



## **GRUPO SALINAS CREATES SIGNIFICANT ECONOMIC, SOCIAL AND ENVIRONMENTAL VALUE IN 2016**

—Solid performance in its financial and commercial businesses,  
as well as in media and telecommunications—

—In the social aspect, *Esperanza Azteca* helped form better human beings  
through 87 orchestras composed of more than 17,000 low-income children—

—*El Juguetón*, the largest toy drive in the world,  
generated more than 16 million smiles in needy children—

—In support of the environment, *Un Nuevo Bosque* convoked more than  
100,000 volunteers who planted three million trees across the country—

—*Limpiemos Nuestro México*, the country's largest clean-up movement,  
collected 40 thousand tons of garbage, with the contribution of 7 million volunteers—

**Mexico City, January 2, 2017** - Grupo Salinas ([www.gruposalinas.com](http://www.gruposalinas.com)), a group of dynamic, fast-growing and technologically advanced companies, deeply committed to the modernization of the countries where they operate and founded by entrepreneur Ricardo Salinas ([www.ricardosalinas.com](http://www.ricardosalinas.com)), announced today that during 2016 its companies performed strongly in the industries in which they participate, providing world-class financial services, merchandise, media and telecommunications to millions of families in Mexico, the United States, and Central and South America.

Grupo Elektra significantly boosted its profitability through solid performance in its commercial and financial divisions; in Banco Azteca, the most significant variables grew and simultaneously the quality of its assets improved; as for Italika, it delivered accessible, safe and efficient in fuel consumption transportation to more families and organizations. Likewise, TV Azteca recorded significant improvements in sales and EBITDA, while Totalplay continued to strengthen its positioning in the market.

Aside from the important creation of economic value, Grupo Salinas added the generation of social value with developments in the welfare of its more than 70,000 employees, and developed initiatives that promote the capacities of society to improve through Fundación Azteca. Similarly, programs such as *Ciudad de las Ideas*, *Caminos de la Libertad* and *Kybernus* strengthened freedom and knowledge with goal of a better

future. Finally, the companies of the group focused on the environment and the rational use of natural resources in their value chain.

Through Fundación Azteca ([www.fundacionazteca.org](http://www.fundacionazteca.org)), which celebrated 19 years of activities in 2016, Grupo Salinas carried out important initiatives. Esperanza Azteca ([www.esperanzaazteca.com](http://www.esperanzaazteca.com)), a program that since 2009 promotes values such as discipline, excellence and teamwork through music, has integrated a network of 87 youth orchestras and choirs in Mexico, El Salvador and the United States, benefitting more than 17,000 low-income boys and girls.

*El Juguetón* ([www.azteca7.com/jugueton](http://www.azteca7.com/jugueton)), the world's biggest toy drive, received and distributed more than 16 million presents to needy children on Three Kings' Day. Over the past 21 years, more than 188 million toys have been distributed, generating joy and smiles to an increasing number of families.

Plantel Azteca ([www.plantelfundacionazteca.com](http://www.plantelfundacionazteca.com)) provided middle and high school education with values and technical excellence to 2,100 students of limited resources, all of whom were awarded scholarships thanks to their academic performance. In 19 years, more than 10,500 students have graduated from the school, which promotes equality of opportunities and improvement in the quality of life through education.

During the year, five *Movimiento Azteca* ([www.movimientoazteca.org](http://www.movimientoazteca.org)) fundraising and awareness campaigns were also carried out, using television promotion to help non-profit groups with noble causes. These campaigns raised more than Ps.135 million that were used to increase neo-natal care, purchase equipment in pediatrics and oncology wards, donate ambulances for the Mexican Red Cross, as well as purchase musical instruments for children, among many other causes.

Through these and many other programs, Grupo Salinas supported the well-being of thousands of families in Mexico, the United States, Peru, Guatemala and El Salvador.

Grupo Salinas also promoted the activities of *Kybernus* ([www.kybernus.org](http://www.kybernus.org)), a program that seeks to foster a grass-roots culture of leadership based on values and commitment to help achieve the goals the country requires and generate a better future for all. 2016 was a year of growth for the initiative, and currently has 1,400 participants throughout the country.

*Ciudad de las Ideas* ([www.ciudaddelasideas.com](http://www.ciudaddelasideas.com)) was sponsored. With the theme "Play the Game," dozens of internationally-acclaimed brilliant minds came together in the city of Puebla to present breakthrough ideas to thousands of attendees. The Group also supported *Caminos de la Libertad* ([www.caminosdelalibertad.com](http://www.caminosdelalibertad.com)), which, through essay competitions and other activities, provoked reflection on the value of freedom. In addition to awards for relevant essays, Arnold Habegger, a leading American economist, was recognized with the *Una Vida por la Libertad* award.

Grupo Salinas also boosted this year the reforestation program *Un Nuevo Bosque*, which resulted in the planting of three million trees in three thousand hectares, with the participation of more than 100,000 volunteers.

*Limpiemos Nuestro México* ([www.limpiemosnuestromexico.org](http://www.limpiemosnuestromexico.org)), the country's largest clean-up movement, which sensitizes the community about littering, brought together more than seven million volunteers in its eighth edition to collect and separate 40 thousand tons of garbage throughout the country. Since 2009, millions of volunteers have collected 228 thousand tons of litter with this campaign.

Similarly, Grupo Salinas companies develop processes that optimize efficiency in the use of resources in their day-to-day activities and use environmentally-friendly energy. Renewable energy utilization —mainly wind— is approximately 93 GWhs per year, representing 36% of the total consumption of the companies. Grupo Salinas is looking to gradually increase this proportion.

Grupo Salinas has 110 years of contributing to the welfare of the communities in which it operates and is positioned to continue outstanding performance with activities of economic, social and environmental value, which will generate further progress and boost the quality of life or millions of families in 2017.

#### **About Grupo Salinas**

Grupo Salinas ([www.gruposalinas.com](http://www.gruposalinas.com)) is a group of dynamic, fast growing, and technologically advanced companies focused on creating: economic value through market innovation and goods and services that improve standards of living; social value, to create social capabilities to improve the communities' conditions; and environmental value, by reducing the negative impact related to its business activities. Created by Mexican entrepreneur Ricardo B. Salinas ([www.ricardosalinas.com](http://www.ricardosalinas.com)), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. These companies include: TV Azteca ([www.TVazteca.com](http://www.TVazteca.com); [www.irtvazteca.com](http://www.irtvazteca.com)) Azteca America ([us.azteca.com](http://us.azteca.com)), Grupo Elektra ([www.grupoelektra.com.mx](http://www.grupoelektra.com.mx)), Banco Azteca ([www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)), Advance America ([www.advanceamerica.net](http://www.advanceamerica.net)), Afore Azteca ([www.aforeazteca.com.mx](http://www.aforeazteca.com.mx)), Seguros Azteca ([www.segurosazteca.com.mx](http://www.segurosazteca.com.mx)), Punto Casa de Bolsa ([www.puntocasadebolsa.mx](http://www.puntocasadebolsa.mx)), Totalplay ([www.totalplay.com.mx](http://www.totalplay.com.mx)) and Enlace TP ([www.enlacetp.mx](http://www.enlacetp.mx)). TV Azteca and Grupo Elektra trade shares on the Mexican Stock Market and are part of its Sustainability Index. Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. The group of companies shares a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

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