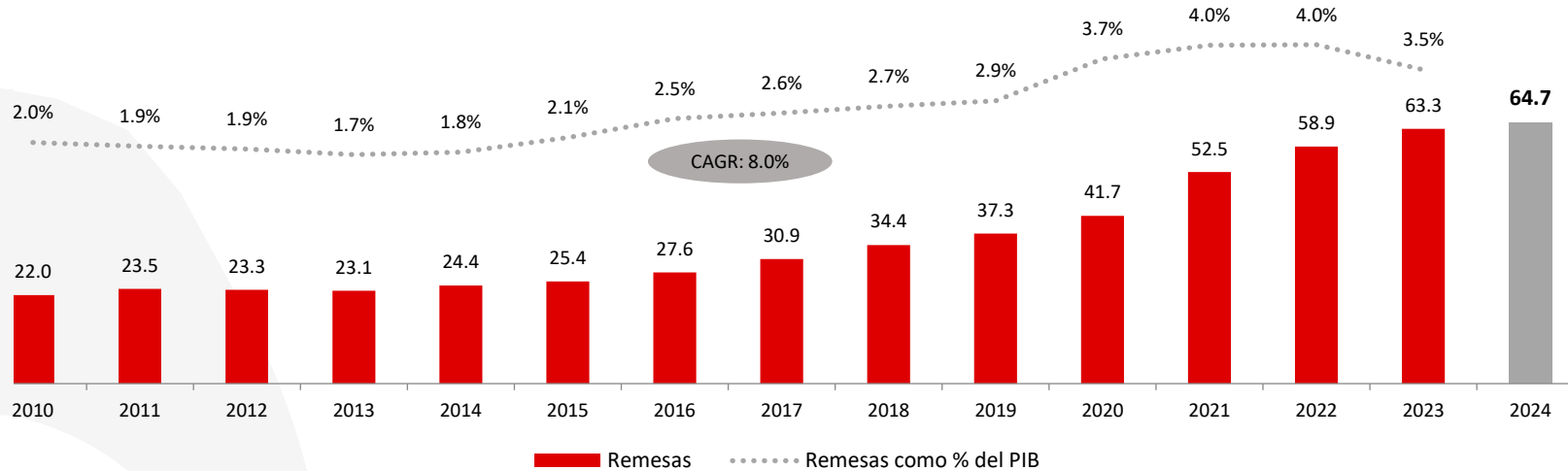


The advertisement features the logos for Elektra and Banco Azteca at the top. Below the logos, a young woman with long dark hair, wearing a green sleeveless top and blue jeans, is smiling and looking at her smartphone. To her right, the text reads: **Recibe** dinero de  **fácil y sin complicaciones.** A dotted green line with two green banknotes (one 20 and one 10) is shown on the right side, suggesting a transfer process.

# Commercial business

## International Money Transfers

Total Remittances to México (US\$ B)



\*Source: Banxico; Banco Mundial

In Mexico, remittances remain strong despite economic cycles.



- 8.0% CAGR between 2010 and 2024.
- Mexico GDP 2024: +1.5% vs. remittance transfers +2.3%.
- The US-Mexico corridor is the largest globally.

### In the USA:

- The US economy remains on a growth trajectory, supported by rising employment and personal income.
- Tightened security on the US-Mexico border will result in a slowdown in the wave of migrants from Haiti, Colombia, and Cuba.
- Uncertainty among senders due to changes in immigration policy.
- The Trump administration will tighten immigration policies and deteriorate the quality of life for illegal migrants.

### In Mexico:

- Inflation for 2024 was 4.21%, still above the Central Bank's target.
- 2024 saw the second-lowest job creation in Mexico in the last 15 years (213,000 formal jobs).
- We believe remittance flows are unlikely to be affected.
- The primary driver of migration and remittances is the US economy and employment, and we believe there is little room to tighten immigration policy..

# 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.
  - **35 million deposit accounts** as 2024 (in a country with 35 million households).
  - The only financial institution with a presence in 177 municipalities.
  - Has **3,927 contact points** (1,408 inside Elektra and SyR), and a network of 5,566 ATMs in agreement with other banks (2,663 its own).
- ❑ Workforce of **~25,700 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  
2025  
#18 in the ranking of  
the most valuable  
Mexican brands

# Financial business

## Digital banking

- ❑ **25.2 million digital accounts.**
- ❑ Banco Azteca app is the largest digital bank in Mexico.
- ❑ In 2024, more than 6.1 billion transactions were made in the app:
  - **59% 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).

La institución con  
**mejor desempeño en atención  
a usuarios en este 2024**



# Corporate sustainability strategy

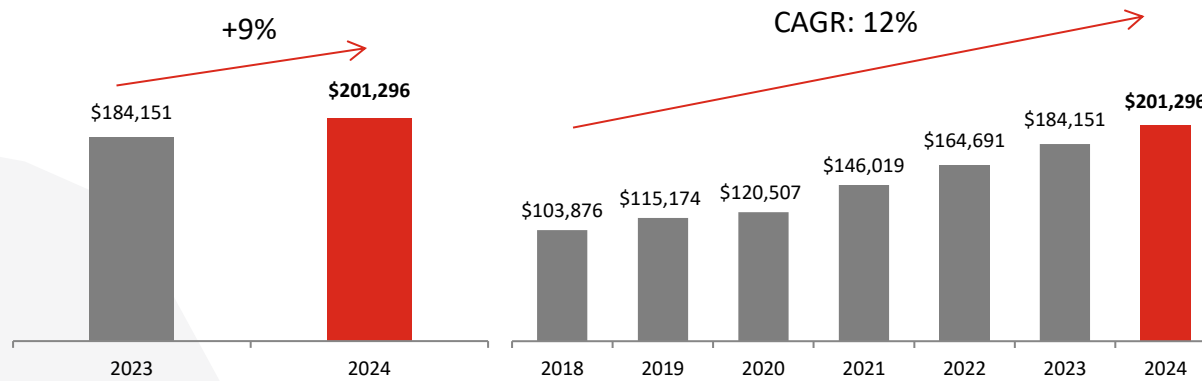
At Grupo Elektra we seek to contribute to the development of the communities in which we have presence, respecting the environment through profitable and inclusive solutions, with the purpose of generating Inclusive Prosperity, through the creation of economic, social and environmental value.



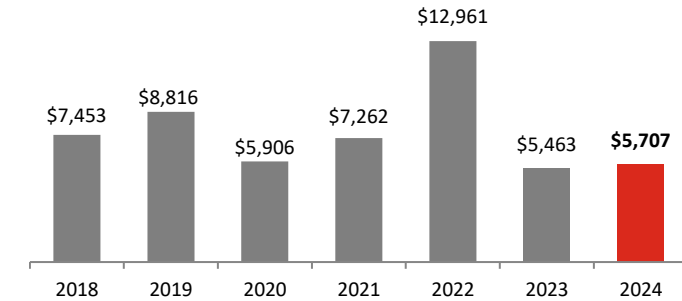
# Consolidated Financial Overview

Ps. Millions

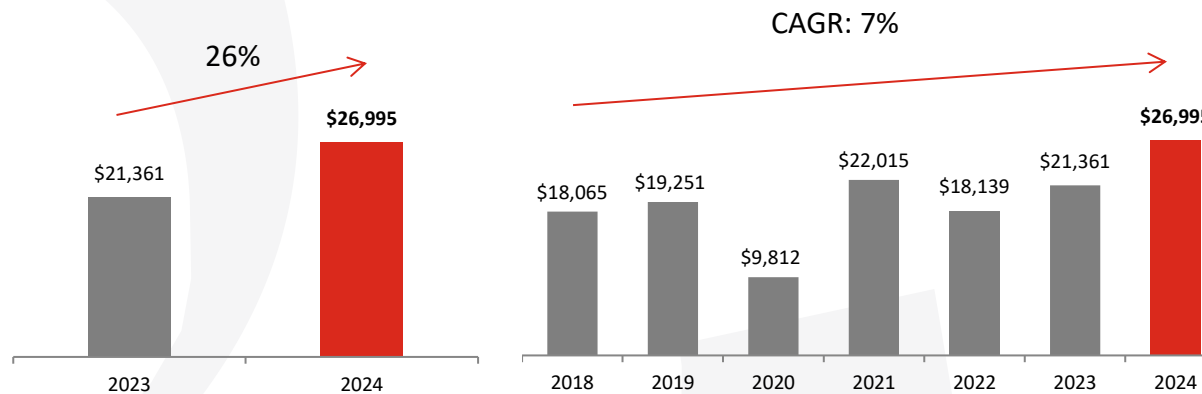
## Consolidated Revenue



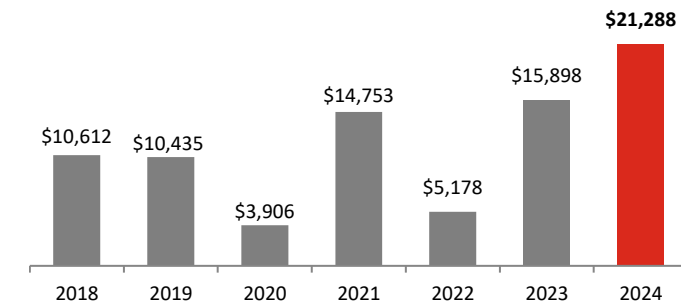
## CAPEX



## Consolidated EBITDA



## Cash Flow<sup>(1)</sup>



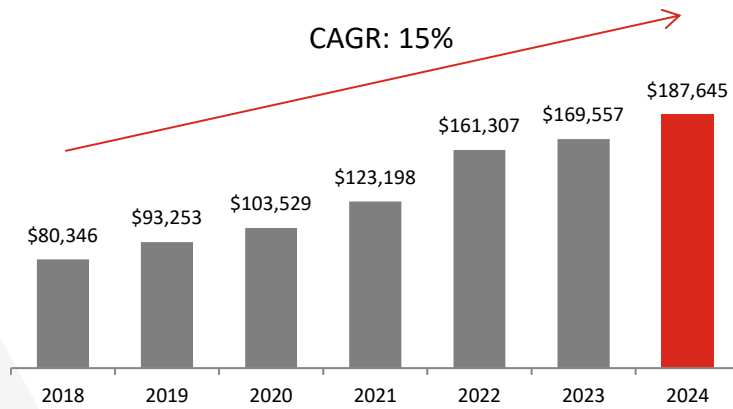
Year	2018	2019	2020	2021	2022	2023	2024
Margin:	17.4%	16.7%	8.1%	15.1%	11.0%	11.6%	13.4%

(1) Cash Flow = EBITDA - CAPEX

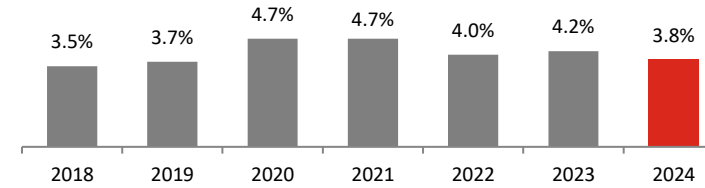
# Banco Azteca Highlights

Ps. Million

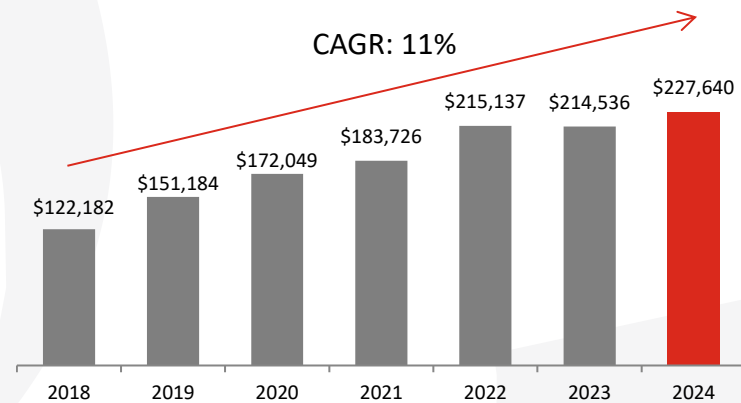
## Gross Loan Portfolio



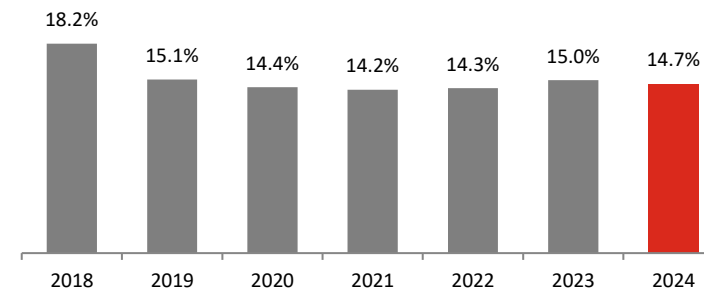
## Delinquency Rate



## Demand Deposits



## Capitalization Index



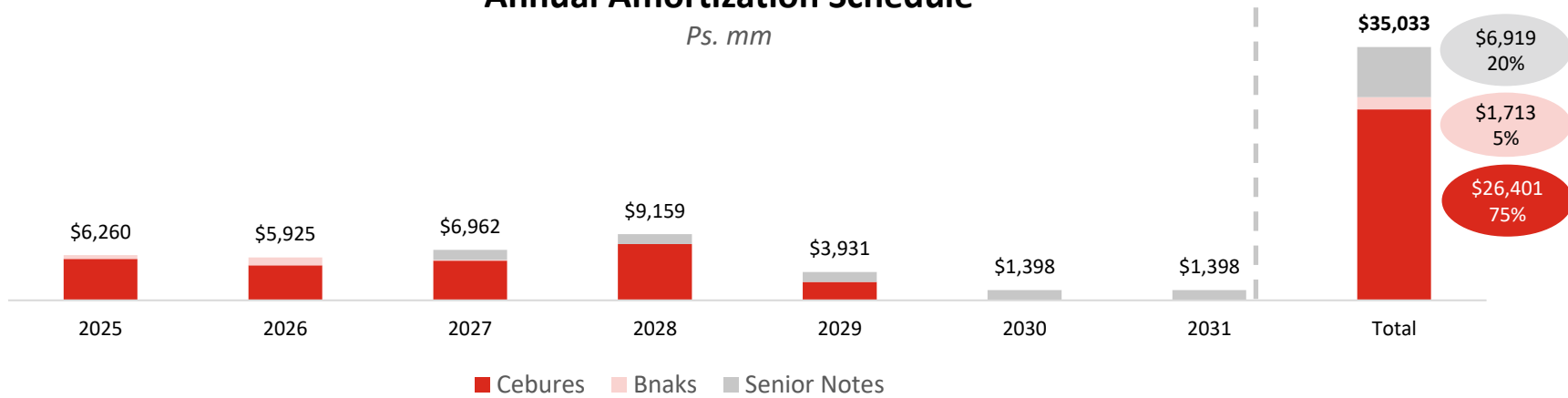
Deposits to Gross Loan Portfolio: 1.5x 1.6x 1.7x 1.5x 1.3x 1.3x 1.2x



# Consolidated Debt Maturity Profile

## Annual Amortization Schedule

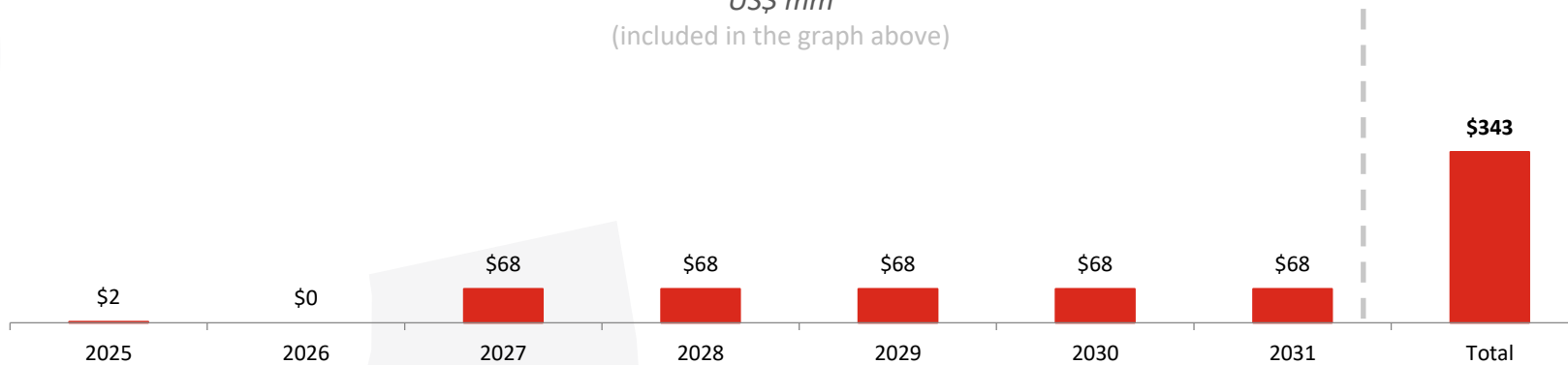
*Ps. mm*



## Annual Amortization Schedule

*US\$ mm*

(included in the graph above)





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