



Follow-up on Grupo Elektra's market positioning, competitiveness, and key market trends in the retail money transfer business in Mexico

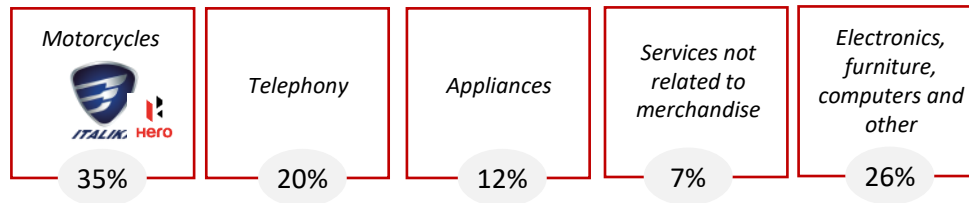
November 2022



Commercial Business
*Revenues LTM Q3 2022: Ps.\$69,349 millions,
 43% of Consolidated Revenues*



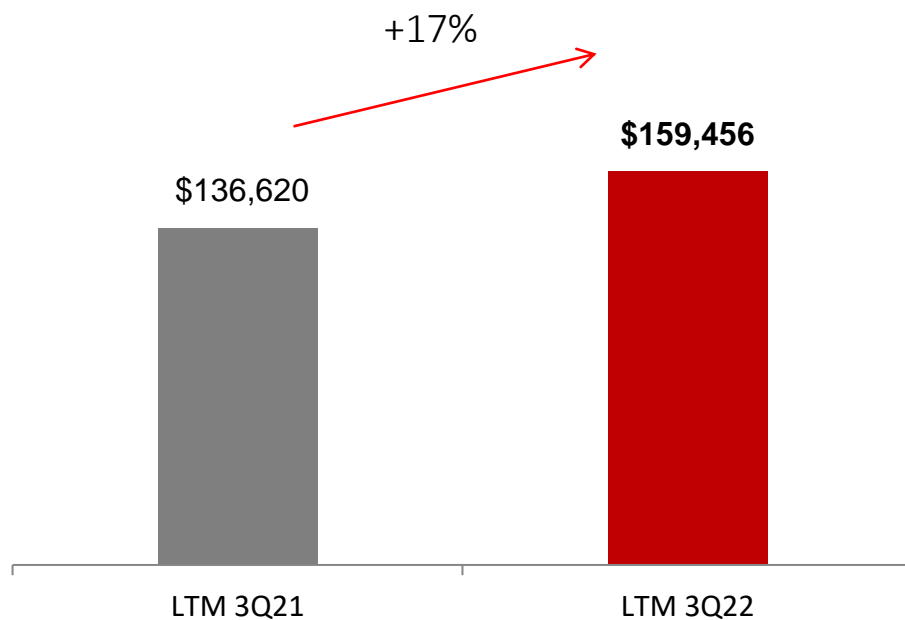
Categories



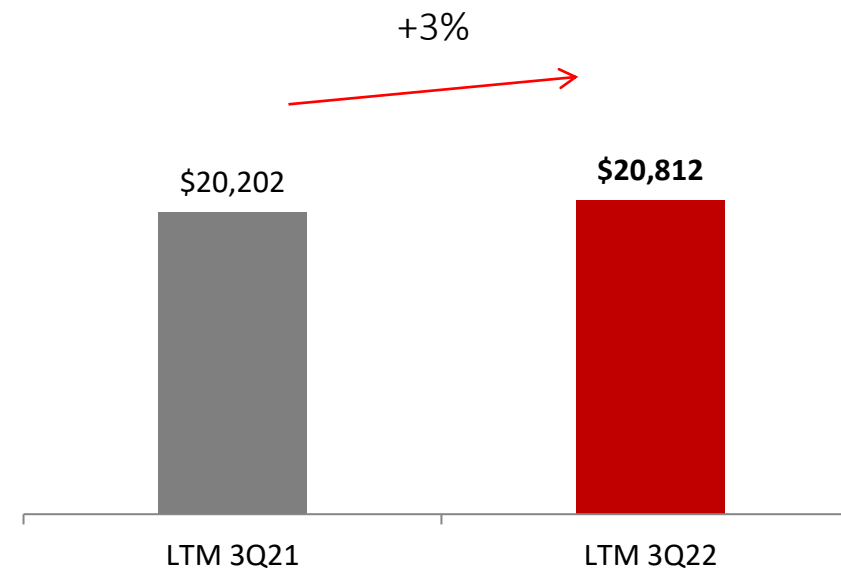
Financial Business
*Revenues LTM Q3 2022: Ps.\$90,107 millions
 57% of Consolidated Revenues*



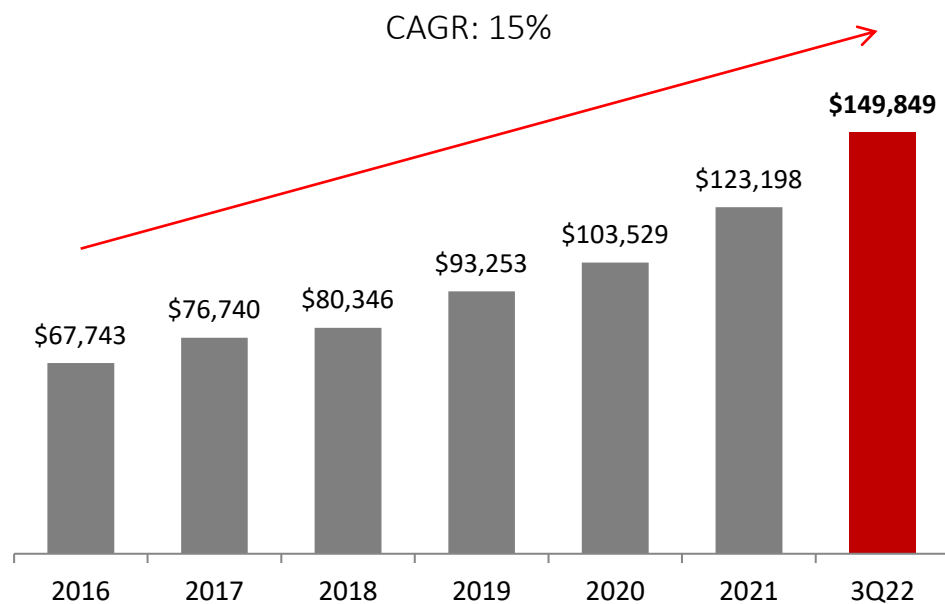
Consolidated Revenue



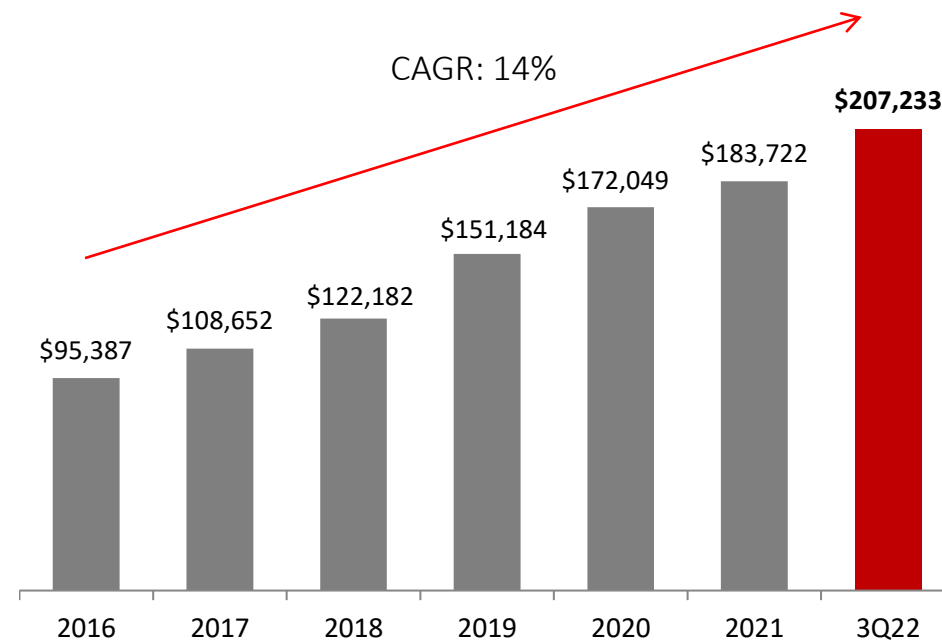
Consolidated EBITDA



Gross Loan Portfolio



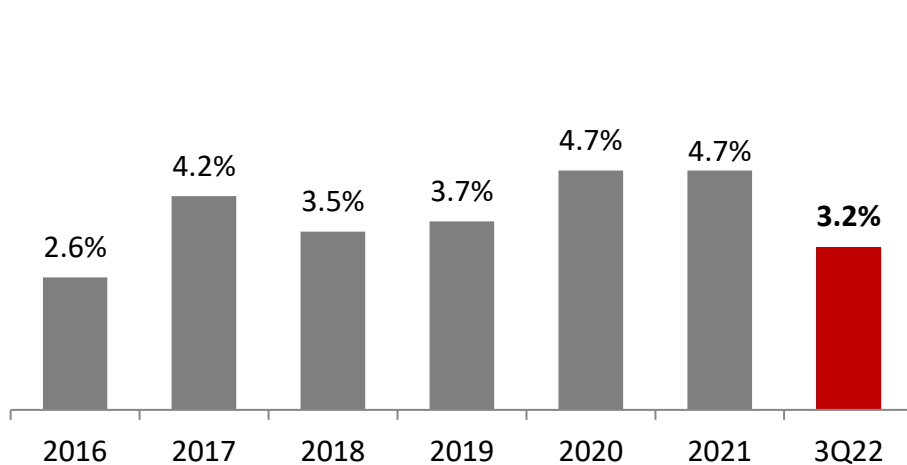
Demand Deposits



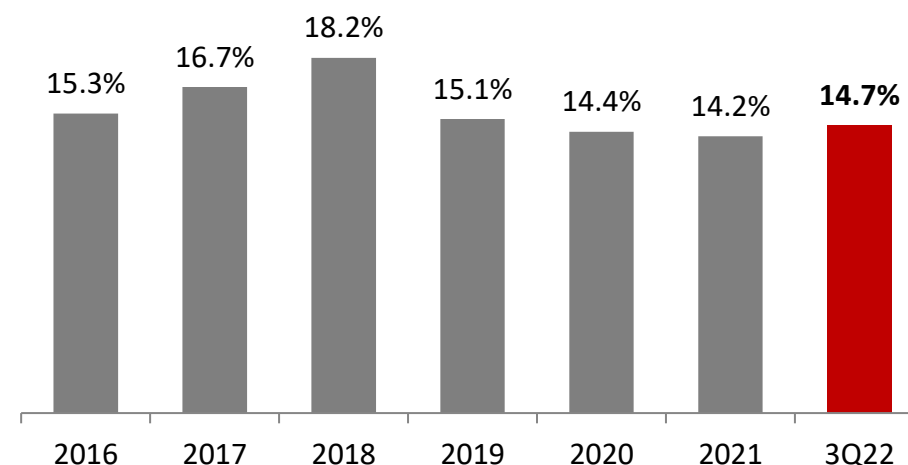
Deposits to Gross Loan Portfolio:

1.4x 1.4x 1.5x 1.6x 1.7x 1.5x 1.4x

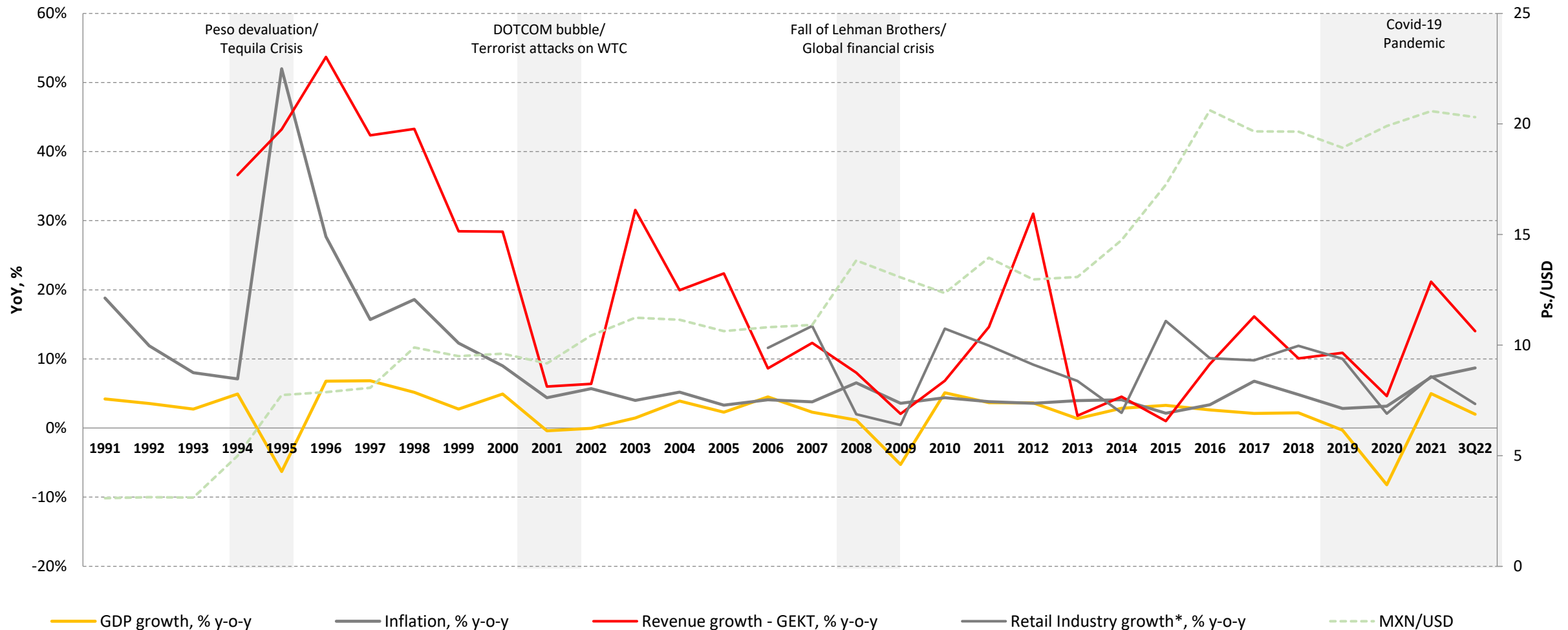
Delinquency Rate



Capitalization Index

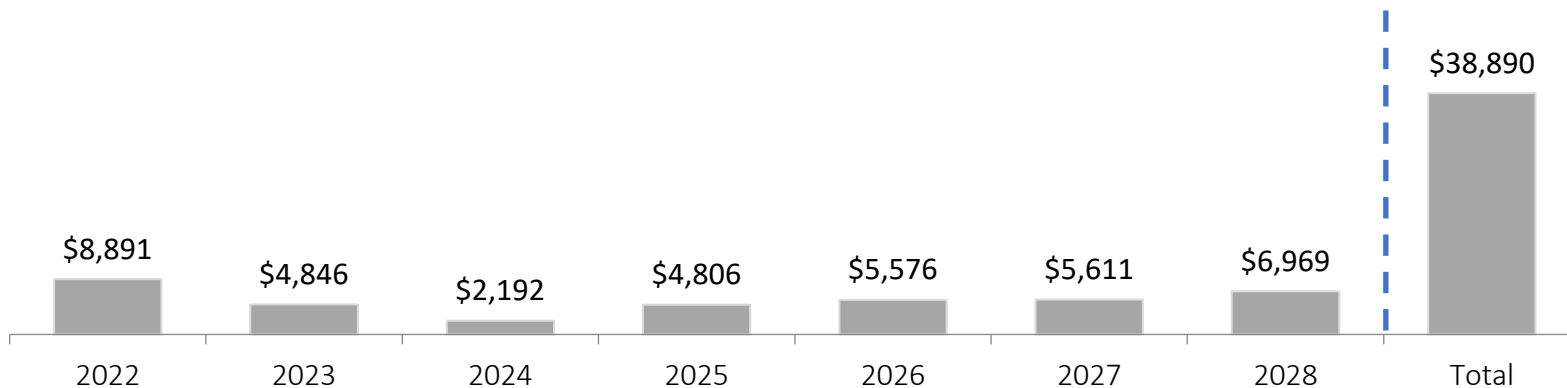


Historically the consolidated revenues of Grupo Elektra have demonstrated positive growth even during contractions of GDP and adverse economic conditions.

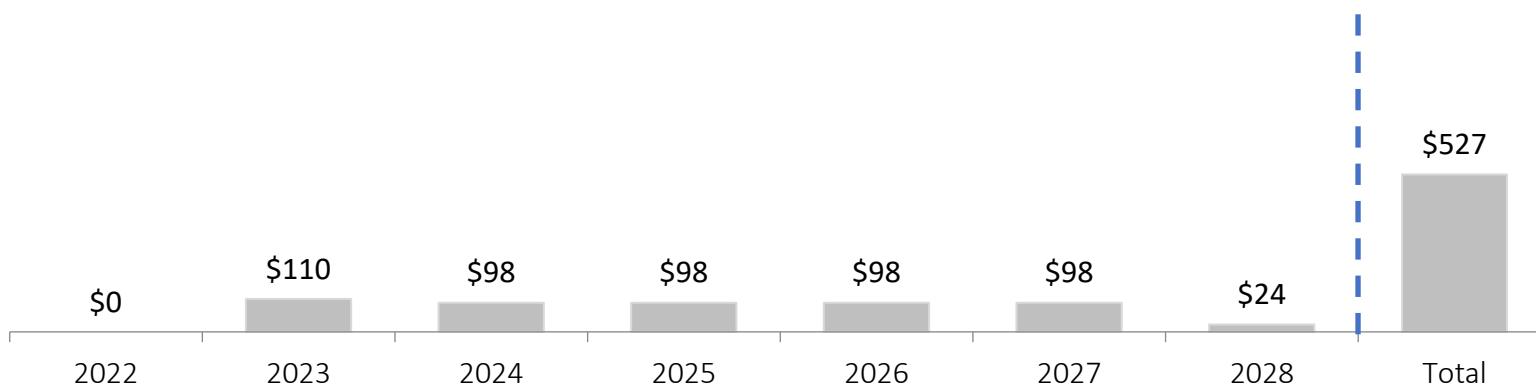


*Variety Stores in Mexico, Harbor Economics, Sept 2022

Total Annual Amortization Schedule (Ps. Million)



Annual Amortization Schedule of US\$ Denominated Debt *Balance included above* (US\$ million)

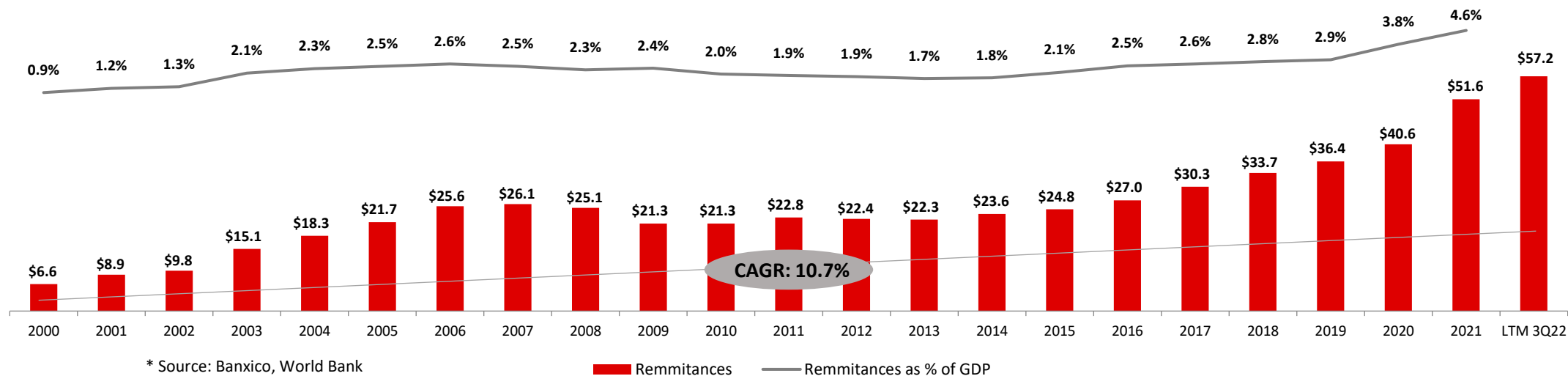


Money Transfer Business



November 2022

Total remittances to Mexico*

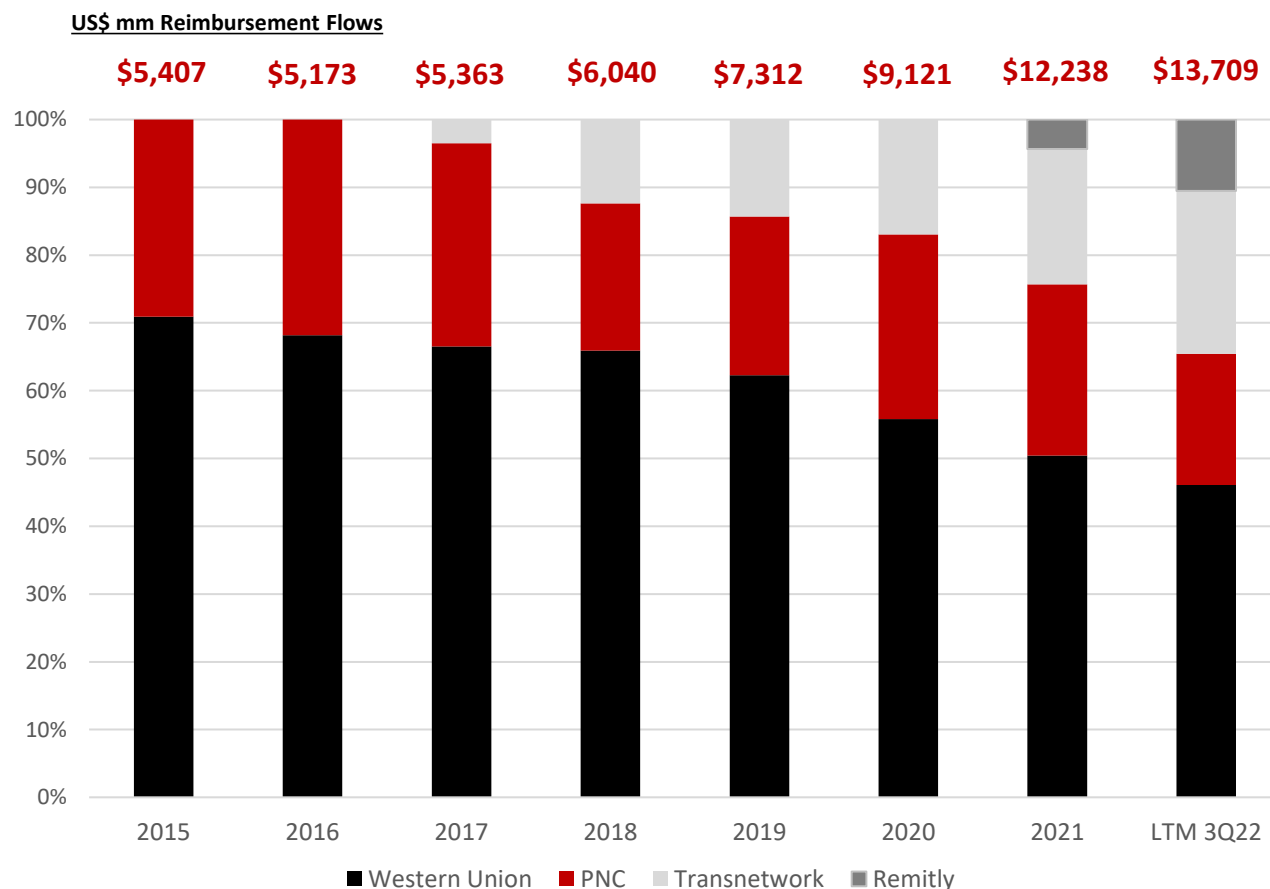


□ Remittances in Mexico remain resilient despite the situation resulting from the Covid-19 pandemic.

- GDP in Mexico 2021 +5% vs remittances +27%.
- GDP 9M 2022 +2.7% vs remittances +15%.
- New historical record LTM Q3 2022, reaching US\$57,201 million (+19% vs LTM Q3 2021).

- Elektra benefits from long-standing relationships with top-tier, investment-grade MTOs, including Western Union, and PNC (formerly BTS).
- In addition, the Company has expanded its money transfer operator network to include Remitly in direct relationship in 2021, further diversifying remittance flows.

Reimbursement Flows Among MTOs by % of Total Reimbursement Flows



Strength of Elektra's Relationship with MTOs

- Elektra maintains very strong relationships with several highly-rated MTOs given its long-standing partnerships in place since 1993 and subsequent successful agreement renewals:
 - **Western Union** partnership with Elektra started in 1993, with renewals in 2006, 2012 and 2019.
 - **PNC** partnership with Elektra started in 2012.
 - **TransNetwork** partnership with Elektra started in 2017.
 - **Remitly** direct partnership with Elektra started in 2021.



We are constantly focused on maintaining impeccable services with different channels.

Customer-centric

Innovation

IT Leadership

Compliance & Anti-Fraud

State of the art cash management

Seamless experience and customer retention

Expanding our digital offerings with a customer-centric approach:



Focused on **expanding our omni payments** channels to **satisfy customers** needs.



As of June, **customers are now able to interact** with a BOT and immediately **receive their remittances in WA.**

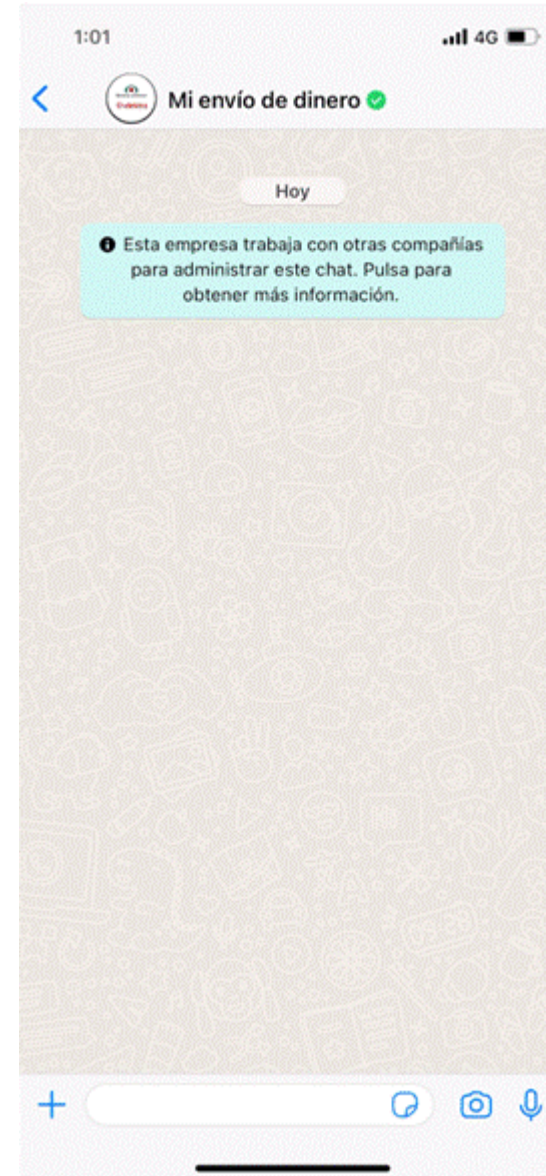
~127_M

Mexican population
(2021)



~84_M

WA active users
(2021)



Scan me!



 55- 4165 - 3230

Offering new and innovative ways to improve customer experience and optimize interaction:

New **“Optical Character Recognition”** functionality!



Customers can now **scan and/or upload a photo** directly in WA to **automatically capture transaction** and perform validation.



Enabling practical and new **experiences** in recognized environments.

Most common use of WhatsApp



62%
79%

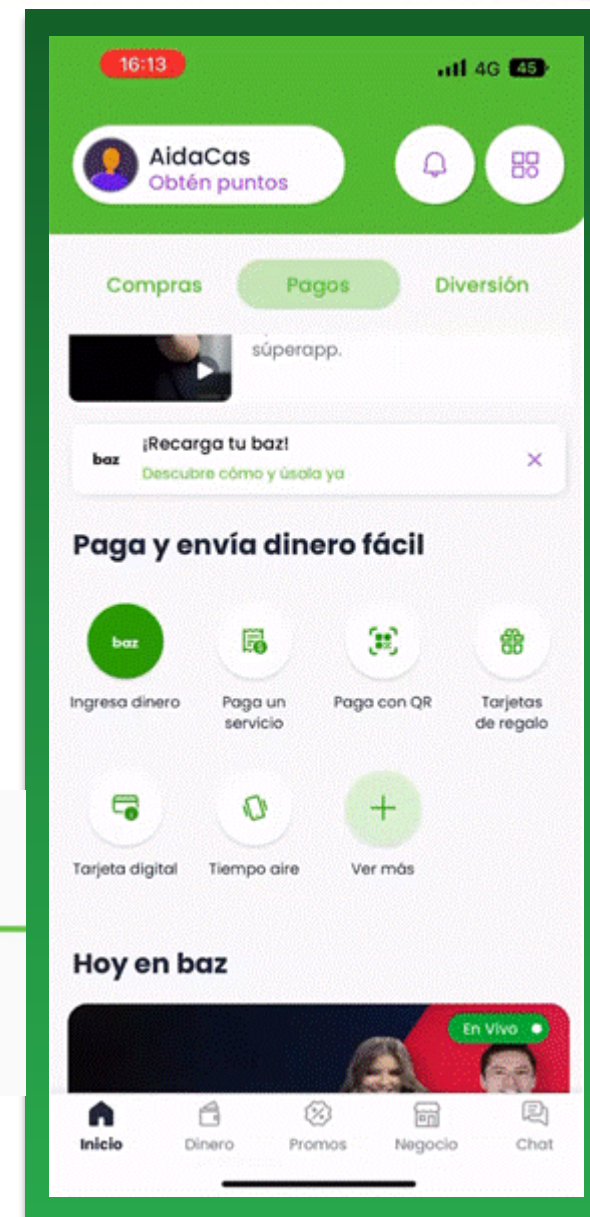
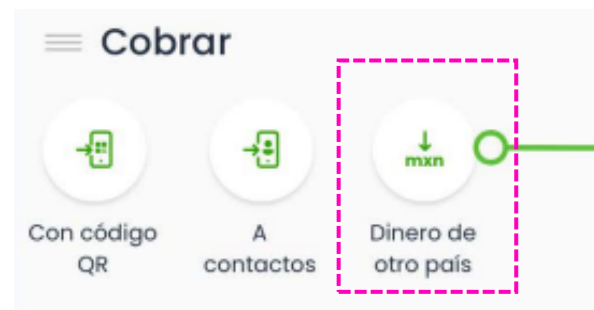
Share files

Share images



Aligning the business to the **corporate strategy**, baz súperapp users are now able to receive remittances in-app:

- ✓ Focus on **simplifying experience** and ensuring money is **immediately credited** to customer accounts.
- ✓ **Key strategy** to migrate and **transition** customer to **digital channels**.
- ✓ Expanding user **acquisition** and **retention** approaches.



Placing the **customer at the center** with a focus on creating the best and **impeccable experiences** to increase **customer base, loyalty and service satisfaction**:

Customer benefits:



Practical



Fast



Easy



Secure



Elektra and Banco Azteca **branch benefits:**

Less time in line

Self-service driven

Loyal customers



We activated communication in Mexico and the US to encourage the reception of remittances in our digital channels during the back-to-school season

Always on marketing plan, including traditional and digital efforts

TV SPOT

- ✓ Receive your money transfer transaction through the Banco Azteca App, and you can earn up to \$500 pesos in mobile recharge.

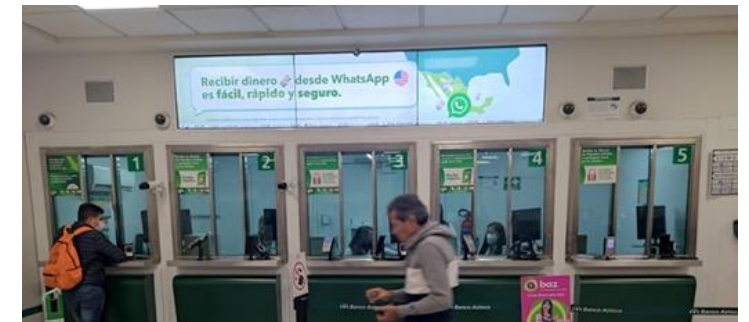


Digital Campaign



National Network of Branches

- ✓ Receive your money transfer transaction in Banco Azteca's via WhatsApp.
- ✓ Fast, safe and deposited directly into your Banco Azteca account.





TV SPOT

- ✓ **Send money directly to your Banco Azteca account,** with the mobile number of your beneficiary.



Digital Campaign

- ✓ Co-branding campaigns were also activated with our main partners, with digital campaigns promoting **direct-to-bank to Banco Azteca accounts.**



MoneyGram®

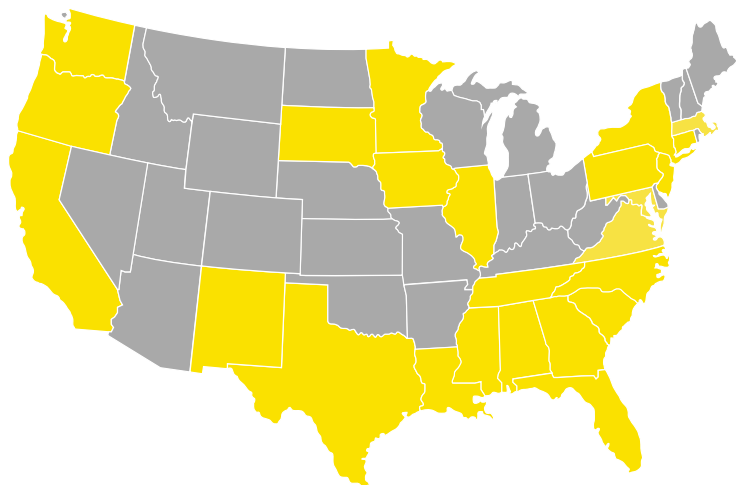


Money Transfer



Remitly

*As of Q3 of 2022, we reached more than **2,500 agencies** with dedicated branded signage, continuing to strengthen our **leadership** in the traditional channel in the US Money Transfer marketplace*

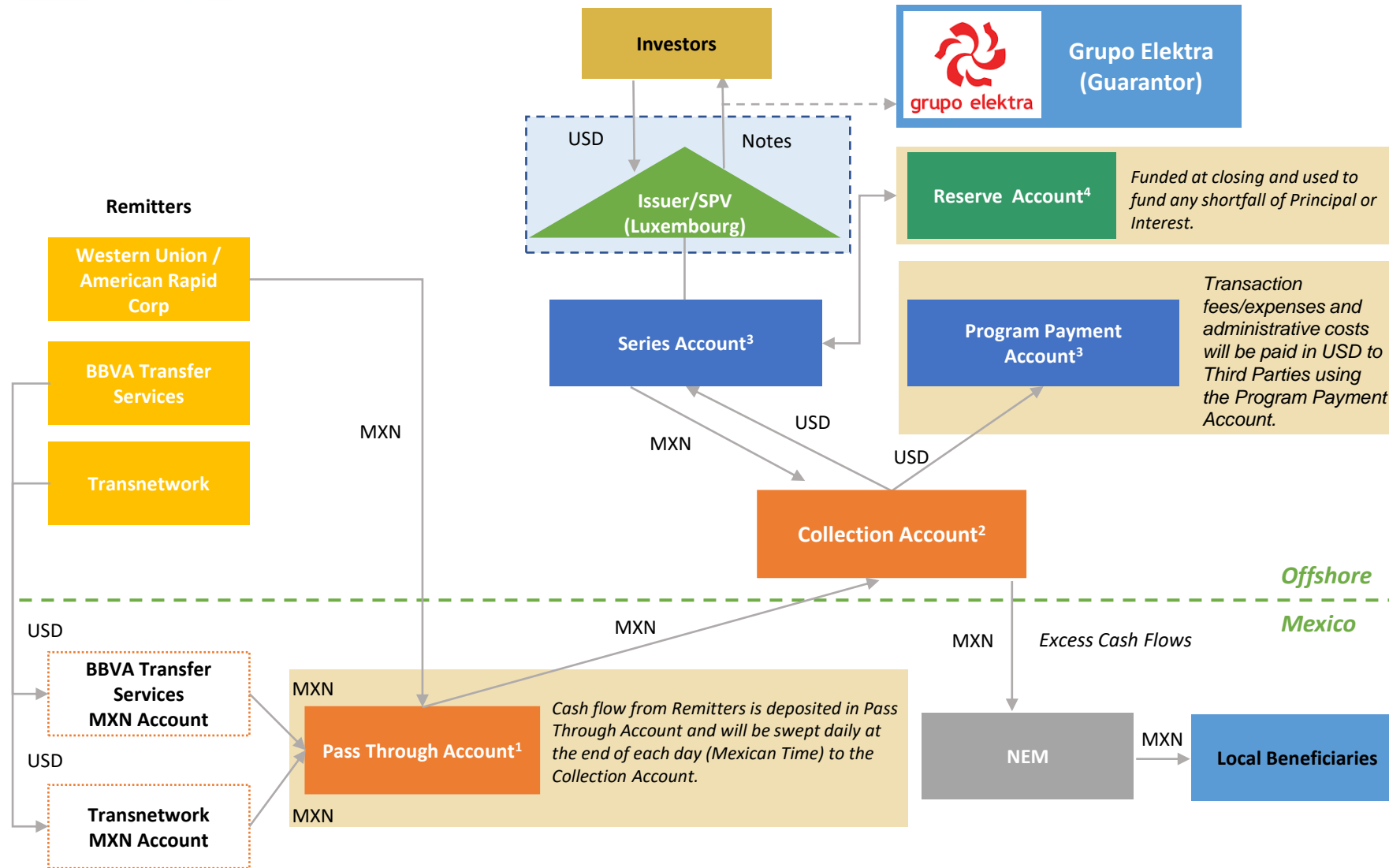


*That translates into having expanded our branding in **22 states.***



Annexes

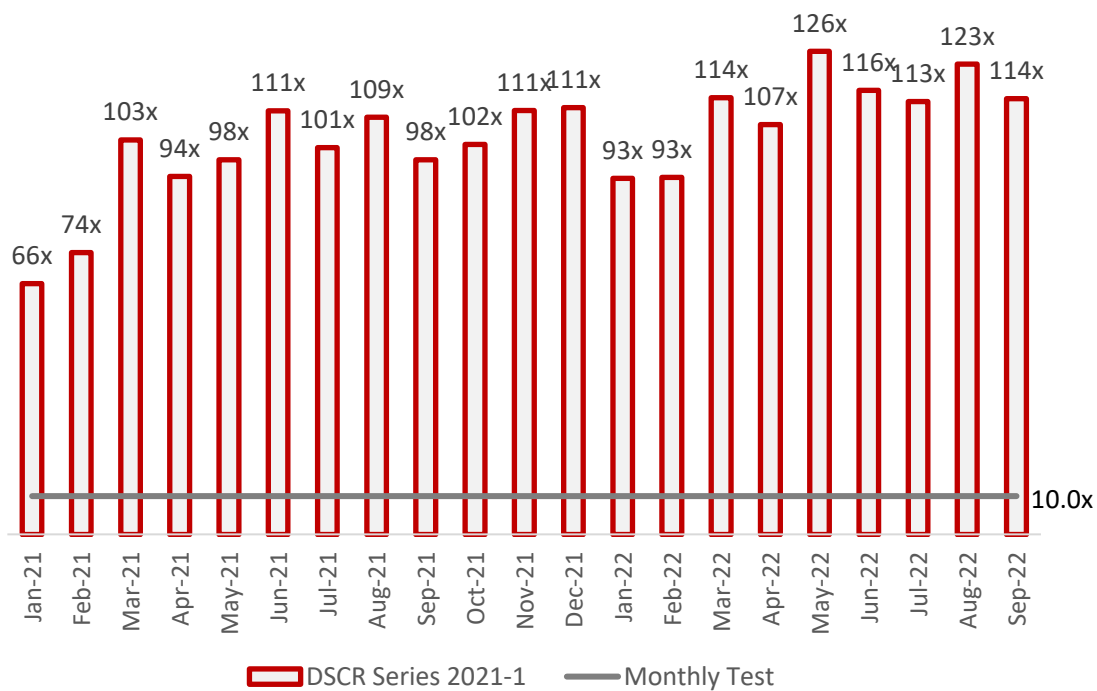
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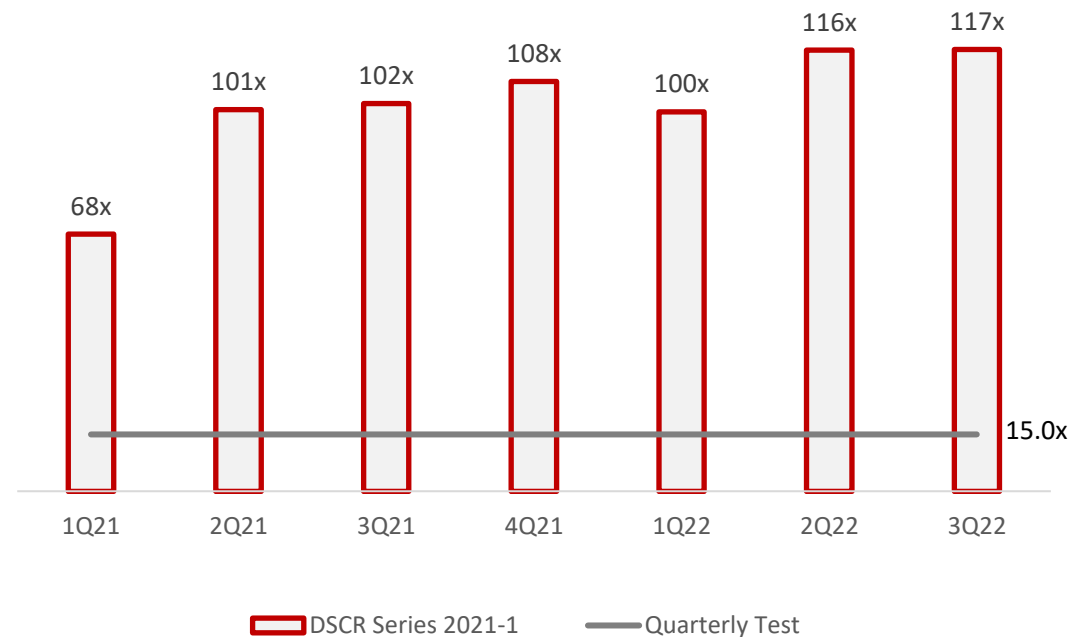
1. Pass Through Account will be established with Citibanamex in Mexico (rated BBB+ by Fitch), by Citibank N.A. as Collateral Agent, and will be MXN-denominated.
2. Collection Account is MXN-denominated, located in London, and in the name of the SPV; SPV is the Mexican Remittances Funding Fiduciary Estate.
3. Series Account & Program Payment Account are USD-denominated, located in New York, and in the name of the SPV.
4. Reserve Account is USD-denominated and located in New York.

- Reimbursement flows were securitized in January 2021, totaling US\$13,700 million LTM as of September 2022.
- Series 2021-1 Monthly and Quarterly DSCR was 110x (average over the past 12 months).

Monthly Debt Service Coverage Ratio



Quarterly Debt Service Coverage Ratio



What the regulation and International Standards consider



Amount X
TXN



Risk
Countries



Blacklist
Verification

Our Risk Based Approach



Amount X
TXN



Aggregated
Amount



Txns



Countries



Risk
Countries



POS



Counterparts



Blacklist
Verification

On a **daily, monthly and annual basis.**



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