

Investor Presentation

FOURTH QUARTER AND FULL YEAR 2024



Televisa

2024 Highlights

CONSOLIDATED

- In 2024, cash and cash equivalents increased by Ps.13,606.8 million primarily due to strong free cash flow generation throughout the year. A 38.4% increase to Ps.48,687.9 million in cash and cash equivalents and non-current investments in financial instruments compared to 2023.
- Operating Cash Flow (“OCF”)¹, grew by 28.2%, for a 22.7% margin.
- Revenue and Operating Segment Income (“OSI”) declined by 6.0% and 7.5%, respectively, translating into a 36.9% margin.

CABLE

- Passed 365 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 52.2 thousand disconnections as we keep focusing on value customers as well as customer retention and satisfaction.
- Revenue fell by 2.9% due to the decline in our Enterprise Operations.
- OSI margin of 39.0% incorporates savings from efficiency measures.
- OCF increased by 37.9%, representing a 23.4% margin.

SKY

- Total Revenue Generating Units (“RGUs”) of 5.1 million, with almost 1.1 million disconnections.
- Revenue fell by 12.8%, driven by an RGUs base decrease of 17.2%.
- Opex and capex savings of 10.0% and 43.0%, respectively, drove OCF up by 2.7%, for a 20.6% margin.



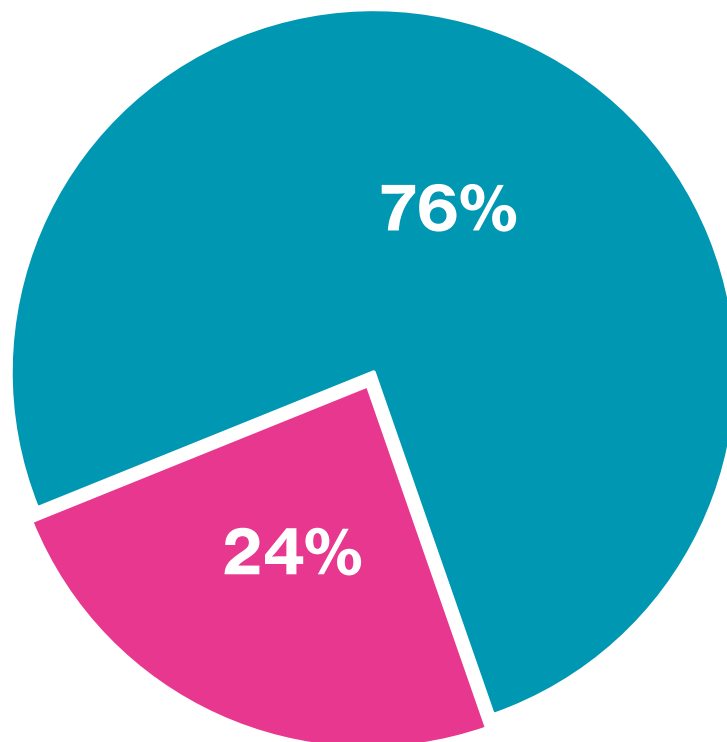
¹ OCF is defined as total OSI minus capital expenditures in property, plant and equipment. A reconciliation of total OSI to consolidated operating income, and the amount of capital expenditures in property, plant and equipment, are presented in the Notes of Segment Information, and Property, Plant and Equipment, respectively, to our Interim Unaudited Condensed Consolidated Financial Statements as of December 31, 2024 and 2023, and for the twelve months ended December 31, 2024 and 2023.

Televisa's Consolidated Revenue breakdown and OSI

2024 Results

REVENUE

Segment Distribution



REVENUE

(in Ps. Million)

	Revenue	Y/Y %
MSO	43,004	(2.5)
Enterprise	4,390	(6.3)
▶ Cable	47,393	(2.9)
▶ Sky	15,337	(12.8)
Revenue	62,261	(6.0)
OSI¹	23,158	(7.5)
OSI Margin ²	36.9%	

¹ Operating segment income (OSI) is defined as operating income before corporate expenses, depreciation and amortization, and other expense.

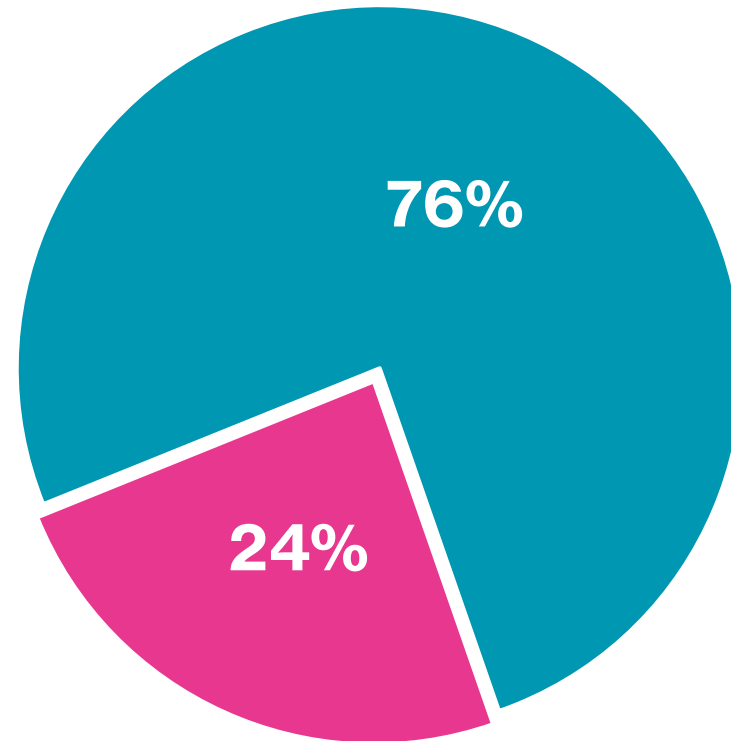
² The operating segment income margin is calculated as a percentage of segment revenues.

Televisa's Consolidated Revenue breakdown and OSI

Q4'24 Results

REVENUE

Segment Distribution



REVENUE

(in Ps. Million)

	Revenue	Y/Y %
MSO	10,633	(2.3)
Enterprise	1,271	(6.3)
▶ Cable	11,904	(2.7)
▶ Sky	3,664	(12.4)
Revenue	15,226	(6.9)
OSI¹	5,607	(4.4)
OSI Margin ²	36.0%	

Cable: Goals

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

CABLE

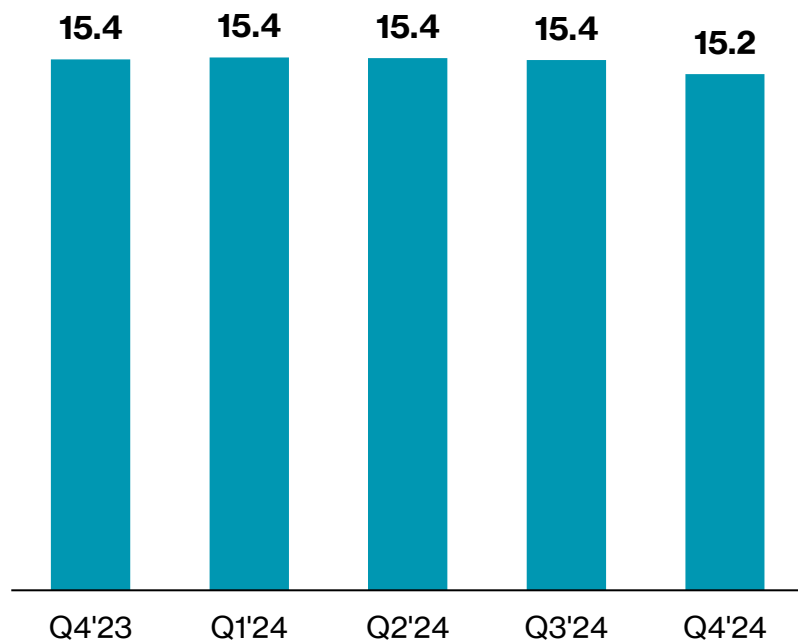
- Value customers
- Keep working on further churn reduction
- Implementing efficiency measures to improve profitability
- Optimizing Capex and enhancing Free-Cash-Flow generation

Cable: 15.2 million revenue generating units

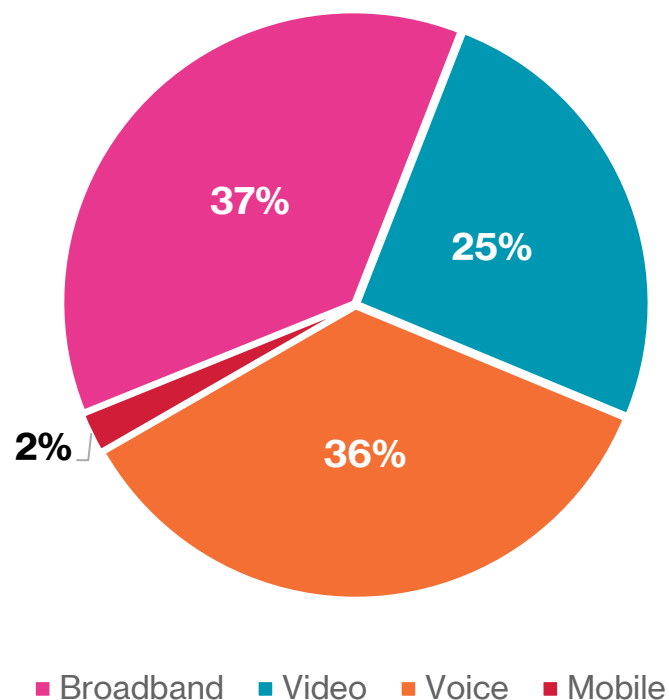
Passed 365 thousand additional homes with FTTH in 2024

Total RGUs

Million



RGU Mix



- More than 19.9 million homes passed
 - ▶ +76% are passed with fiber-to-the-node or fiber-to-the-home
- In 2024, we had 207.2k net disconnections:
 - ▶ Broadband: -52.2k net disconnections
 - ▶ Video: -213.0k net disconnections
 - ▶ Voice: +31.8k net-adds
 - ▶ Mobile: +26.2k net-adds

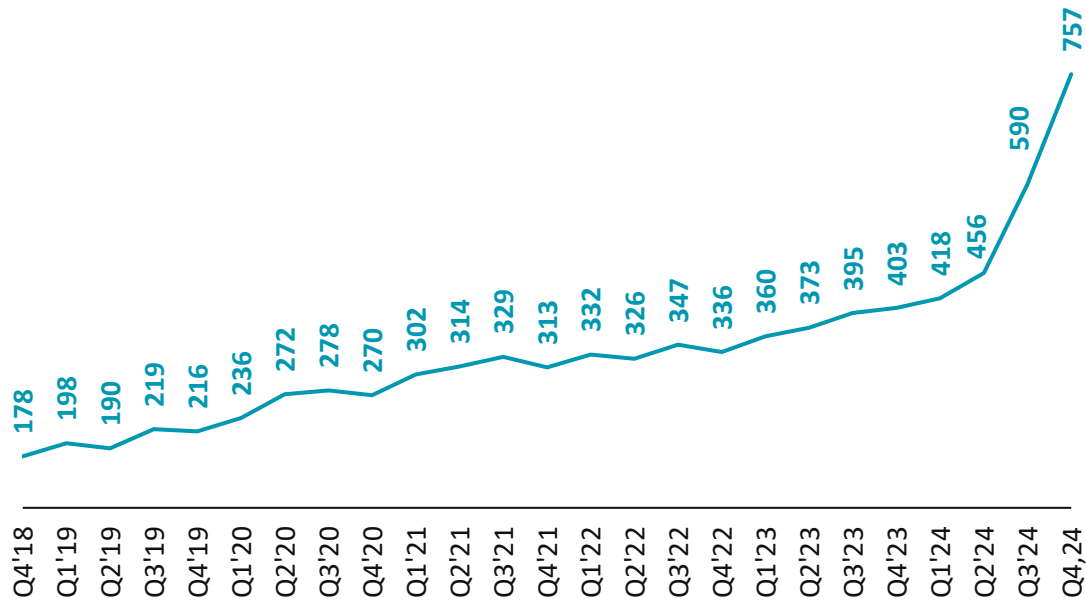
Cable: Demand increased again in Q4'24

Consumption of data keeps growing

- Monthly data usage averaged 757 gigabytes per month per customer in Q4'24
- Daily usage per subscriber went up by 88% Y-o-Y

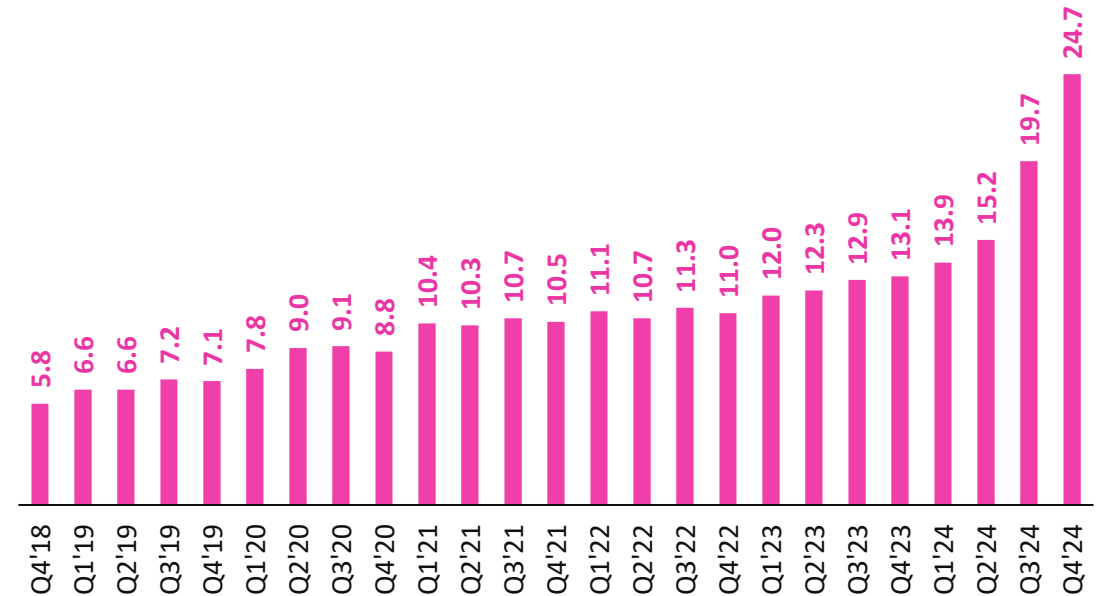
Monthly Data Usage

(For Televisa Cable Customers) Gigabytes



Average daily usage per customer

Gigabytes (downlink + uplink)



Sky: Goals

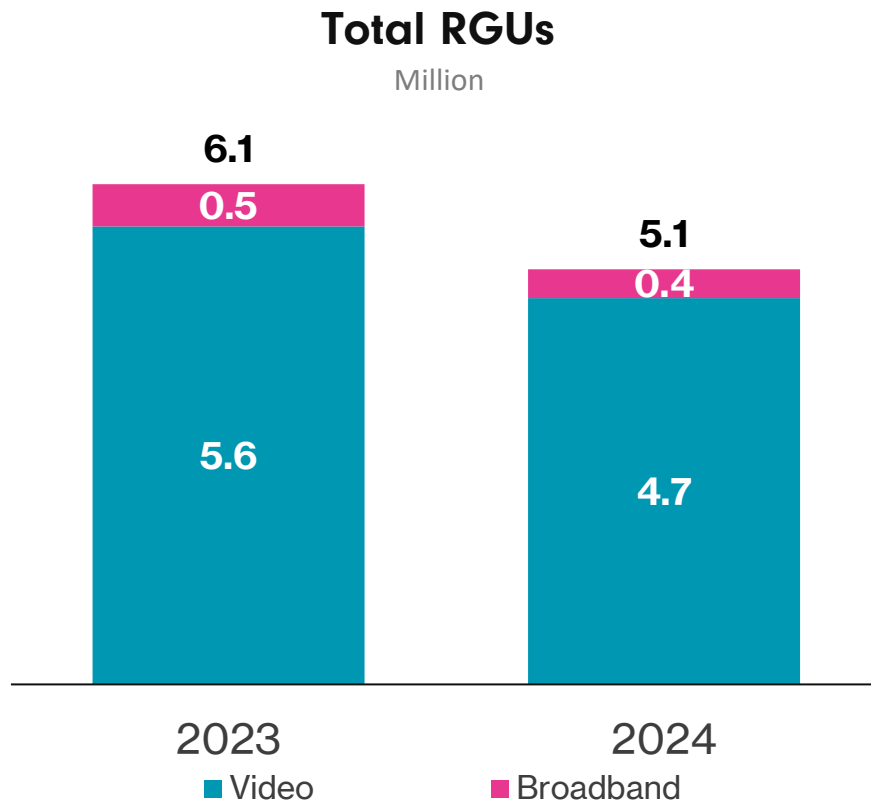
Continue to be an important telecom player with more than 5.1 million RGUs

SKY

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

Sky: 5.1 million RGUs

Net-disconnections of 1.1 million RGUs in 2024, driven by prepaid video subs

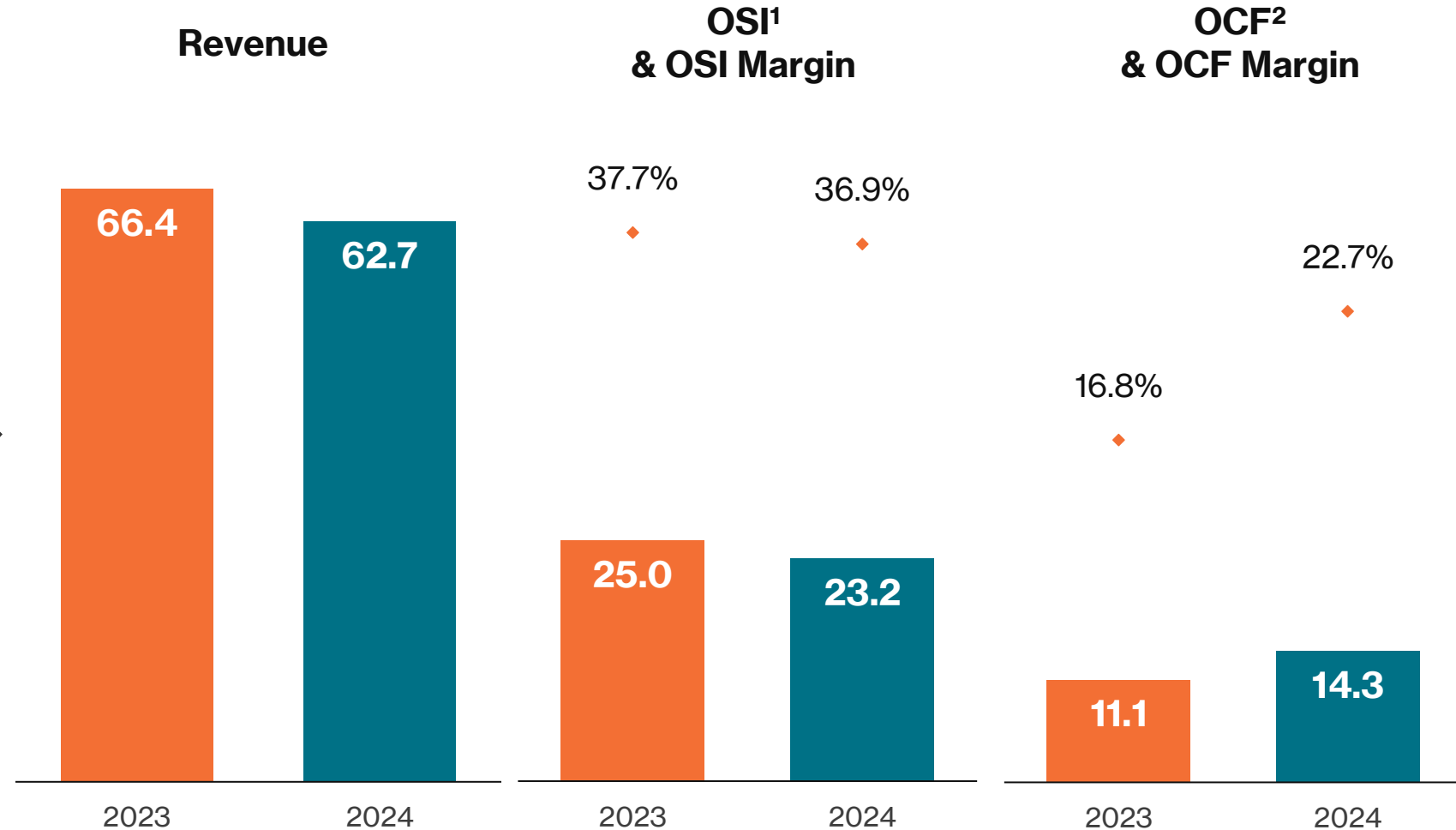


- In 2024, we acquired AT&T's stake in Sky to integrate it with our Cable segment extracting material synergies.
- The integration with our Cable segment is expected to contribute to reduce churn by having a better customer base management, and cross selling and upselling opportunities.

Televisa's financial performance

2024 Results

- Revenue fell by 6.4% YoY mainly driven by the revenue decline at Sky
- OSI¹ margin of 36.9% decreased by 80bps YoY due to lower revenue at Sky, partially offset by efficiency measures implemented throughout the year
- OCF² grew by 28.2% YoY, for a margin of 22.7%



Liquidity and Debt

Strong liquidity position

- Total Net Debt of Ps 59.6 billion, or US\$2.9 billion. Net Debt-to-OSI* (LTM) of 2.6x. (including leases)
- Investment grade rated by S&P (BBB), Fitch (BBB-) and Moody's (Baa3)

Total Liquidity¹

Cash	46.2
Other	2.5
Total	48.7

58%, or **\$1.4B**
held in USD

Total Gross Debt¹

Bonds	91.6
Bank Loans	12.7
Leases	5.4
Total	109.6

71%, or **\$3.7B**
denominated in USD

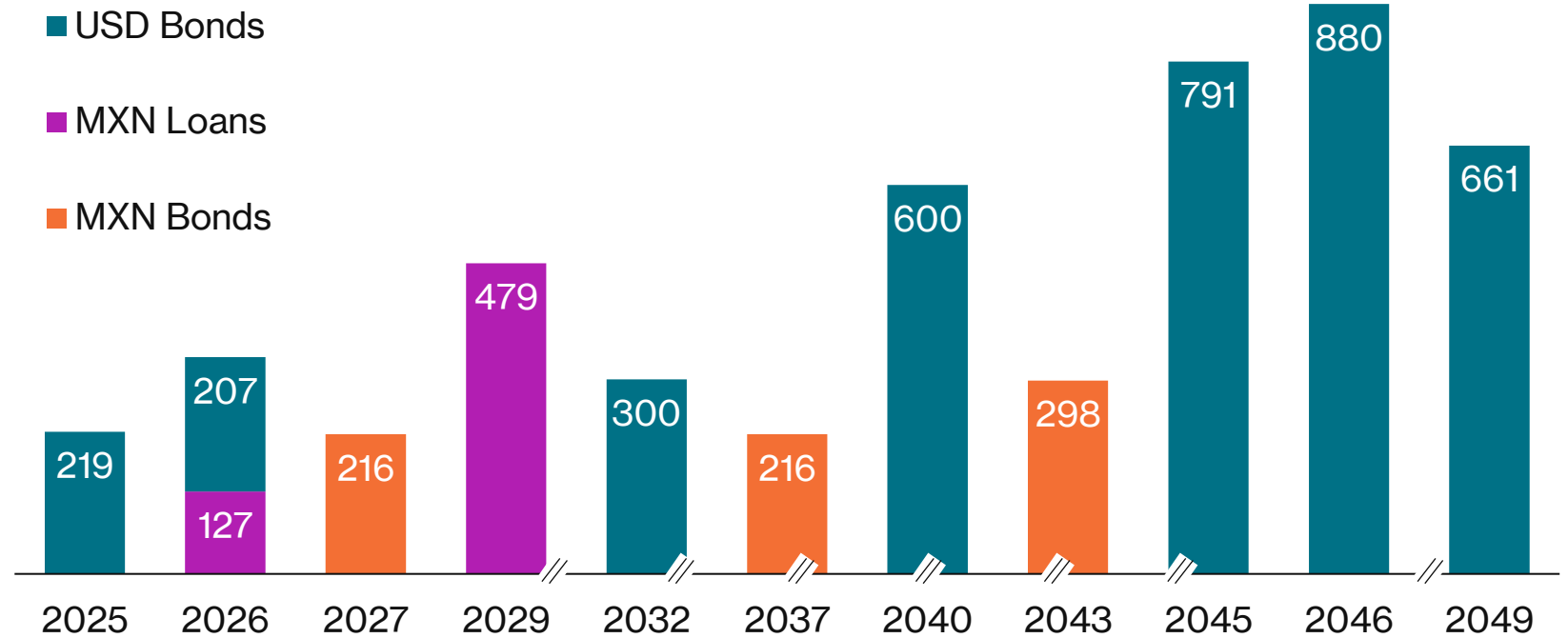
Debt Maturity

Comfortable liquidity position & debt maturity profile

- Weighted average maturity of 17.0 years (USD) and 8.3 years (MXN)¹

Debt Maturity

(USD Million)



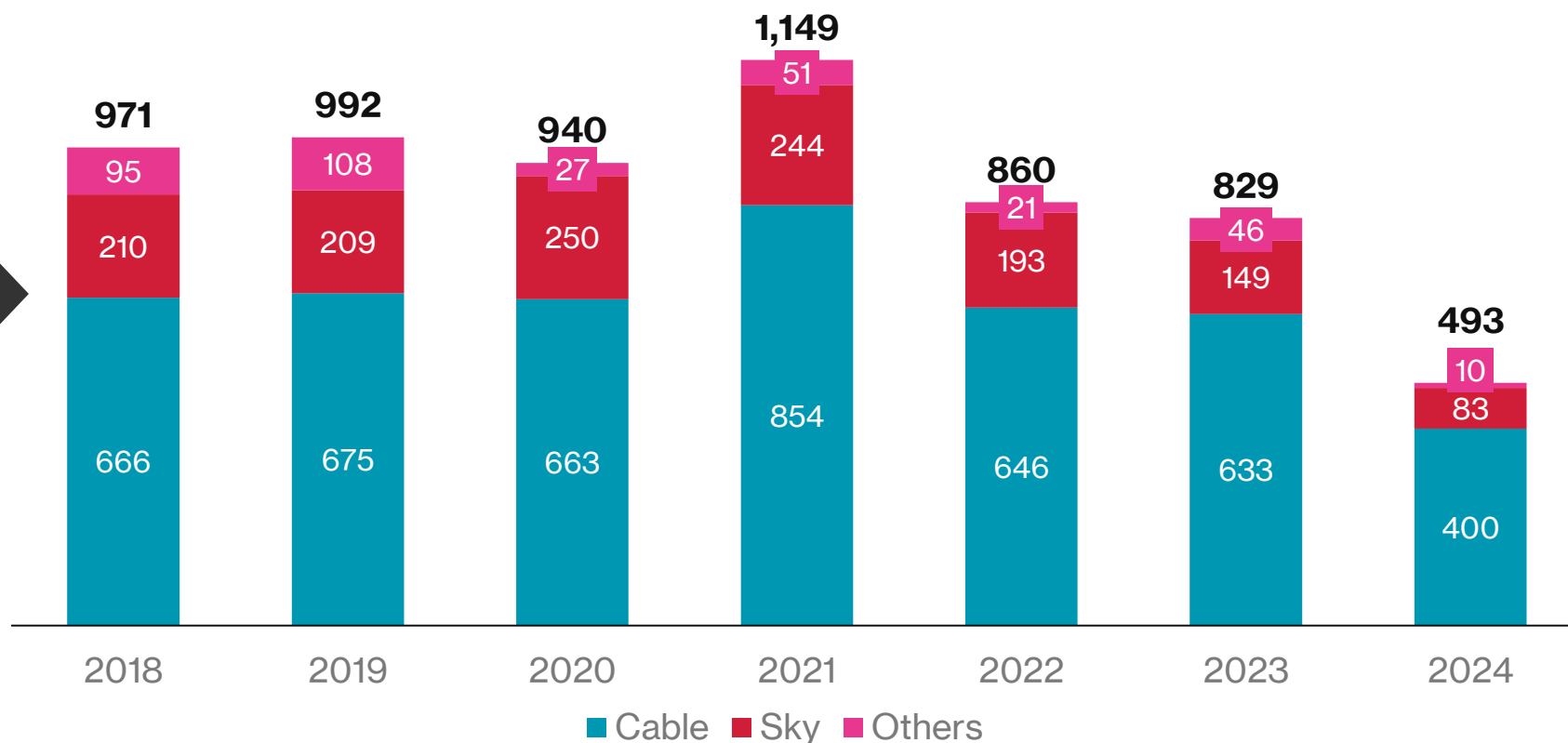
Capital Expenditures

Capex deployment focused on higher investment returns

- In 2024, our Capex deployment was US\$493 million
- In 2025, our Capex target is US\$665 million

Capex

(USD Million)



Our Path in Sustainability since 2014

We bring people closer to what matters most to them

► First Sustainability Report



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



- Joined the United Nations Global Compact



- Recognized by:
 - Socially Responsible Company (ESR) distinction
 - FTSE4Good Index Series inclusion



FTSE4Good

► Sustainability information focused on telecommunications sector



► Materiality analysis was updated with a double materiality approach

► ESG strategy refreshed based on 4 pillars

► Our Purpose: “Bringing people closer to what matters most to them”

► 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

S&P Global

ESG Strategy in Action

IMPULSA program was launched inside the company to promote innovation among our employees to improve operations, sustainability, and customer service.

Solar panels were installed in our corporate facilities, which aim to reduce our electric energy purchasing and Scope 2 Greenhouse Gas emissions.



Trainings on Artificial Intelligence & Cybersecurity for our employees.

Fundación Televisa's program "Technolochicas" was awarded second place in the "Youth Innovation for a Sustainable Future" organized by the Schneider Electric Foundation.

Our ESG efforts continue to be acknowledged

MSCI
ESG RATINGS



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 Analytics.



We answered the Carbon Disclosure Project's (CDP) questionnaires for Climate Change and Water Security



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



FTSE4Good

9th consecutive year as a member of the FTSE4Good index series



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

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.