



ChannelChek (by Noble Capital Markets)

Chris Young, Entravision Chief Financial Officer | August 10th, 2021

About this presentation

Use of Non-GAAP Financial Measures

This presentation includes certain non-GAAP financial measures. The company has previously provided a reconciliation between these non-GAAP financial measures and the most directly comparable GAAP measure. That reconciliation was included in the Company's August 5, 2021 Earnings Press Release for the quarter ended June 30, 2021, which has been posted on the company's website and filed with the SEC under the cover of Form 8-K.

Forward-Looking Statements Disclosure

This presentation includes certain forward-looking statements and projections provided by the Company. Any such statements and projections reflect various estimates and assumptions by the Company concerning anticipated results. No representations or warranties are made by the Company or any of its affiliates as to the accuracy of any such statements or projections. Whether or not such forward-looking statements or projections are in fact achieved will depend upon future events some of which are not within the control of the Company. Accordingly, actual results may vary from the projected results and such variations may be material. Statements contained herein describing documents and agreements are summaries only and such summaries are qualified in their entirety by reference to such documents and agreements.

About Entravision



Entravision is a diversified global marketing, technology and digital media company serving clients throughout the United States and in more than 30 countries across Latam, Europe and Asia. Our dynamic portfolio of services spans the digital media, television, and radio markets.

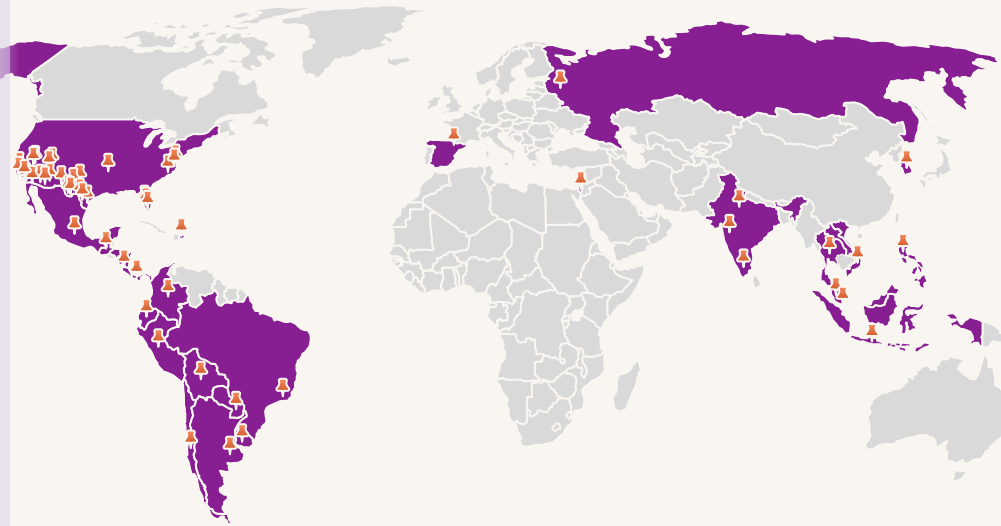
Founded 1996, Public in 2000

1,097 employees

30 countries

NYSE: EVC

Entravision's Growing Global Footprint



Investment Highlights



Solid Financial Position

- ❑ Strong Free Cash-Flow conversion (70% of EBITDA for Q221)
- ❑ Solid liquidity > \$182M in cash & marketable securities
- ❑ Solid balance sheet, (net leverage 0.66x)



Significant & Growing Target Market

- ❑ U.S. Latino + Latam growing market (\$2.3T by 2024)
- ❑ Global digital advertising market 13% CAGR 2020 to 2025



Long-Term Television Contracts

- ❑ Entravision is Univision's largest TV affiliate group
- ❑ Affiliation agreement runs until 2026
- ❑ Retransmission revenue adds stability to free cash flow



Expanding Platform of Digital Assets

- ❑ Ad-tech and marketing solutions: performance, programmatic, branding
- ❑ Sales representations for leading global platforms: Facebook, Spotify, LinkedIn, Twitter, TikTok, among others



Global Footprint Provides Extensive Reach

- ❑ 30 countries (16 in Latam, 8 Asia)
- ❑ 35 U.S. markets with local sales teams and assets



Experienced Management Team

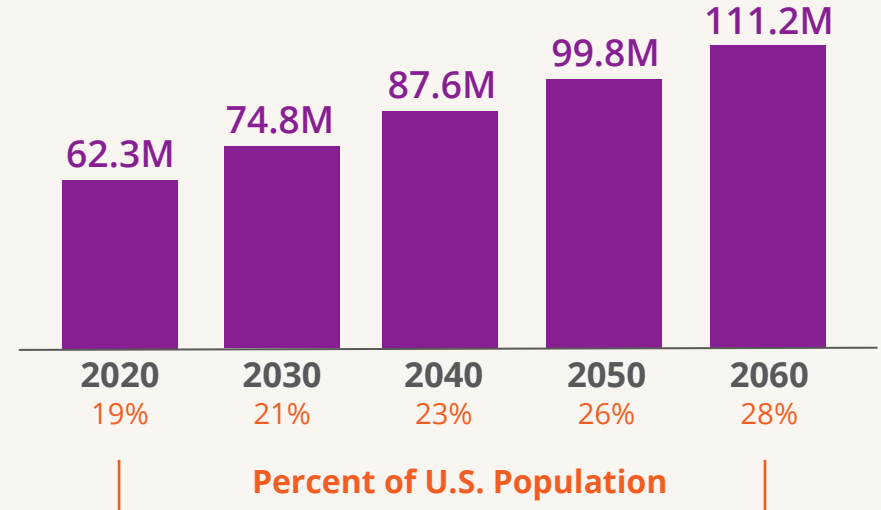
- ❑ Proven managers with industry experience and deep global market knowledge (broadcasting + digital)

Significant and Growing Target Market

US Latino Market Highlights

- ❑ \$1.7T Dollar Market; expected to top \$2.3T by 2024^[1].
- ❑ 62.3M U.S. Latinos in 2020 (111.2M in 2058). **The largest U.S. ethnic or racial group**^[1].
- ❑ 31% of the U.S. Hispanic population is under age 18 vs. 20% among non-Hispanics^[2].
- ❑ **Latinos are younger than the general population**, median age of 29 for males and 30 for females vs. 37 and 40, respectively, for the general population^[2].

Young & Influential Growing Latino Population



U.S. Census, Race and Hispanic Origin of the Native and Foreign Born: Main Projections Series for the United States, 2017-2060.

Experienced Management Team



Walter Ulloa
Chairman & CEO

Entravision founder. 40+ years of experience in Spanish language broadcast.
24 years at Entravision



Jeffrey Liberman
President & Chief Operating Officer

Management and operation of Spanish language media since 1974.
20 years at Entravision



Christopher T. Young
Treasurer & Chief Financial Officer

Background in corporate finance at top tier investment banks. 25+ years experience in media finance.
20 years at Entravision



Karl Alonso Meyer
Chief Revenue Officer

Deep broadcasting knowledge. 30+ years of experience in broadcasting, radio, television, digital and advertising.
16 years at Entravision



Juan Saldívar
Chief Digital, Strategy, & Accountability Officer

Board member since 2014. Worked at leading media companies Televisa & Bertelsmann Group. Founded SWS Consulting.
6 years at Entravision



Mark Boelke
General Counsel & Secretary

Previously worked at O'Melveny & Myers LLP in Los Angeles. Initially joined as Deputy General Counsel.
15 years at Entravision



Entravision Operating Segments

Entravision's Three Business Segments

Interactive

Digital

21 Countries

Global programmatic, Big-Tech representations, performance, local SMB services and digital audio solutions

FACEBOOK



\$130.2M

Q2-2021 revenue

Television

55 TV Stations in the U.S.

Owned Newscasts in 21 markets with specialized sales organization



\$34.1M

Q2-2021 revenue

Radio

47 Radio Stations in the U.S.

Very strong talent and influencer pool and production capabilities



\$14.1M

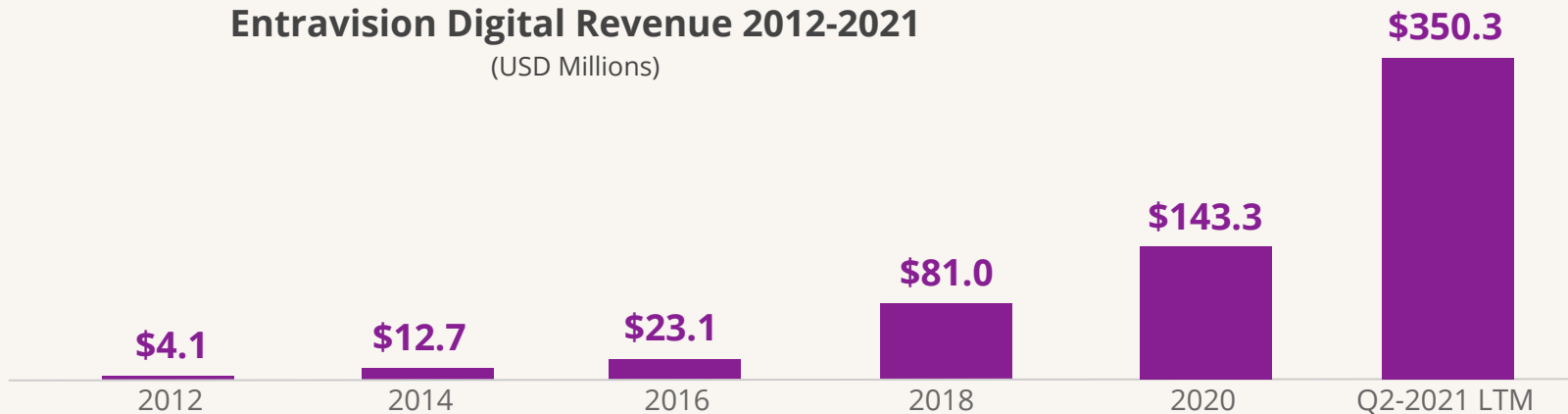
Q2-2021 revenue

Entravision Digital Revenue Evolution

Decisively re-engineering our DNA...

Entravision Digital Revenue 2012-2021

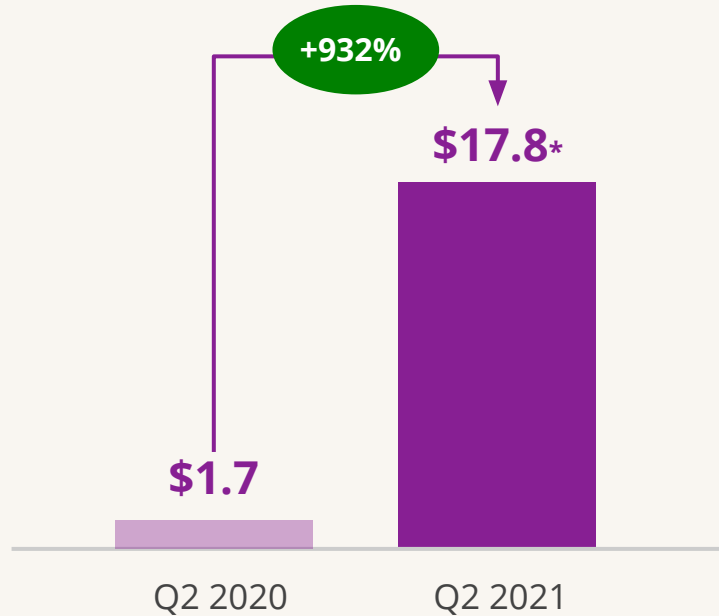
(USD Millions)



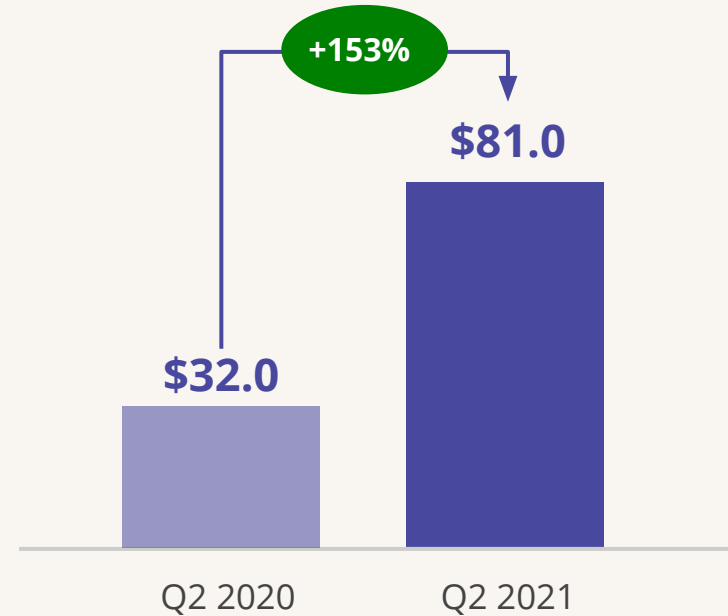
Revenue Share	2%	5%	9%	27%	42%	62%
Countries	1	2	2	14	21	30
Capabilities	- CPM	- CPM - Data	- CPM / CPA / CPI - Mobile - Data	- CPM / CPA / CPI - Programmatic - Performance - Mobile / Video / Audio - Data / AI	- CPM / CPA / CPI - Programmatic - Performance - Mobile / Video / Audio - Data / AI	- Big Tech Sales Representations

Entravision Digital EBITDA Growth

EBITDA Q2-2021
USD millions



EBITDA LTM Q2 2021
USD millions



* Excluding EBITDA attributable to redeemable noncontrolling interest.

Entravision Interactive Business Segments Focus



Global Tech Representations

Digital Service Offering

- Strong reach in 23 countries
- Greatest multi-target partnerships
- Specialized solutions & collections
- Dedicated teams for each partner

Partnerships & Business Units



Programmatic Technology

- Deep Mobile App expertise
- Strong campaign transparency
- Solutions in +120 countries
- Proprietary technology DSP



Digital Audio

- America's Latino digital audio leader
- Branding, programm., performance
- Owned Podcast Network
- Unique content & engagement



audio.ad
DIGITAL AUDIO ADVERTISING SOLUTIONS



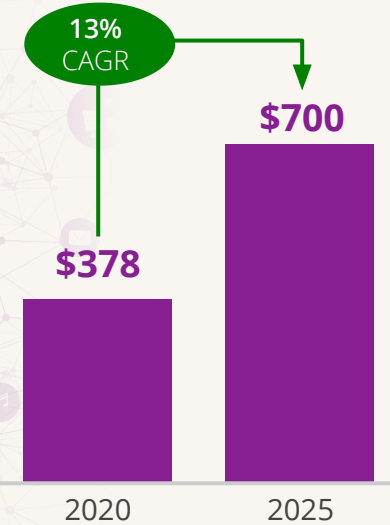
Branding and Mobile Performance Solutions

- Mobile App performance
- SMB US digital marketing solutions
- Creative and performance
- Mobile Video Ad Network

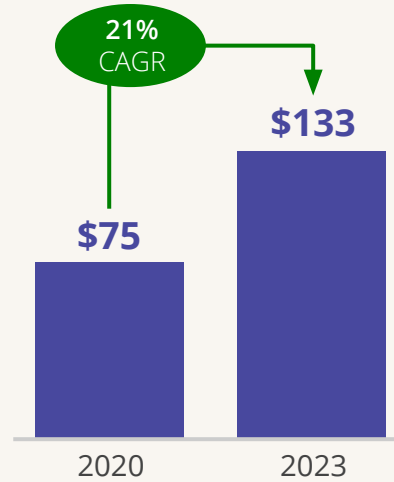


Digital Segment Industry Growth Drivers

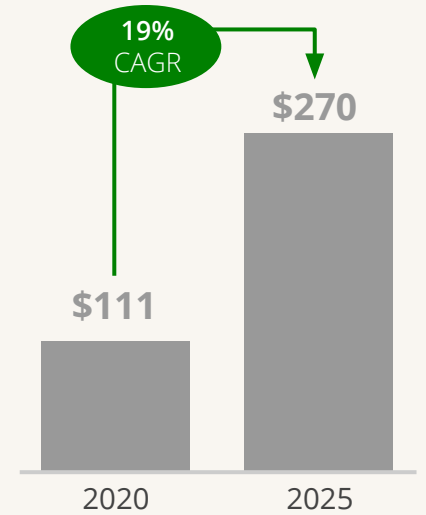
Global Digital Ad Spend
USD Billions



US Programmatic Ad Spend
USD Billions



Global App User Spend
USD Billions



Mobile share
from total digital:

73%



77%





A leading digital advertising company serving the Latin American and U.S. Hispanic markets

Founded 2010

Headquartered in Miami, FL.

17 Countries

i) Big Tech sales partnerships in 17 Latam countries:

FACEBOOK



ii) Owned branding products and technology:



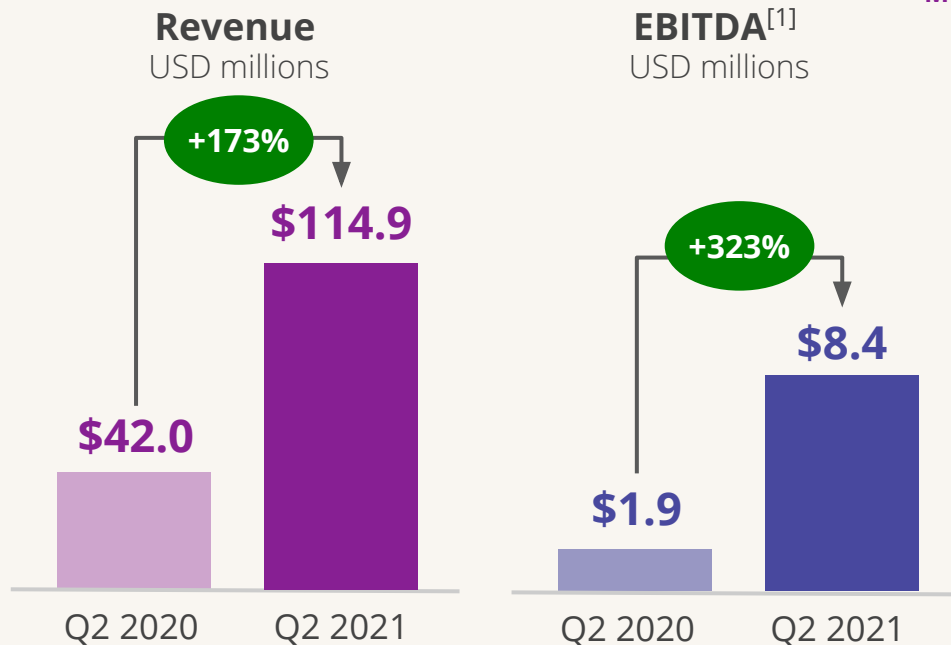
audio.ad
DIGITAL AUDIO ADVERTISING SOLUTIONS

Justmob

Digital audio advertising solutions
1st Digital audio network in Latam,
owned DSP - AudioTrade

Mobile advertising solutions

Cisneros Interactive Growth and Markets



[1] Based on full company results. Entravision EBITDA from Cisneros Interactive in Q2 2021 was \$4.2M.

Television Segment

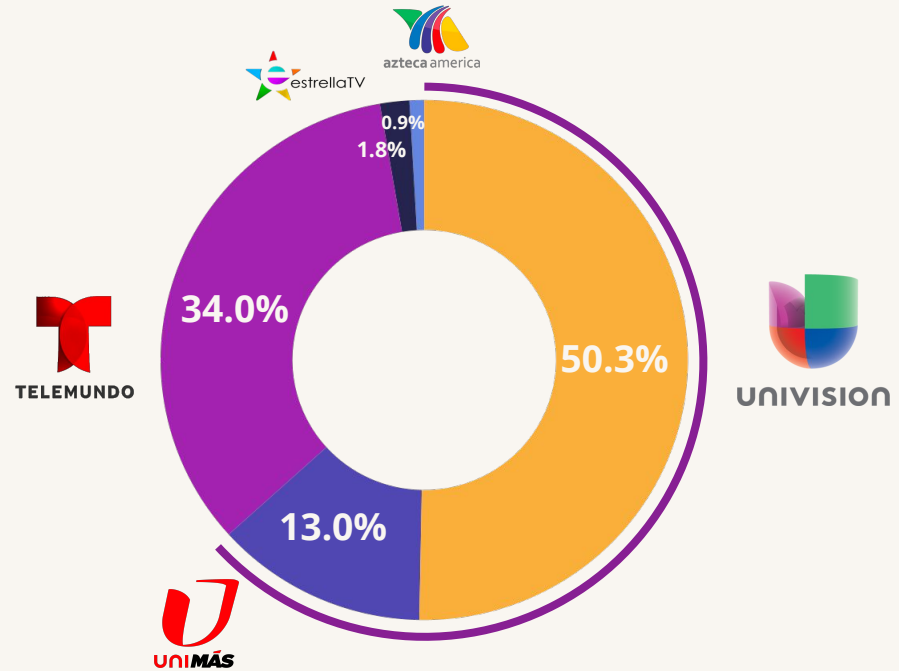
55
Local TV
primary stations
*Univision largest
affiliate group*

Early and late
newscasts produced
in **21** local US
markets

13M+
Households covered
Cable TV Ntwk, and Linear TV^[1]

4.8M
Weekly viewers
*Univision, UniMás, Fox,
The CW, NBC^[2]*

Univision and UniMás Drive 63%+ of the Spanish Language Viewing in EVC Markets
Full-week audience share, Adults 18-49^[3]

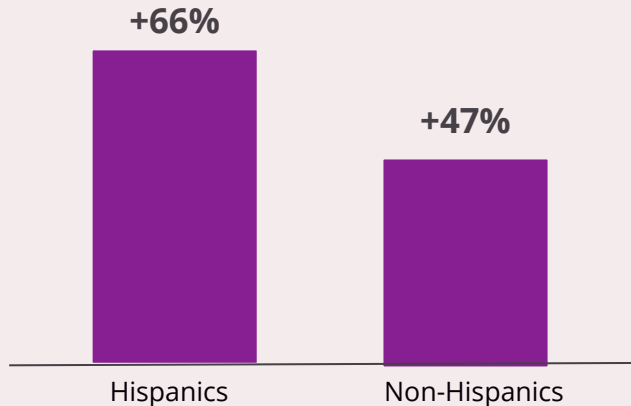


Source: [1] Based on LATV 2020 distribution, sum of Hispanic households, Nielsen 2020 UEs. [2] Nielsen, NLTV Reach and Frequency report. May 2021 ViP, average week reach, sweep week 75% unification. M-Sun 3a-3a—P2+, includes English and Spanish properties. [3] Nielsen, July 2021. Entravision 22 subscriber markets, share of Adults 18-49 audience (000), Mon-Sun 5a-2a eastern/pacific, Mon-Sun 4a-1a central/mountain.

Television Segment Growth Drivers

News Consumption by Hispanics Outpaces News Consumption by Non-Hispanics^[2]

Average weekly time spent per adult
Growth Q2-2020 vs Q2-2019



Entravision Local News

July 2021, A18-49^[1]

Early News - 20 Markets

#1 or #2 regardless of language in 11 markets.

Month-to-month growth in 8 markets.

.....

Late News - 21 Markets

#1 or #2 regardless of language in 9 markets.

Month-to-month growth in 12 markets.



Radio Segment

47

O&O Radio
Stations

311

Network
Affiliates

16

U.S.
Markets

96%

Latino
Coverage

Nationally Syndicated Shows – Iconic Talent

- Top Brand Name Talent driving ratings
- Network programming (*Piolin and Lucas*)
- Majority of content created in LA Media Center

Unique Specialty Stations



SPANISH AC
Los Angeles



SPANISH CUMBIAS
Los Angeles



NEW CHR
Sacramento, Modesto, McAllen,
Palm Springs, Las Vegas

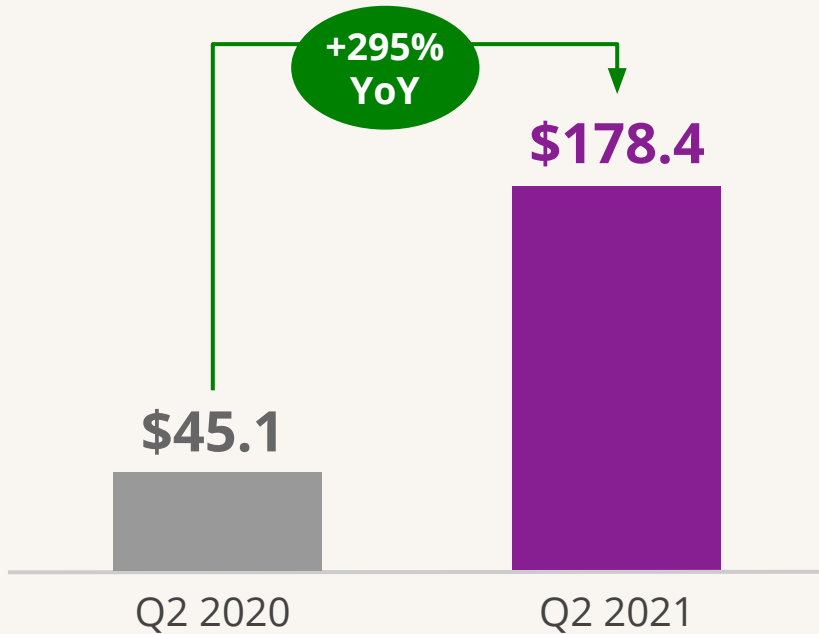




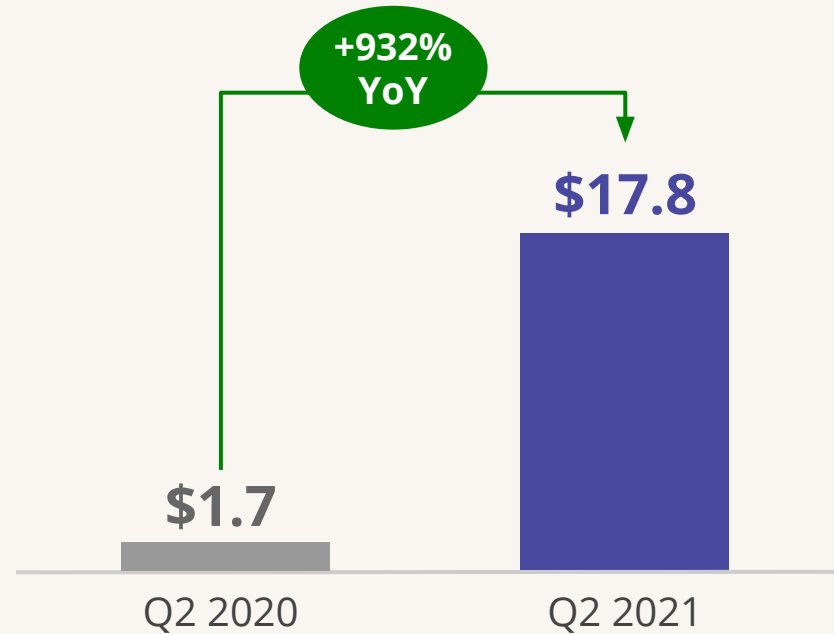
Entravision Financials

Q2-2021 Financials Update

Entravision Revenue Q2-2021
USD millions



Entravision EBITDA Q2-2021
USD millions



Solid Balance Sheet

Total Net Leverage as of June 30, 2021

Actuals in USD Millions

Concept	
Cash & Marketable Securities	\$181.9
Notes	\$0.0
Other Debt	\$213.8
Total Debt	\$213.8
TTM Consolidated Adjusted EBITDA	\$81.0
Total Leverage Per Credit Agreement	1.71x
Total NET Leverage (net of accessible cash)	0.66x

Q3-2021 Pacing

Entravision Q3-2021 Pacing

As of Q2-2021 earnings call on August 5, 2021

	Q3-2021
Digital ⁽¹⁾	+948%
TV	-4%
Radio	+25%
TOTAL	+219%

(1) Excludes 2020 revenue from Cisneros Interactive and MediaDonuts which were acquired in Q4 2020 and Q3 2021, respectively.



MediaDonuts Acquisition

Leading Digital Marketing and Advertising Company in Southeast Asia

Founded in 2010

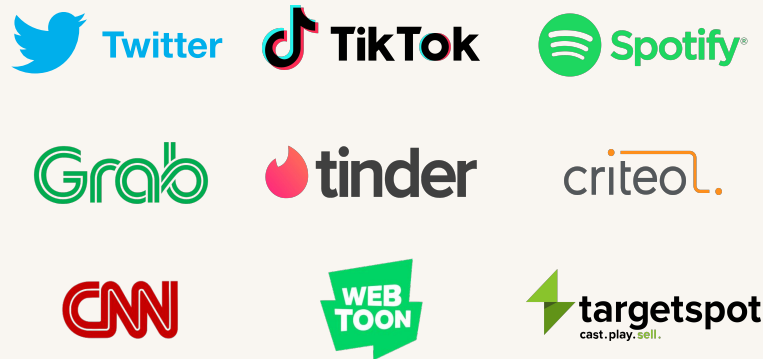
Headquartered in Singapore

7 countries, +500 clients

Full acquisition by Entravision closed on July 1st, 2021



Big Tech representations



In-house performance & branding agency solutions

Campaign Strategy

Campaign Management

Media Buying Solutions

MediaDonuts Growth and Presence*



MediaDonuts

powered by  **entravision**

Revenue

USD millions

EBITDA

USD millions

+120%

+13x

\$12.8

\$28.2

\$0.3

\$4.0

2019

2020

2019

2020



* Unaudited results.

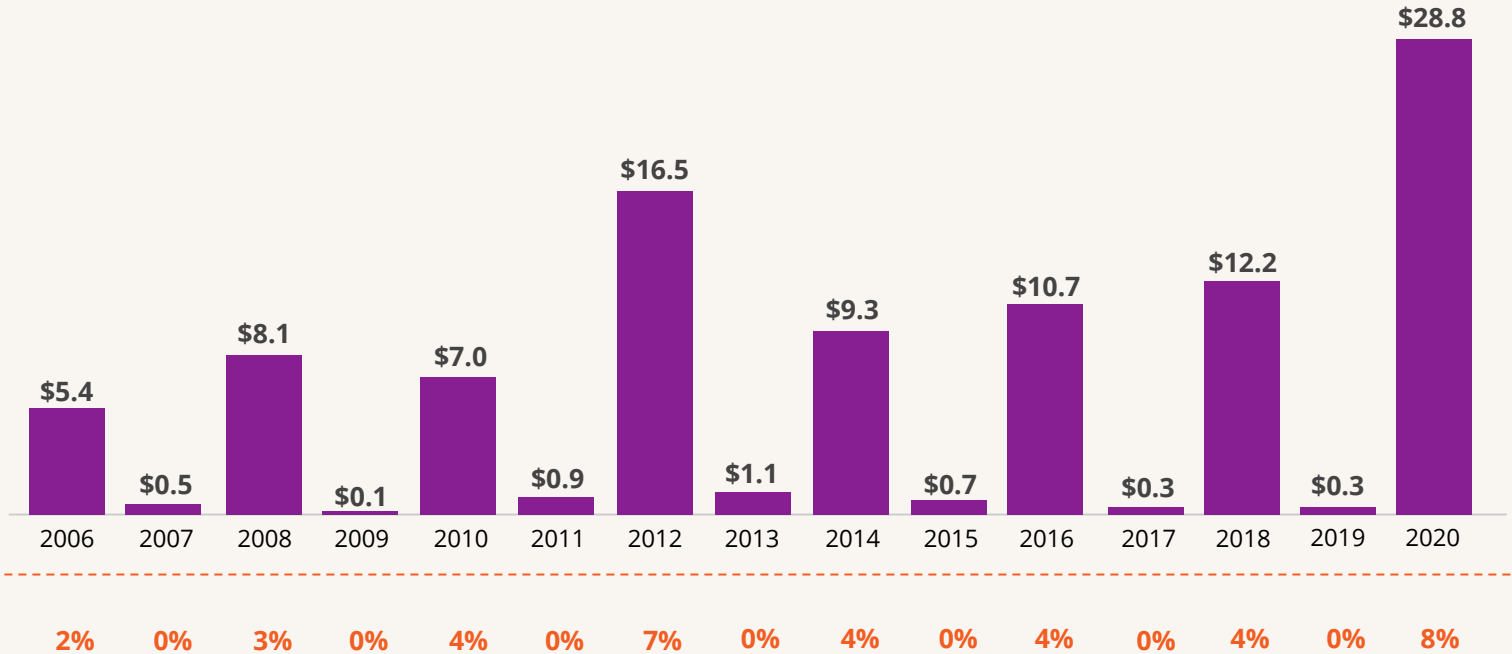


Appendix

Growth in Political Ad Revenue

Entravision Political Net Revenue, 2006-2020

USD Millions



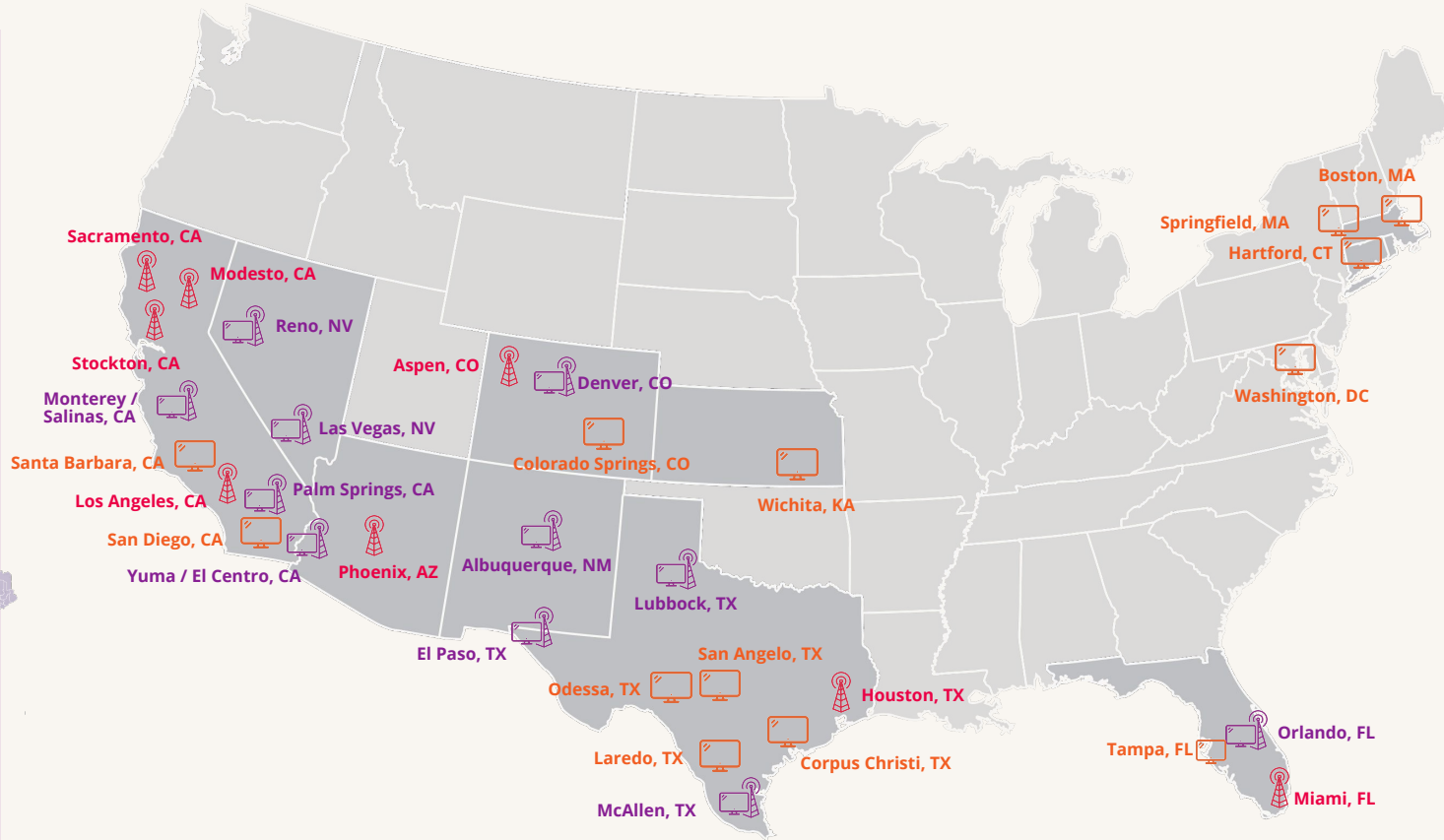
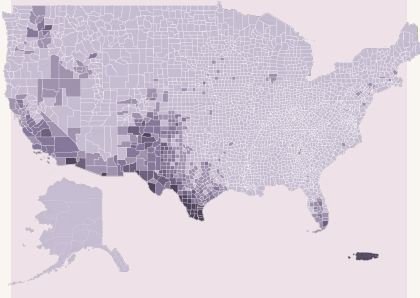
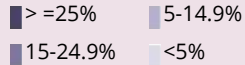
Growth of 137% and 170% vs. 2018 and 2016, respectively.

Radio & TV And Latino Population Across The US

Growing Latino Demographic

Overall Latino population growing faster than non-Latino population and is expected to reach 87.6 million by 2040

2014 Hispanic Share of Population by County



Source: Pew Research Center, Hispanic Population Growth and Dispersion Across U.S. Counties, 1980-2014 The 2014 population counts are from the U.S. Census Bureau's population estimates and are as of July 1 of that year. 9/6/16

Top Ranked Local News

Focusing on issues relevant to Latinos, Entravision's local newscasts are #1 or #2 in 11 markets among ALL 18-49 viewers, regardless of language

HISPANIC MARKET RANK (2021)	DMA	STATION	EARLY NEWS NEWS TP RANK	ADULT 18-49 RATING
10	Orlando	WVEN	#2	1.0
11	McAllen	KNVO	#1	2.0
13	Tampa	WVEA	#1	1.2
19	Washington, DC	WFDC	#2	0.8
20	El Paso	KINT	#1	1.9
24	Las Vegas	KINC	#1 tie	0.9
35	Monterey	KSMS	#1	1.2
37	Odessa-Midland	KUPB	#1	1.3
39	Yuma-El Centro	KVYE	#1	2.1
40	Laredo	KLDO	#2	2.3
49	Palm Springs	KVER	#2	1.2

Source: Nielsen, July 2021 survey, Entravision subscriber markets, Adults 18-49, ratings, Mon-Fri 6p-6:30p eastern/pacific, Mon-Fri 5p-5:30p central/mountain, includes ties . Ranks vs. head to head local news competitors.

Solid Growth Story

A client marketing solution-centric vision since 1996



Leading Ad-Rep and Digital Agency in Southeast Asia Acquisition



Leading Ad-Rep, Audio and Mobile Video In Latam Acquisition



Leading Mobile Programmatic Agency Acquisition

Headway

Leading Mobile App Performance & Digital Agency Acquisition



#1 Hispanic Digital Ad Network Acquisition

100 TV & Radio Stations (US)

IPO
NYSE:EVC

25 TV & Radio Stations (US)

UNIVISION
Affiliation
Founded

1996 1998 2000 2014 2017 2018 2019 2020 2021

Digitally Transformed and Supported at the Core

51 technology and information applications enable productivity, transparency and accountability



Back-End



Accounting



HR Management



Master Control



Service Desk



Talent Office & Documents



Infrastructure

Sales Operations



Traffic System



Sales Op. Automatization



CRM



Direct Marketing

Front-End



Data Visualization



Power BI

Data Visualization