Sidoti MicroCap Conference

Chris Young, Entravision Chief Financial Officer | August 19th, 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.

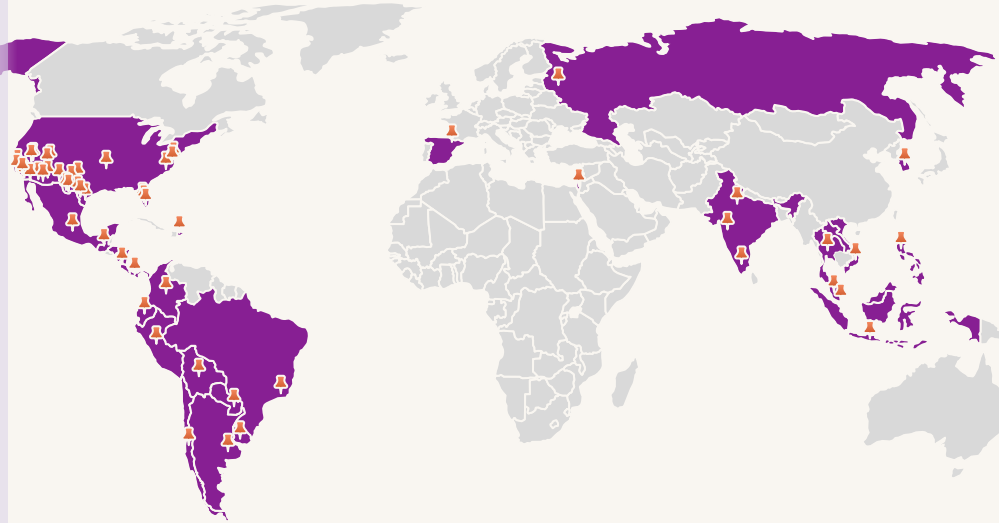
Founded 1996, Public in 2000

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

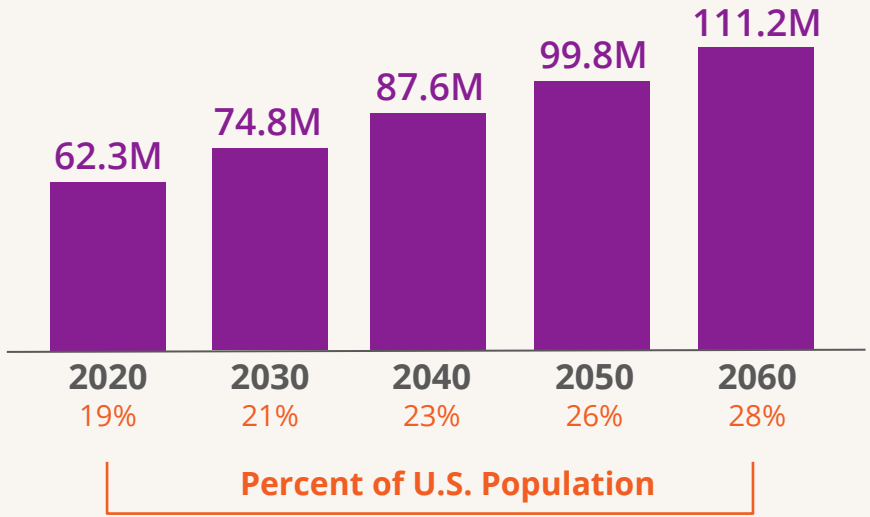
- Proven managers with industry experience and deep global market knowledge (broadcasting + digital)

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.

Source: [1]Hispanic Marketing Council, Hispanic Market Guide, 2021; [2] U.S. Census Bureau, 2019 American Community Survey, 1 year estimates.

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 · Spotify · LinkedIn · smadex · entravision · Justmob · audio.ad · elBOTON · noticiasya

$130.2M
Q2-2021 revenue

Television

55 TV Stations in the U.S.
Owned Newscasts in 21 markets with specialized sales organization

UNIVISION · UNIMÁS · FOX · NBC · azteca · THE CW · MILENIO TELEVISIÓN · HSN

$34.1M
Q2-2021 revenue

Radio

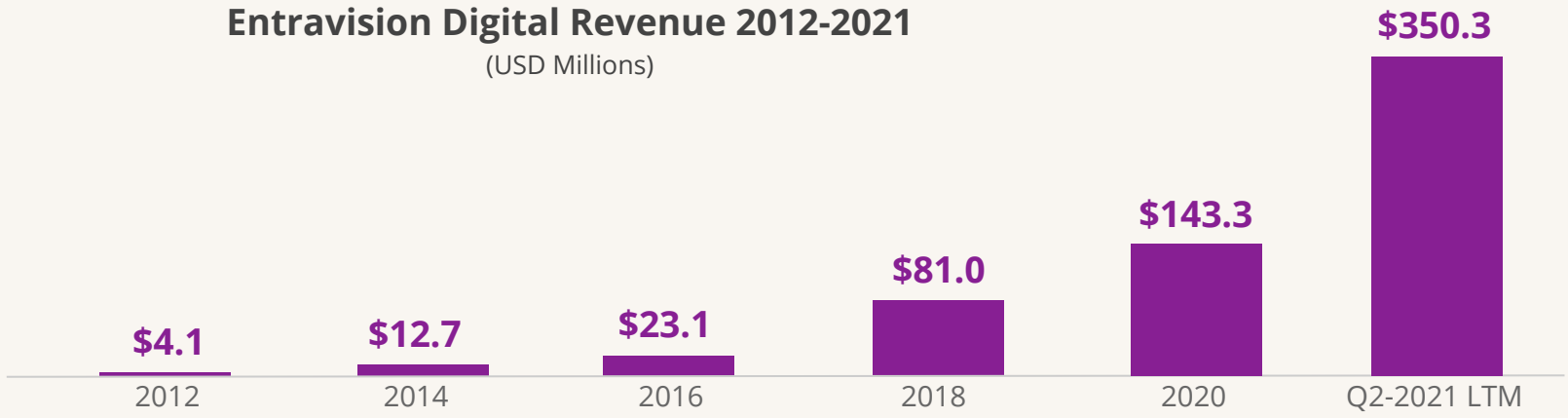
47 Radio Stations in the U.S.
Very strong talent and influencer pool and production capabilities

VIVA 103.1 · José · Q94.5 ROCK · FUEGO · SUAVECITA · LA TRICOLOR · 107.9 MIX FM · 107.9 RGV

$14.1M
Q2-2021 revenue

Entravision Digital Revenue Evolution

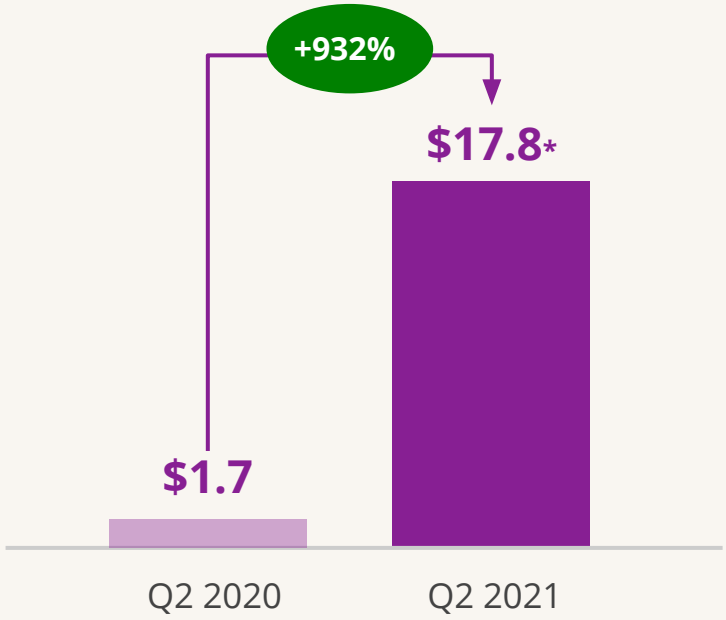
Decisively re-engineering our DNA…



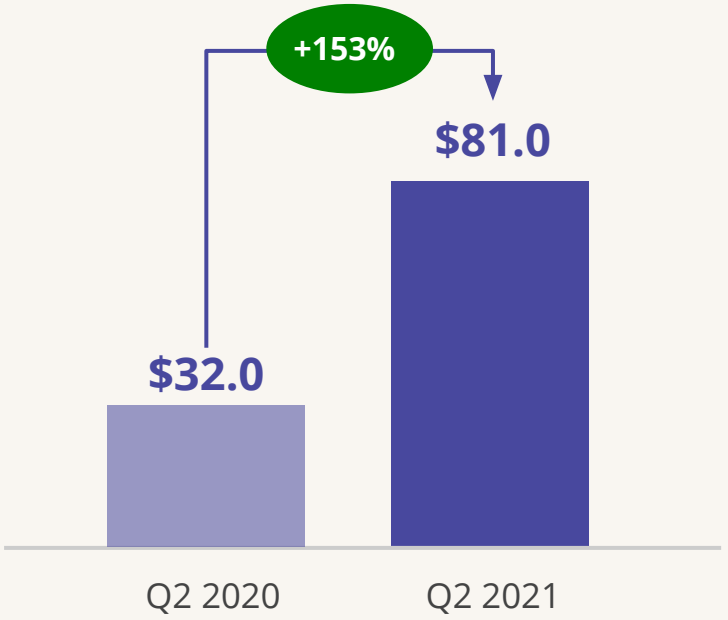
	2012	2014	2016	2018	2020	Q2-2021 LTM
Revenue Share	2%	5%	9%	27%	42%	62%
Countries	1	2	2	14	21	30
Capabilities	- CPM	- CPM - Data	- CPM / CPA / CPI - Mobile - Data	- CPM / CPA / CPI - Programmatic - Performance - Mobile / Video / Audio - Data / AI	- CPM / CPA / CPI - Programmatic - Performance - Mobile / 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

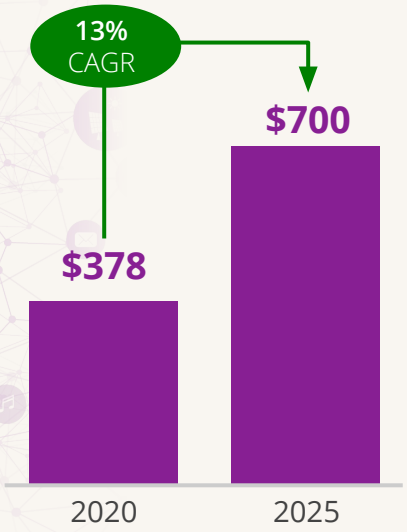
	Digital Service Offering	Partnerships & Business Units
Global Tech Representations	- Strong reach in 23 countries - Greatest multi-target partnerships - Specialized solutions & collections - Dedicated teams for each partner	CISNEROS INTERACTIVE, FACEBOOK AUTHORIZED SALES PARTNER, Spotify Advertising, LinkedIn Marketing Solutions, MediaDonuts by entravision, Twitter, TikTok, Grab
Programmatic Technology	- Deep Mobile App expertise - Strong campaign transparency - Solutions in +120 countries - Proprietary technology DSP	smadex powered by entravision
Digital Audio	- America's Latino digital audio leader - Branding, programm., performance - Owned Podcast Network - Unique content & engagement	el BOTON, audio.ad DIGITAL AUDIO ADVERTISING SOLUTIONS, audioengage
Branding and Mobile Performance Solutions	- Mobile App performance - SMB US digital marketing solutions - Creative and performance - Mobile Video Ad Network	entravision, Justmob

Digital Segment Industry Growth Drivers



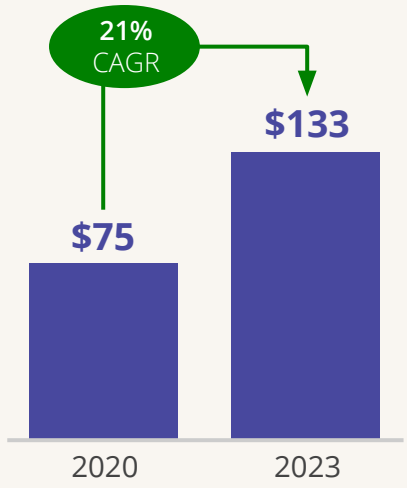
Global Digital Ad Spend

USD Billions



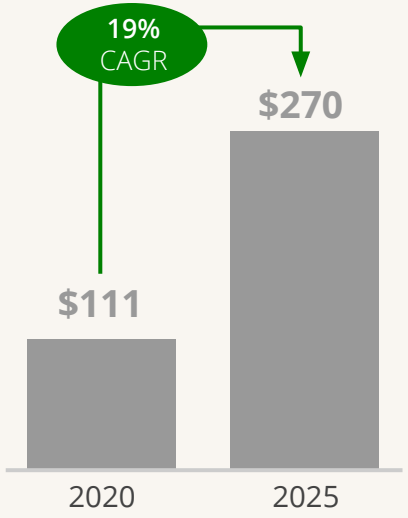
US Programmatic Ad Spend

USD Billions



Global App User Spend

USD Billions



Mobile share from total digital:



Source: eMarketer, "Digital ad spending, worldwide", March 2021. eMarketer, "US programmatic digital display ad spending", March 2021. Sensor Tower, Store Intelligence, January 2021. Techcrunch, "App spending to reach $270B by 2025, new forecast predicts", January 2021.



CISNEROS INTERACTIVE

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 Spotify LinkedIn

ii) Owned branding products and technology:

audio.ad
DIGITAL AUDIO ADVERTISING SOLUTIONS

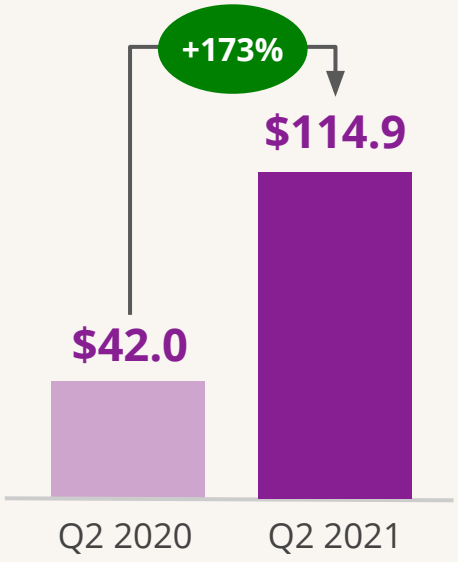
Digital audio advertising solutions
1st Digital audio network in Latam, owned DSP - AudioTrade

Justmob

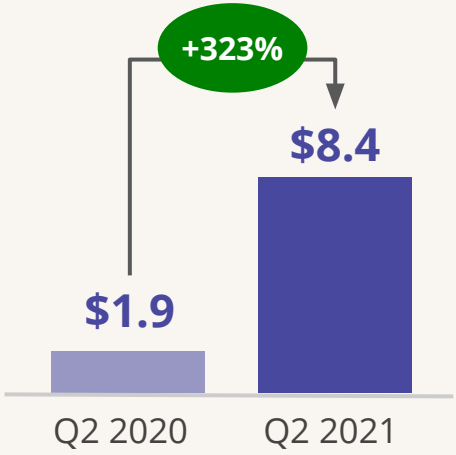
Mobile advertising solutions

Cisneros Interactive Growth and Markets

Revenue
USD millions



EBITDA[1]
USD millions





[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

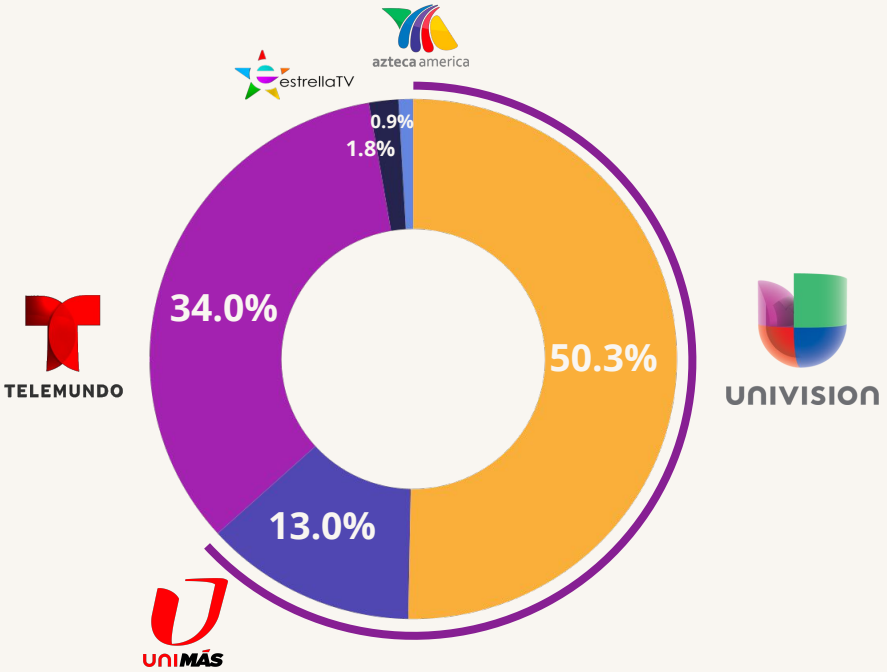
Early and late newscasts produced in **21** local US markets

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]

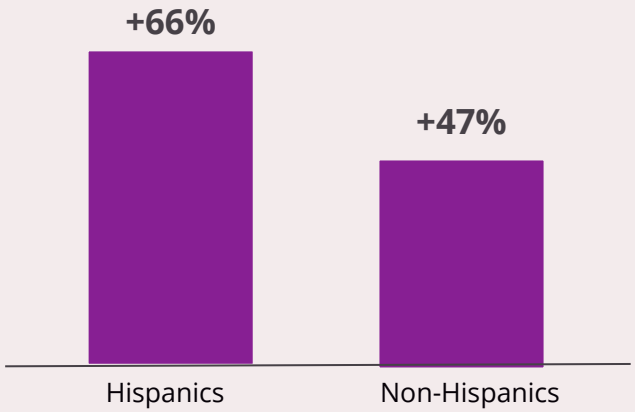


Source: [1] Based on LATV 2020 distribution, sum of Hispanic households, Nielsen 2020 UEs. [2] Nielsen, NLTV Reach and Frequency report. May 2021 ViP, average week reach, sweep week 75% unification. M-Sun 3a-3a—P2+, includes English and Spanish properties. [3] Nielsen, July 2021. Entravision 22 subscriber 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.



Source: [1] Nielsen July 2021, ViP; Live+SD; M-F 6p-6:30p E/P, M-F 5p-5:30p C/M; M-F 11p-11:30p E/P, M-F 10p-10:30p C/M; PAV ratings. Comparison vs. head-to-head local news competitors. Excludes holiday telecasts and those that aired outside usual time period. [2] Nielsen Local Watch Report, Oct-2020.

Radio Segment

47	311	16	96%
O&O Radio Stations	Network Affiliates	U.S. Markets	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



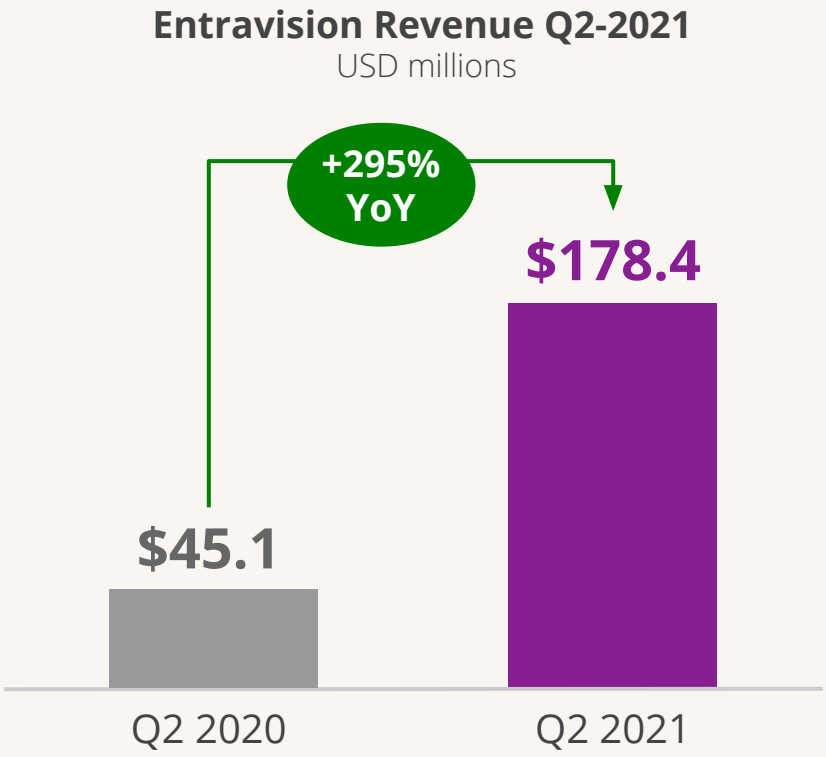
Unique Specialty Stations

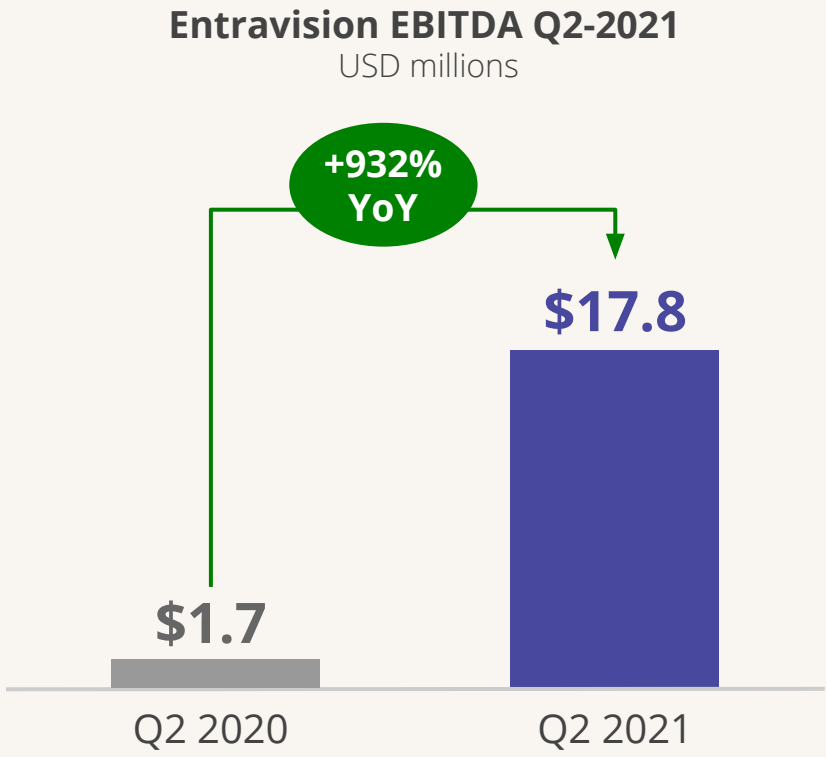
José 97.5 FM 107.1	Viva 103.1	Fuego Hits
SPANISH AC Los Angeles	SPANISH CUMBIAS Los Angeles	NEW CHR Sacramento, Modesto, McAllen, Palm Springs, Las Vegas



Entravision Financials

Q2-2021 Financials Update





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

MediaDonuts
powered by entravision

Big Tech representations

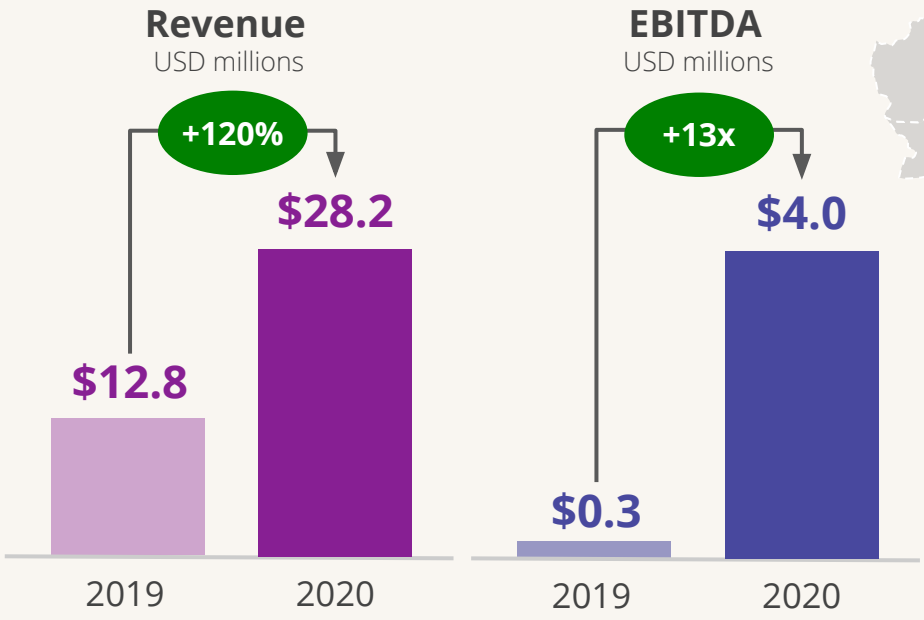
Twitter · TikTok · Spotify · Grab · tinder · criteo · CNN · WEBTOON · targetspot (cast.play.sell.)

In-house performance & branding agency solutions

Campaign Strategy	Campaign Management	Media Buying Solutions

MediaDonuts Growth and Presence*

MediaDonuts
powered by entravision



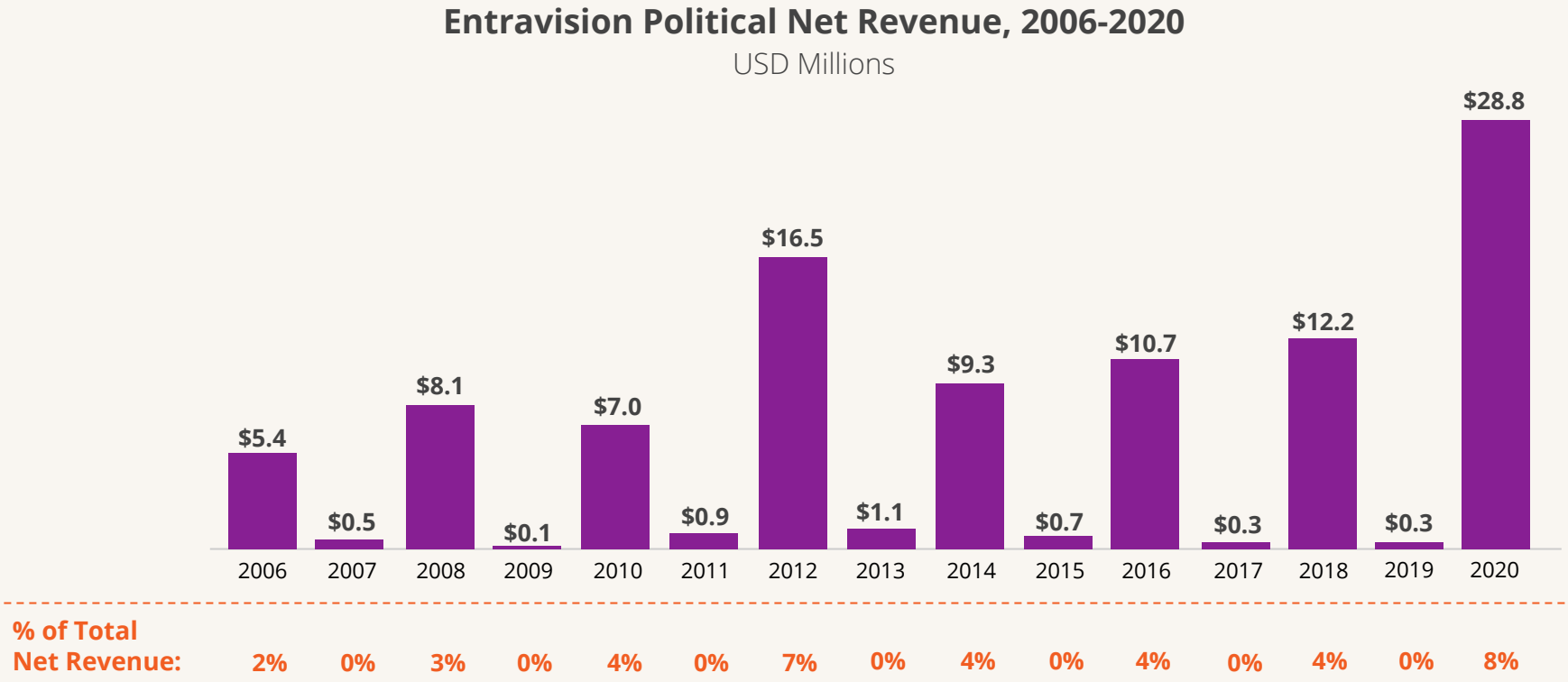


* Unaudited results.



Appendix

Growth in Political Ad Revenue



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

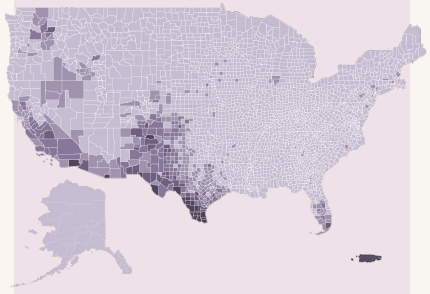
Radio & TV And Latino Population Across The US

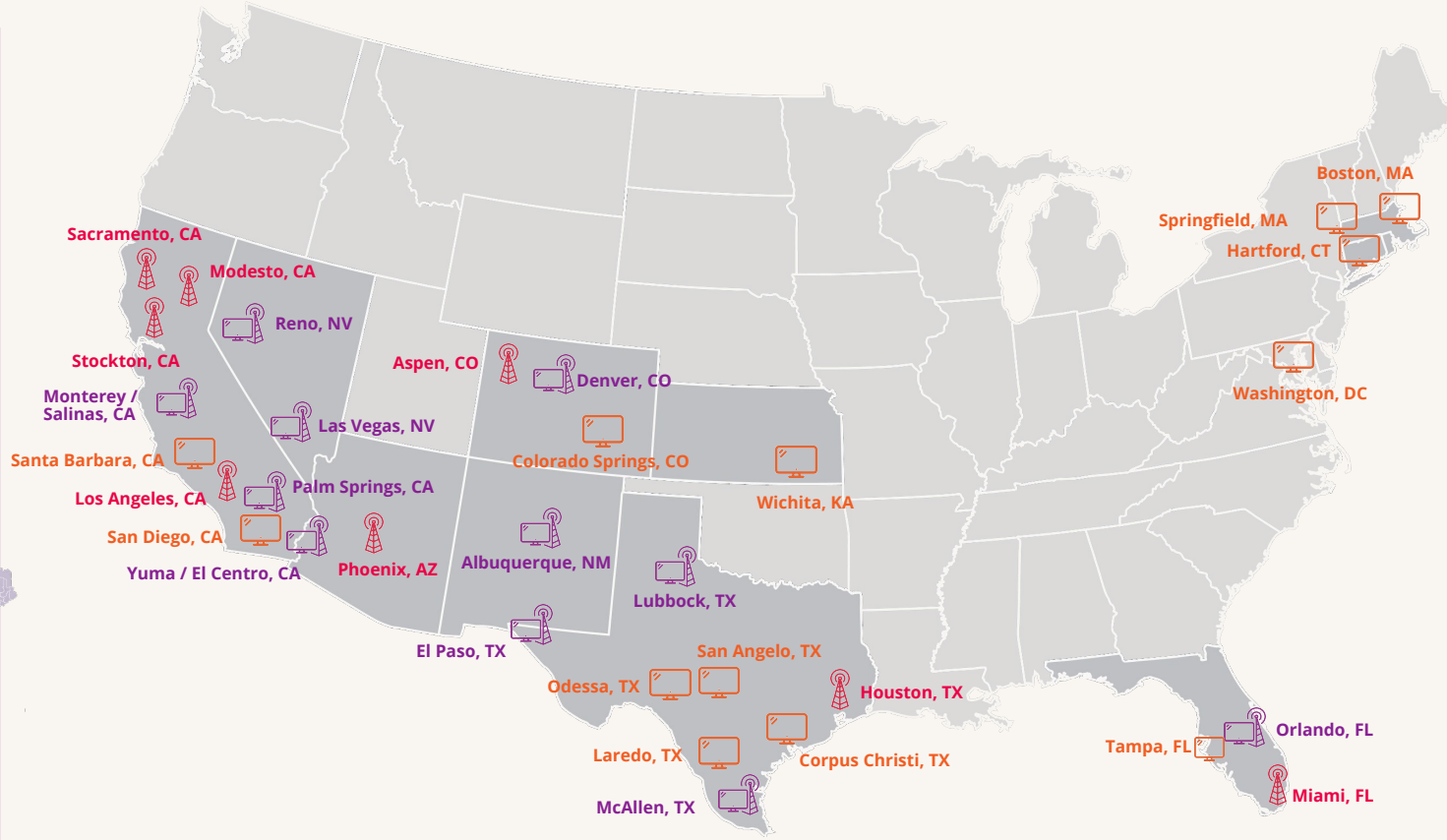
Growing Latino Demographic

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

- > =25%
- 15-24.9%
- 5-14.9%
- <5%





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

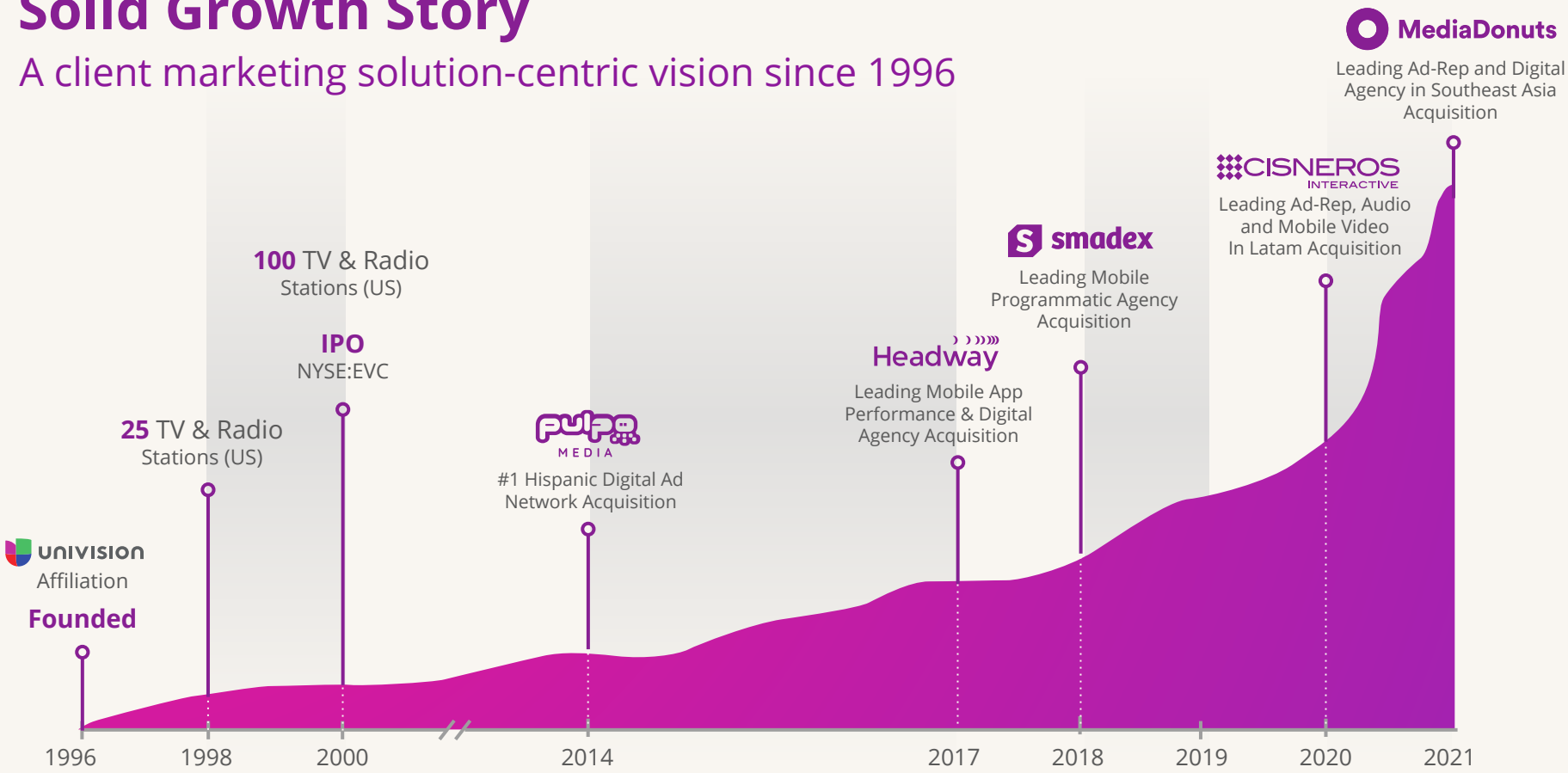
Focusing on issues relevant to Latinos, Entravision's local newscasts are #1 or #2 in 11 markets among ALL 18-49 viewers, regardless of language

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



Digitally Transformed and Supported at the Core

51 technology and information applications enable productivity, transparency and accountability



Back-End

- NETSUITE — Accounting
- servicenow — Service Desk
- cornerstone realize your potential — HR Management
- G Suite — Talent Office & Documents
- bitcentral efficient media workflows — Master Control
- aws — Infrastructure

Sales Operations

- WIDEORBIT — Traffic System
- salesforce — CRM
- N2HIVE — Sales Op. Automatization
- salesforce pardot — Direct Marketing

Front-End

- tableau — Data Visualization
- Power BI — Data Visualization