Investor Presentation

FIRST QUARTER 2025

Televisa

Q1'25 Highlights

CONSOLIDATED

- Revenue and Operating Segment Income ("OSI") declined by 6.1% and 3.1% respectively, translating into a 37.8% margin.
- OSI margin expanded by 100 basis points driven by efficiencies and synergies.
- Operating Cash Flow ("OCF")[1], grew by 2.2%, for a 26.0% margin.
- OCF margin increased by 200 basis points due to a combination of Opex and Capex optimizations.

CABLE

- Passed 12.5 thousand homes with fiber-to-the-home ("FTTH"), reaching more than 19.9 million homes passed with our network.
- Broadband subscribers of 5.6 million, with 5.8 thousand disconnections as we keep focusing on value customers as well as customer retention and satisfaction.
- Mobile subscribers of 380 thousand, with 46 thousand net adds as we relaunched an innovative mobile virtual network operations ("MVNO") service late last year.
- Revenue fell by 3.1% mainly due to the decline in our Enterprise Operations, but also a slightly lower customer base.

SKY

- Total Revenue Generating Units ("RGUs") of 4.7 million, with 330.8 thousand disconnections.
- Revenue declined by 13.2%, driven by an RGUs base decrease of 19.3%.

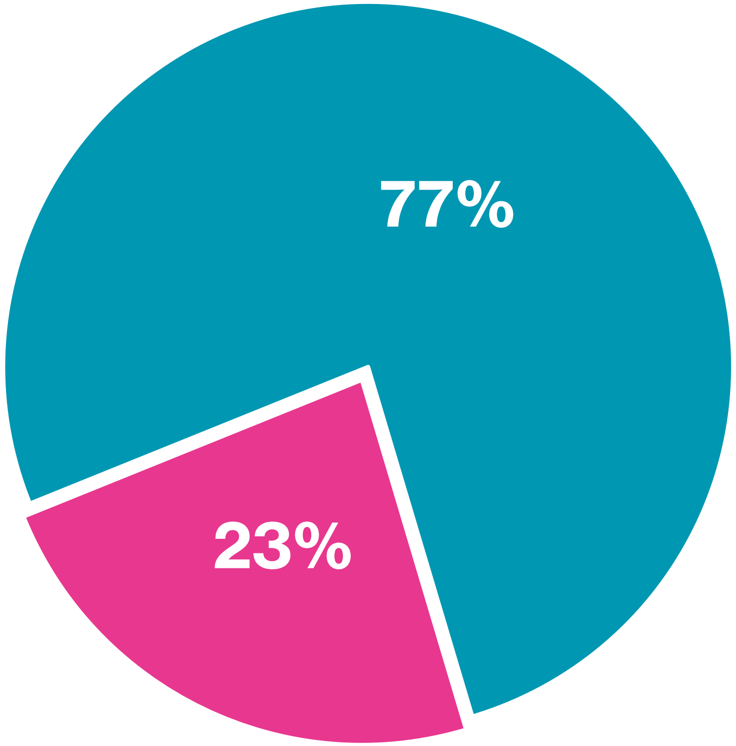
[1] OCF is defined as total OSI minus capital expenditures in property, plant and equipment. A reconciliation of total OSI to consolidated operating income, and the amount of capital expenditures in property, plant and equipment, are presented in the Notes of Segment Information, and Property, Plant and Equipment, respectively, to our Interim Unaudited Condensed Consolidated Financial Statements as of March 31, 2025, and December 31, 2024, and for the three months ended March 31, 2025, and 2024.

Televisa's Consolidated Revenue breakdown and OSI

Q1'25 Results

REVENUE

Segment Distribution



REVENUE

(in Ps. Million)

	Revenue	Y/Y
MSO	10,521	-3.0
Enterprise	1,017	-4.5
Cable	11,538	-3.1
Sky	3,544	-13.2
Revenue	**14,974**	**-6.1%**
OSI[1]	**5,702**	**-3.1%**
OSI Margin[2]	37.8%	

[1] Operating segment income (OSI) is defined as operating income before corporate expenses, depreciation and amortization, and other expense.
[2] The operating segment income margin is calculated as a percentage of segment revenues.

Cable: Goals

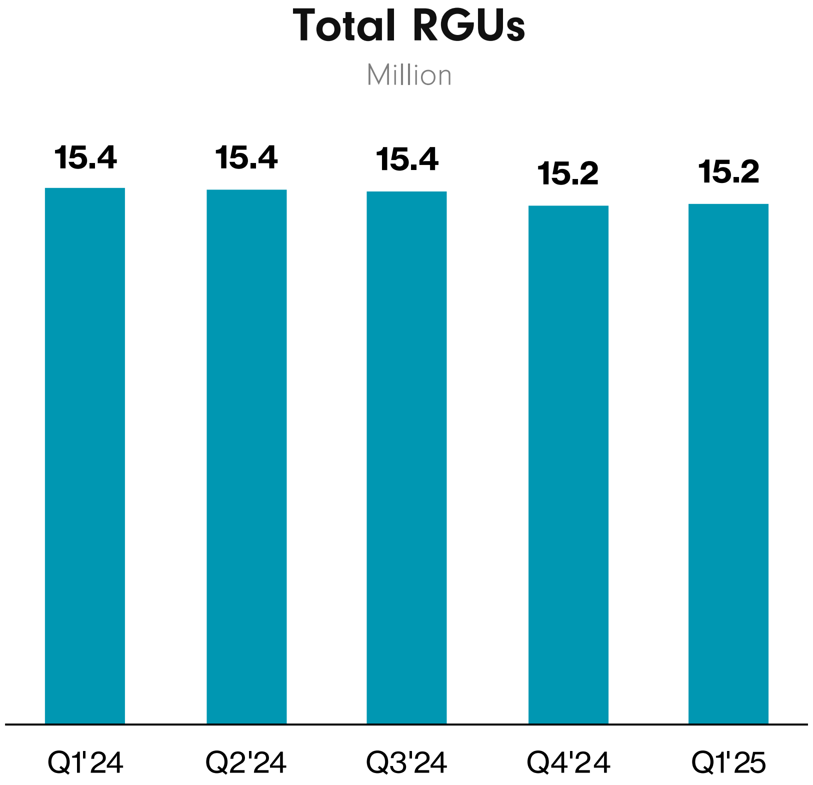
With our extensive infrastructure, we will continue to focus on:

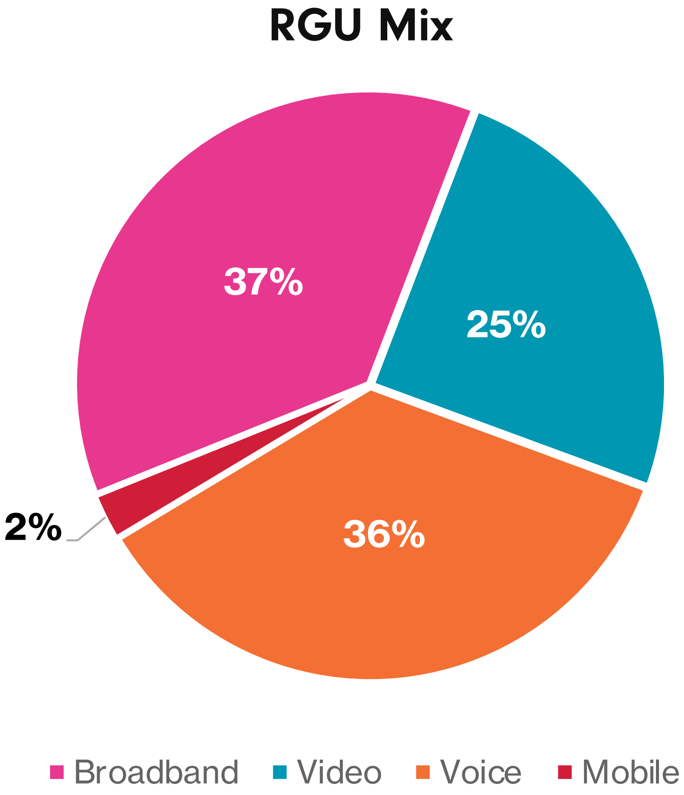
CABLE

- Value customers
- Keep working on further churn reduction
- Implementing efficiency measures to improve profitability
- Optimizing Capex and enhancing Free-Cash-Flow generation

Cable: 15.2 million revenue generating units

Passed 12.5 thousand additional homes with FTTH in Q1'25





- **More than 19.9 million homes passed**
  - +76% are passed with fiber-to-the-node or fiber-to-the-home
- **In Q1'25, we had 29.1k net-adds:**
  - Broadband: -5.8k net disconnections
  - Video: -73.0k net disconnections
  - Voice: +61.7k net-adds
  - Mobile: +46.1k net-adds

Televisa

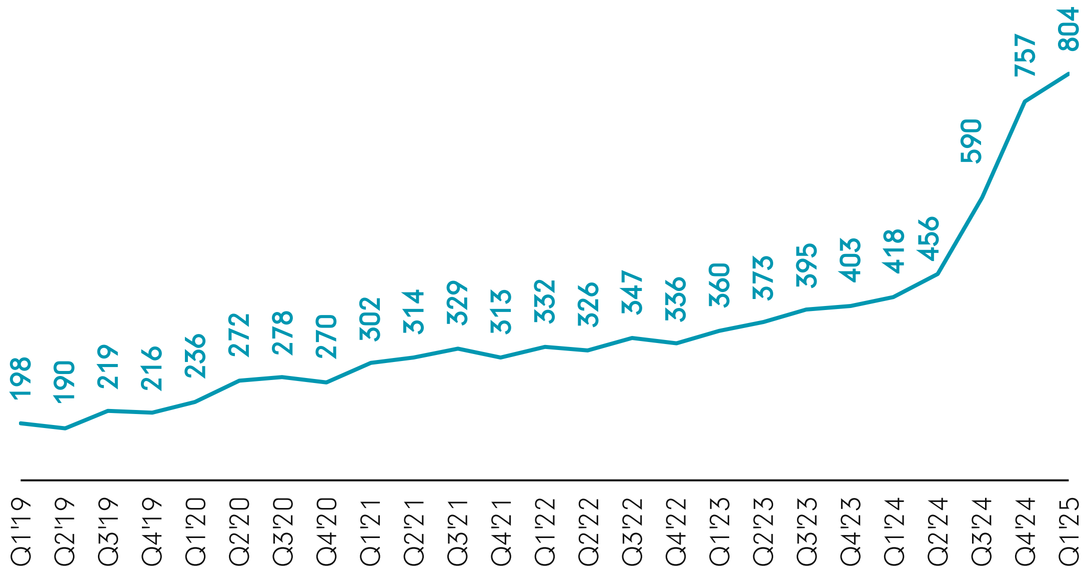
Cable: Demand increased again in Q1’25

Consumption of data keeps growing

- Monthly data usage averaged 804 gigabytes per month per customer in Q1'25
- Daily usage per subscriber went up by 93% Y-o-Y

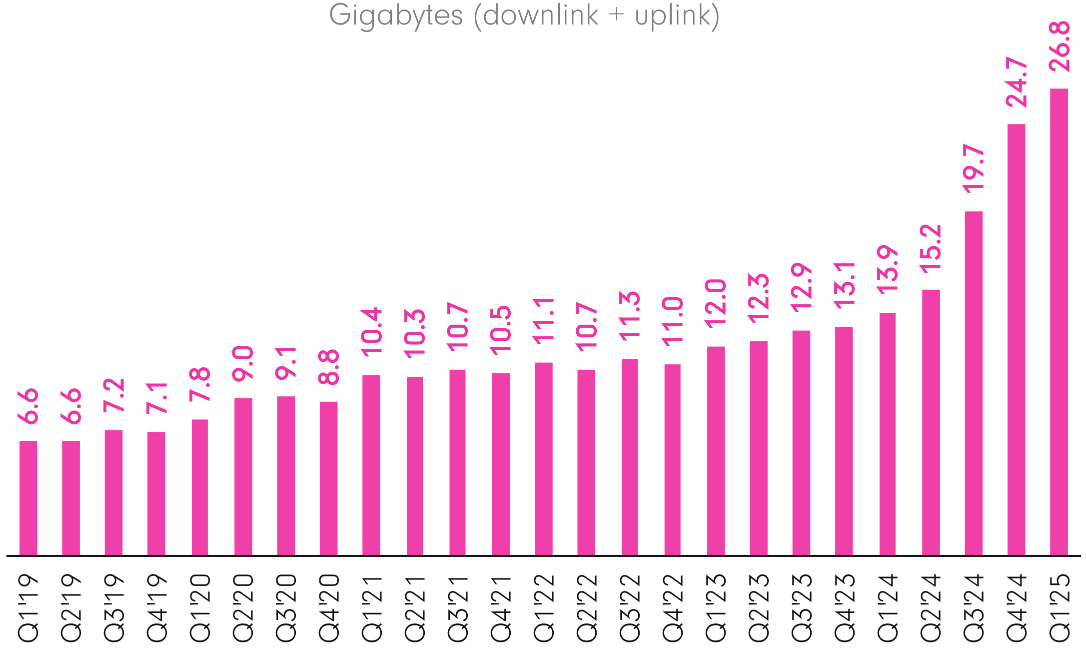
Monthly Data Usage

(For Televisa Cable Customers)
Gigabytes



Average daily usage per customer

Gigabytes (downlink + uplink)



Source: Internal Company data.

Sky: Goals

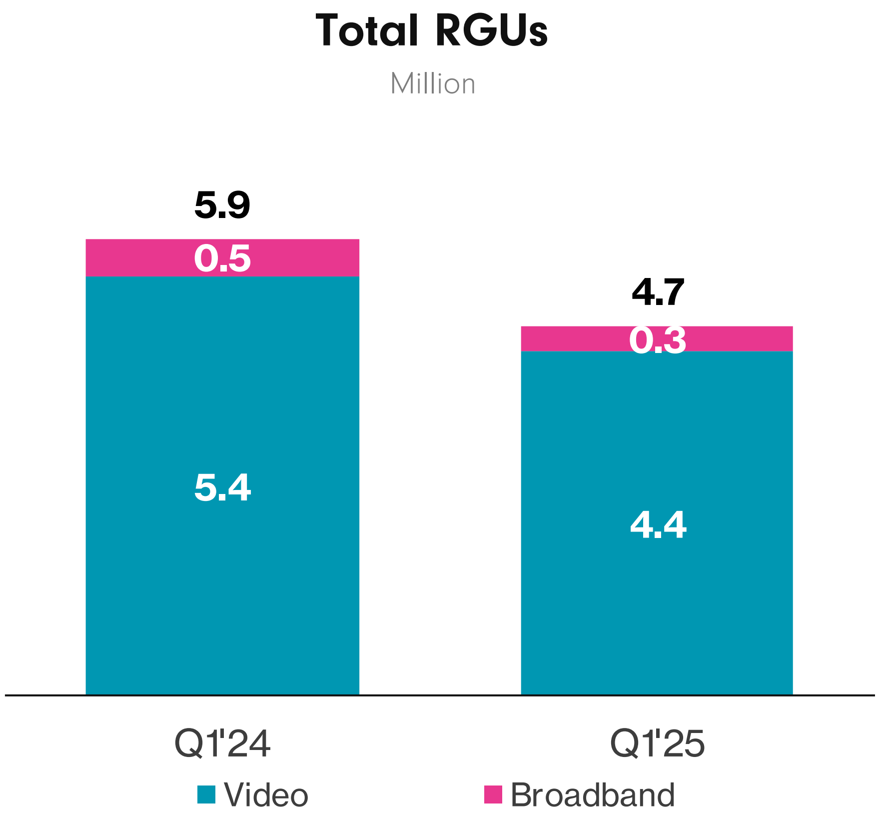
Continue to be an important telecom player with more than 4.7 million RGUs

SKY

- Offer attractive bundles
- Continue innovating on pay TV offers
- Target new markets within our footprint
- Launch new services

Sky: 4.7 million RGUs

Net-disconnections of 330.8 thousand RGUs in Q1'25, driven by prepaid video subs

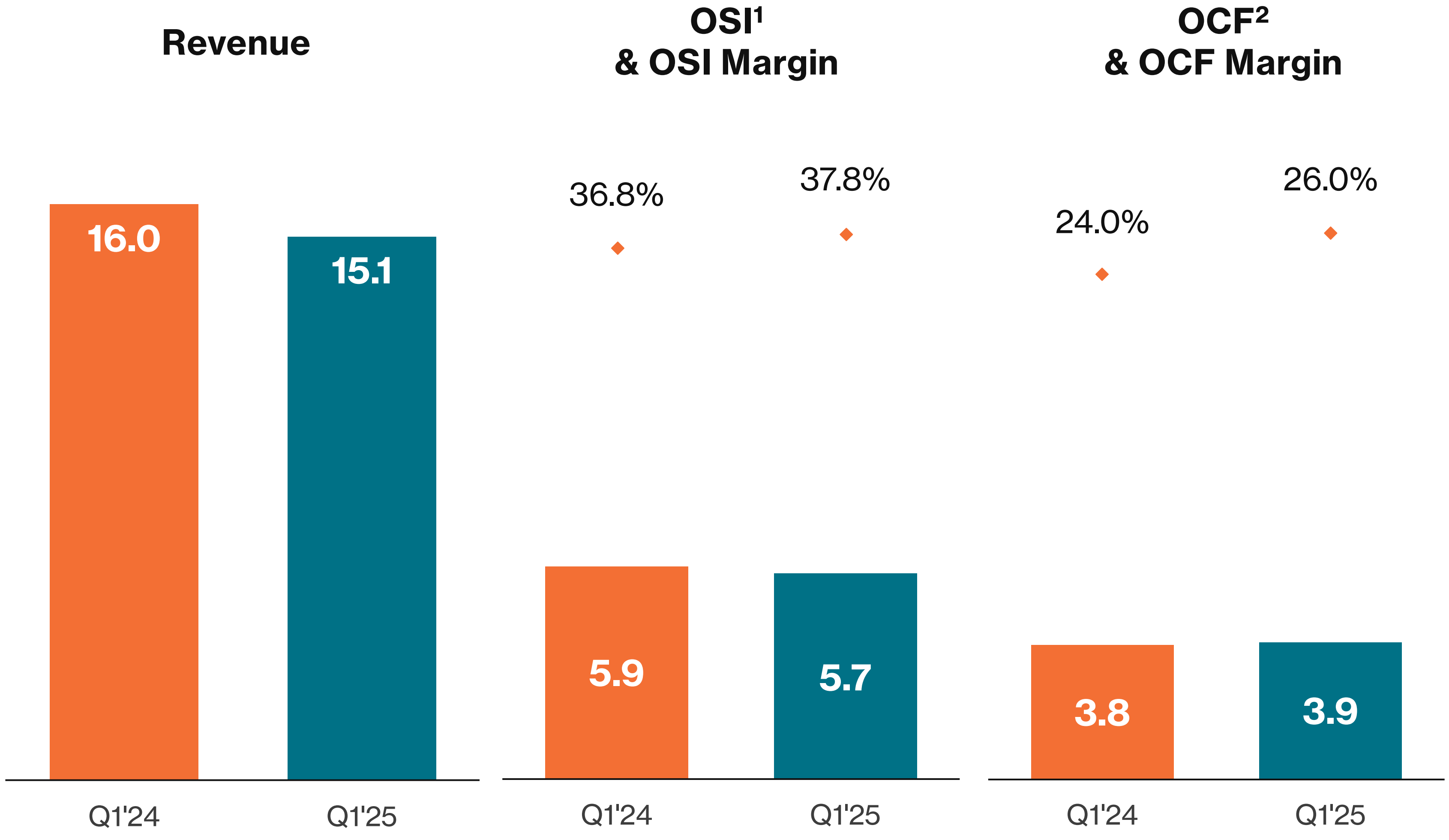


- In 2024, we acquired AT&T's stake in Sky to integrate with our Cable segment and extract material synergies.
- The integration with our Cable segment is expected to contribute to reduce churn by having a better customer base management, and cross selling and upselling opportunities.

Televisa's financial performance

Q1'25 Results

- Revenue fell by 6.1% YoY, mainly driven by the revenue decline at Sky
- OSI[1] margin of 37.8% increased by 100bps YoY, primarily driven by efficiency measures implemented in the last few quarters
- OCF[2] grew by 2.2% YoY, resulting in a margin of 26.0%, a 200bps expansion due to Opex and Capex optimizations



Figures in Ps. billion for the three months ended March 31, 2025, and 2024.

[1] Operating segment income (OSI) is defined as operating income before corporate expenses, depreciation and amortization, and other expense. OSI margin is calculated as a percentage of segment revenues.

[2] OCF is defined as total OSI minus capital expenditures in property, plant and equipment.

Liquidity and Debt

Strong liquidity position

- Total Net Debt of Ps 55.5 billion, or US$2.7 billion. Net Debt-to-OSI* (LTM) of 2.4x, including leases
- Investment grade rated by S&P (BBB), Fitch (BBB-) and Moody's (Baa3)

Total Liquidity[1]

Cash	43.5
Other	3.0
Total	**46.5**

*62%, or **$1.4B** held in USD*

Total Gross Debt[1]

Bonds	85.5
Bank Loans	12.6
Leases	5.1
Total	**103.2**

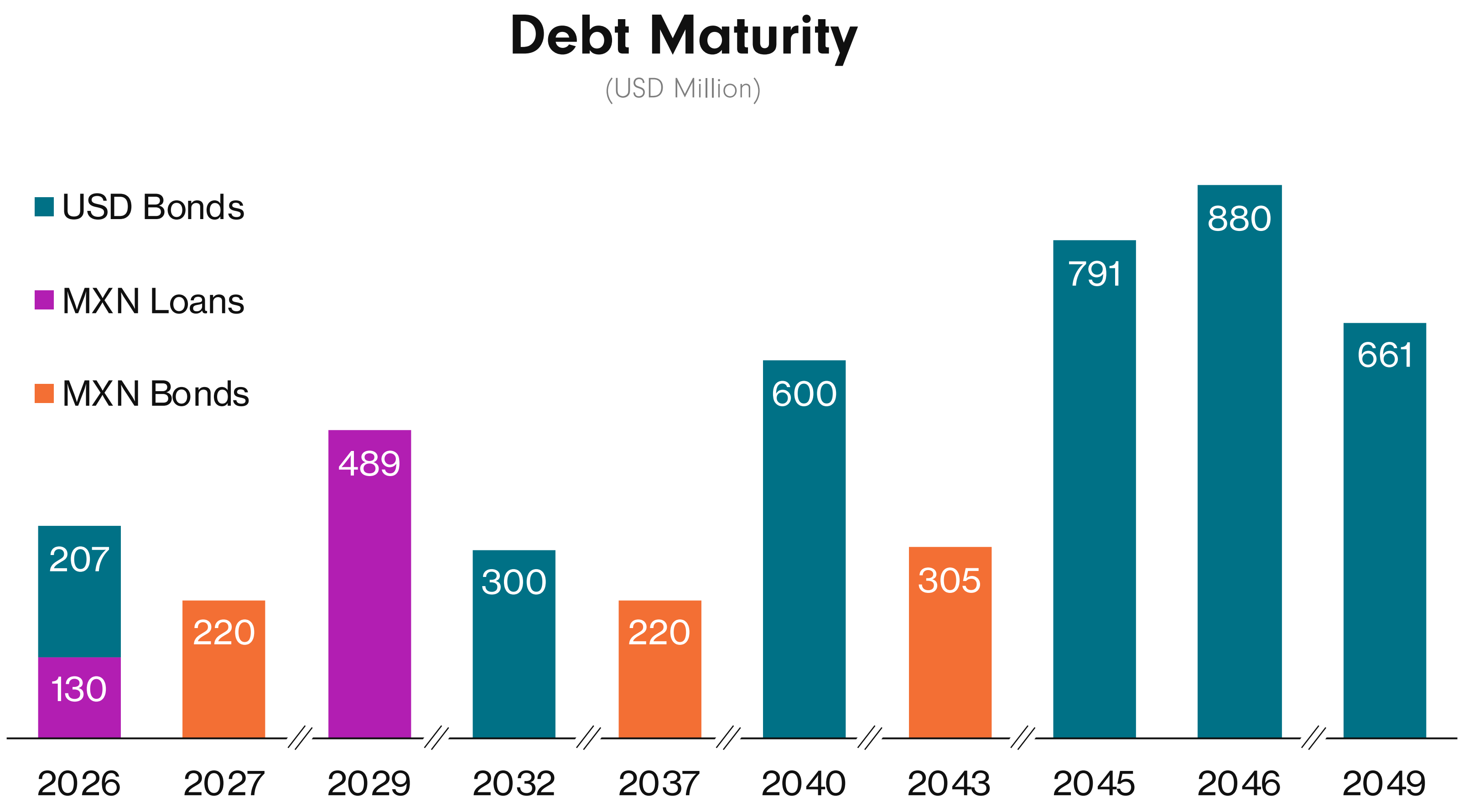
*70%, or **$3.5B** denominated in USD*

* Net of Corporate Expenses.
[1] Figures in Ps. billion, as of March 31, 2025.
Exchange rate of $20.4370 MXN / USD as of March 31, 2025.

Debt Maturity

Comfortable liquidity position & debt maturity profile

- Weighted average maturity of 17.8 years (USD) and 8.0 years (MXN)[1]

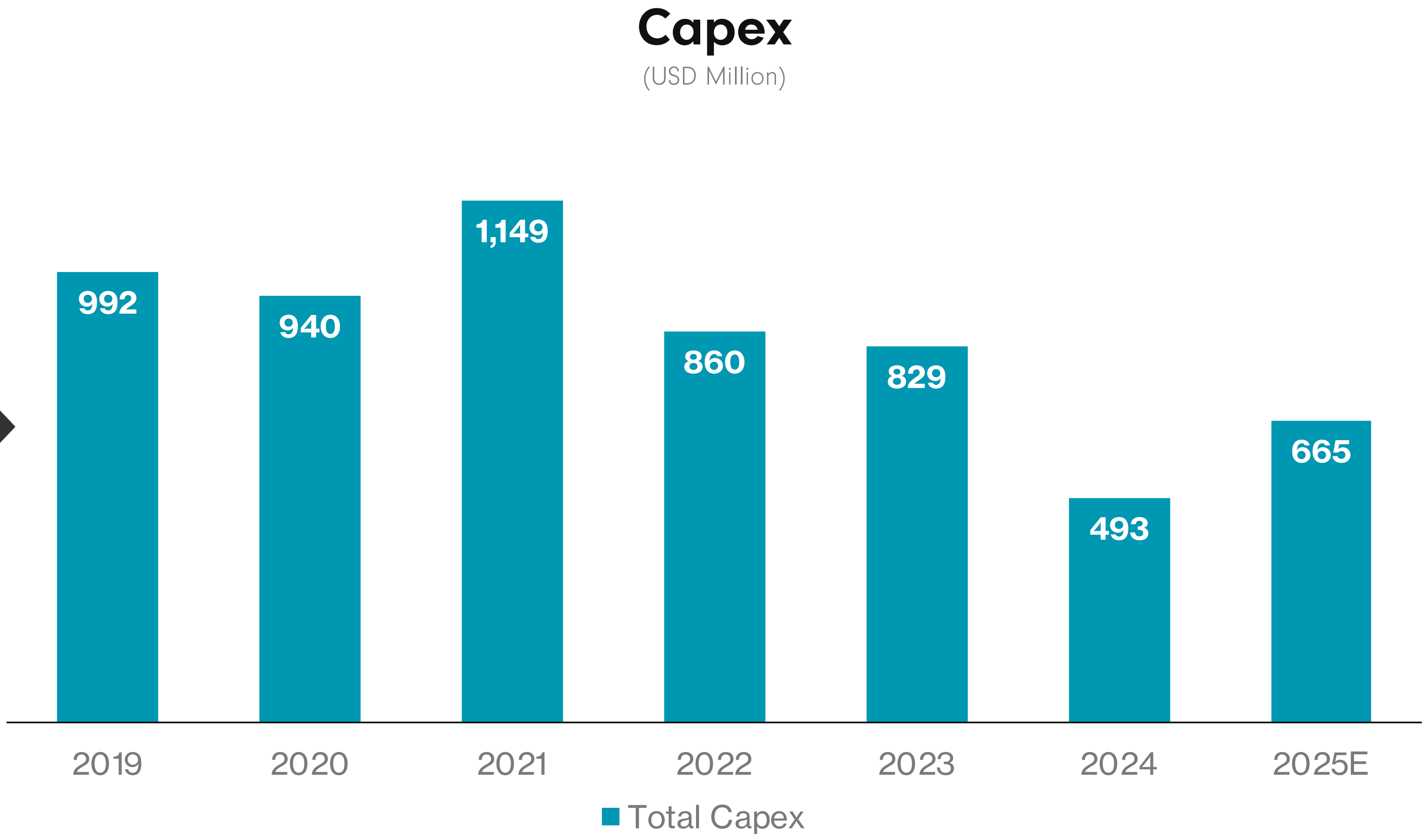


[1] Exchange rate of $20.4370 MXN / USD as of March 31, 2025.

Capital Expenditures

Capex deployment focused on higher investment returns

- In 2025, our Capex target is US$665 million



Our Path in Sustainability since 2014

We bring people closer to what matters most to them

- First Sustainability Report

2014

- Standards and recommendation Adoption:
  > SASB
  > GRI
  > **Task Force on Climate-related Financial Disclosures**

- Recognized by:
  - **Socially Responsible Company (ESR) distinction**
  > Joined the United Nations Global Compact

2022

- Sustainability information focused on telecommunications sector
- Our Purpose: "Bringing people closer to what matters most to them"

2023

- Materiality analysis was updated with a double materiality approach
- ESG strategy refreshed based on 4 pillars

2024

- ESG strategy measured and periodically monitored
- ESG initiatives designed and executed company-wide through interdisciplinary Working Groups
- S&P Global ESG Score **increased 6 points**

2025

- New approach to sustainability strategy

ESG Strategy in Action

The installation of photovoltaic panels was finished in our corporate headquarters, they will provide emission-free electric energy and reduce costs.

A strategy to improve our talent attraction and retention was developed through an enhanced onboarding process for new hires.

We continue to provide a more personalized service for Small and Medium Business (SMEs) through our specialized product offers, that fulfill the needs of these clients more integrally, adding value to their businesses.

In the process of establishing a working group to coordinate Artificial Intelligence initiatives across the company.

Our ESG efforts continue to be acknowledged

MSCI ESG RATINGS — BBB

CCC	B	BB	BBB	A	AA	AAA

RATING ACTION DATE: September 26, 2024
LAST REPORT UPDATE: September 26, 2024

Grupo Televisa maintained an ESG rating of "BBB" from MSCI, the largest rating agency for investment funds

S&P Global

Grupo Televisa increased 6 points compared to 2023 in its S&P ESG rating

Rated — MORNINGSTAR | SUSTAINALYTICS

Grupo Televisa received a rating of 15.5 in Sustainalytics, which categorizes as low risk of adverse effects from ESG factors

MOODY'S

Grupo Televisa maintained an ESG score of 38 at Moody's Analitycs.

CDP

Grupo Televisa received a"C" rating on the Carbon Disclosure Project's (CDP) questionnaires for Climate Change and Water Security

ESR Empresa Socialmente Responsable

8th consecutive year receiving the Socially Responsible Company distinctive from CEMEFI

mR mercoRESPONSABILIDAD ESG
Las empresas más responsables

Grupo Televisa was recognized as one of the 100 best companies with ESG responsibility, and 3rd place in telecommunication industry

Televisa: A strong foundation

Focused on building shareholder value

- **Unique market presence** in our core businesses
- **Diversified** revenue base
- Mexico's **second largest** telecom network
- **Largest shareholder of TelevisaUnivision, the world's leading Spanish-language media and content company**
- Long standing commitment to **sustainability**
- **Investment grade**

Our priorities:

- **Innovation** across all our operations
- Constant **transformation of** our business model
- Long term **strategic positioning**
- Focus on **Cash Flow** generation

Televisa

Disclaimer

This presentation contains forward-looking statements regarding the Company's results and prospects. Actual results could differ materially from these statements. The forward-looking statements in this presentation should be read in conjunction with the factors described in "Item 3. Key Information – Forward-Looking Statements" in the Company's Annual Report on Form 20-F, which, among others, could cause actual results to differ materially from those contained in forward-looking statements made in this press release and in oral statements made by authorized officers of the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.