Noble Capital Markets' Eighteenth Annual Investor / Equity Conference

Chris Young | Entravision Chief Financial Officer

April 19th - 20th, 2022

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 March 3rd, 2022 Earnings Press Release for the quarter ended December 31st, 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

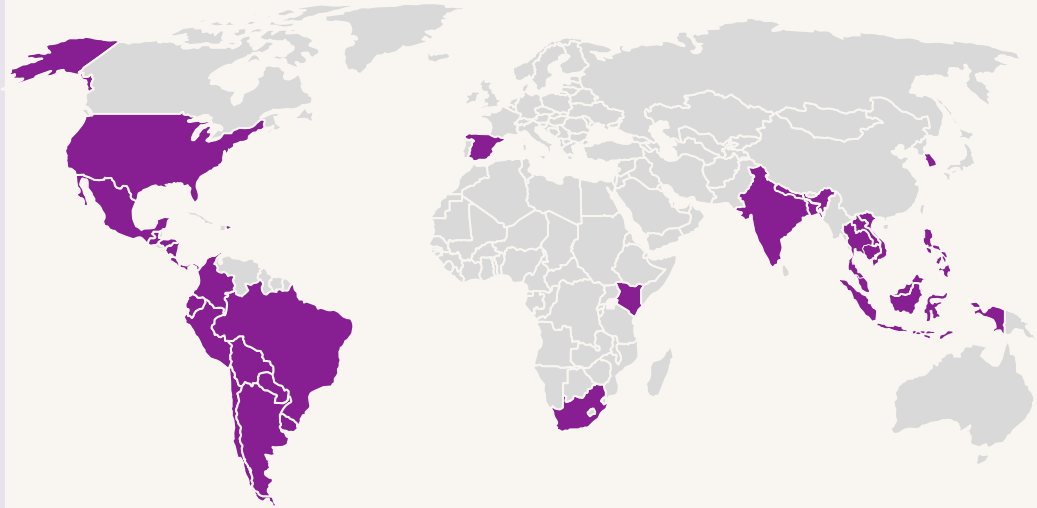
We are a leading global advertising, media and ad-tech solutions company connecting brands to consumers through partnerships with top platforms and publishers

Founded 1996, IPO 2000
NYSE: EVC

1,126 employees

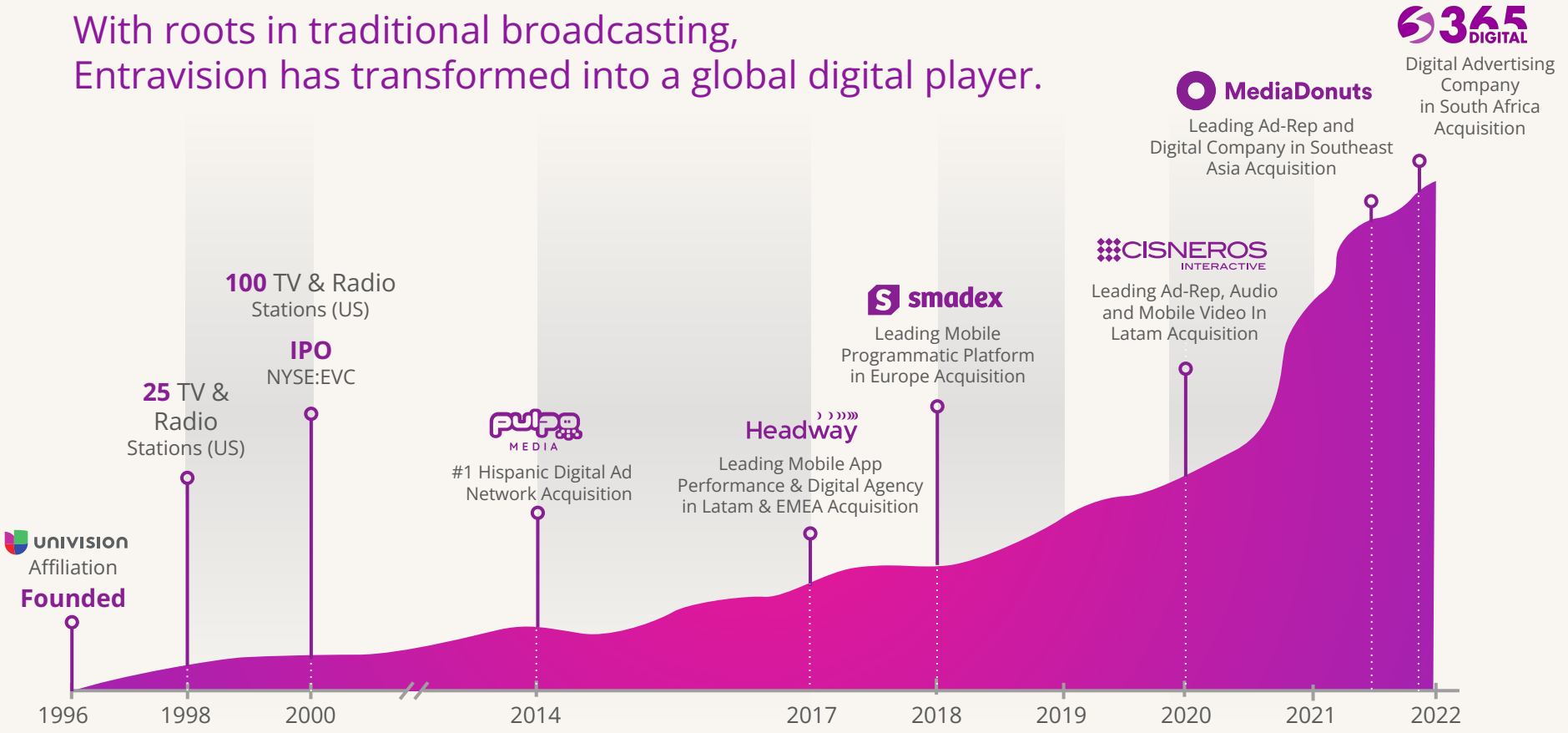
34 countries

Entravision's Growing Global Footprint



Transformation of Entravision

With roots in traditional broadcasting, Entravision has transformed into a global digital player.



Investment Highlights

Solid Financial Position

- Strong Free Cash-Flow conversion (89% of EBITDA for 2021)
- Ample liquidity > $185M in cash & marketable securities
- Low leverage (net leverage 0.3x)

Significant & Growing Target Market

- U.S. Latino + Latam growing market $5.6T by 2024
- Global digital ad industry of $491Bn in 2021 to $785Bn by 2025 (12% CAGR)
- South East Asia $3.6Bn digital ad spending, 6.3% CAGR 2021 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: Meta, TikTok, Twitter, Spotify, LinkedIn, Triton Digital, Roku, Anzu among others

Global Footprint Provides Extensive Reach

- 34 countries (18 in Latam, 11 in Asia, 2 in Africa, U.S., Spain)
- 29 U.S. markets with local sales teams and media assets

Experienced Management Team

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

Experienced Management Team



Walter Ulloa
Chairman & CEO

Entravision founder. 40+ years of experience in the media industry.
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 the media industry.
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 in Los Angeles. Entravision's General Counsel since 2006.
15+ years at Entravision



Entravision Operating Segments

Entravision's Three Business Segments

Digital

34 Countries

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

Meta · TikTok · Spotify · Twitter · LinkedIn · anzu · TRITON · Roku · smadex · audio.ad

$555M
Full Year 2021 revenue

Television

49 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

$147M
Full Year 2021 revenue

Audio

46 Radio Stations in the U.S.

and the largest digital audio network in Latam with digital audio programmatic services in the US

Viva 103.1 · José · 94.5 Rock · Fuego · audio.ad · La Tricolor · Suavecita · 107.9 Mix FM · 107.9 RGV

$58M
Full Year 2021 revenue



Digital Segment



Largest digital advertising company in Latin America serving 18 markets with top level partnerships, including Meta, Spotify, and LinkedIn. Plus, a proprietary digital audio network and mobile video branding solution platform.

Global Digital Commercial Partnerships

Meta Spotify LinkedIn

Owned branding products and specialized technology:

audio.ad by entravision

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

entravision Justmob

Mobile advertising Solutions in Latin America

Market and Industry Size

$5.8 Trillion
USD GDP
4.7% CAGR '20-'30

433 Million
Connected consumers
67% of total population

$10 Billion
Digital Ad Spend in '21,
9.7% CAGR into '25

Leading Digital Marketing and Advertising Company in Southeast Asia



Acquired by Entravision on July 1, 2021

entravision

MediaDonuts

Global Commercial Digital Partnerships and In-house performance & branding agency solutions

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

Massive Industry and Market Size [1]

$5.6 Trillion	1,137 Million	$6.4 Billion
USD GDP 4.2% CAGR '20-'25	Internet Users 51% of Total Population	Digital Ad Spend in '21, 13.7% CAGR '20-'25

Note: [1] Industry figures represent the sum of Southeast Asia, Nepal, India and Bangladesh.

About 365 Digital

Acquired by Entravision on November 1, 2021

A digital media business offering a premium ad network and exclusive commercial partnership with TikTok, Anzu in-Game Advertising and the digital audio platform Triton, serving the South African market

entravision 365DIGITAL

Ideation, Branding and Performance Marketing

TikTok



Great Market Potential

$1.6 Trillion
USD GDP in SSA
4.2% CAGR '20-'30

500 Million
Connected Consumers
Sub-Saharan Africa

TRITON DIGITAL

Largest audio ad-network, Rep of Triton & Primedia broadcasting as exclusive sales partners

anzu

World's most advanced in-game advertising platform



$500 Million
South Africa Digital Ad Spend in 2021, 9.0% CAGR '21-'23

smadex
powered by entravision

Mobile performance advertising global platform using programmatic technology for users acquisition

+120 countries served
Deep expertise in gaming, wellness, finance, food delivery, social networking

Proprietary DSP - Mobile First

Pricing - Margins - Performance Optimization

- User acquisition
- Re-Engagement
- Brand Awareness

Machine Learning Algorithms

Hyper-targeted Ads on Mobile Devices

- Hundreds of custom made machine learning algorithms running
- +1M mobile-first publishers available
- Multidimensional custom reporting
- Cohort analysis and inventory forecasts



Entravision Interactive Business Segments Focus

	Digital Service Offering	Partnerships & Business Units
Global Commercial Digital Partnerships	- Strong reach in 24 countries - Greatest multi-target partnerships - Specialized solutions & collections - Dedicated teams for each partner	Meta Authorized Sales Partner, Spotify Advertising, TikTok, Twitter, Roku, LinkedIn, Triton, Grab, anzu
Programmatic Marketing Solutions	- 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	audio.ad by entravision, audioengage, BOTON
Branding and Mobile Performance Solutions	- Mobile App performance - SMB US digital marketing solutions - Creative and performance - Mobile Video Ad Network	entravision

Entravision Digital Revenue Transformation

Re-engineering our DNA...



	2012	2014	2016	2018	2020	2021
Revenue Share	2%	5%	9%	27%	42%	73%
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 Digital Commercial Partnerships	



Television Segment

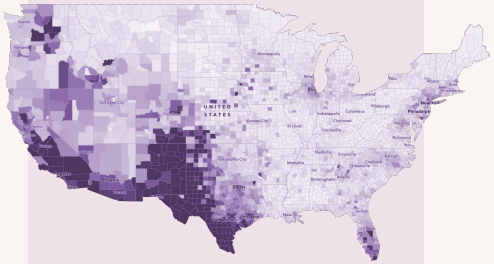
EVC Media Presence in High Density Latino Population Markets Across The US...

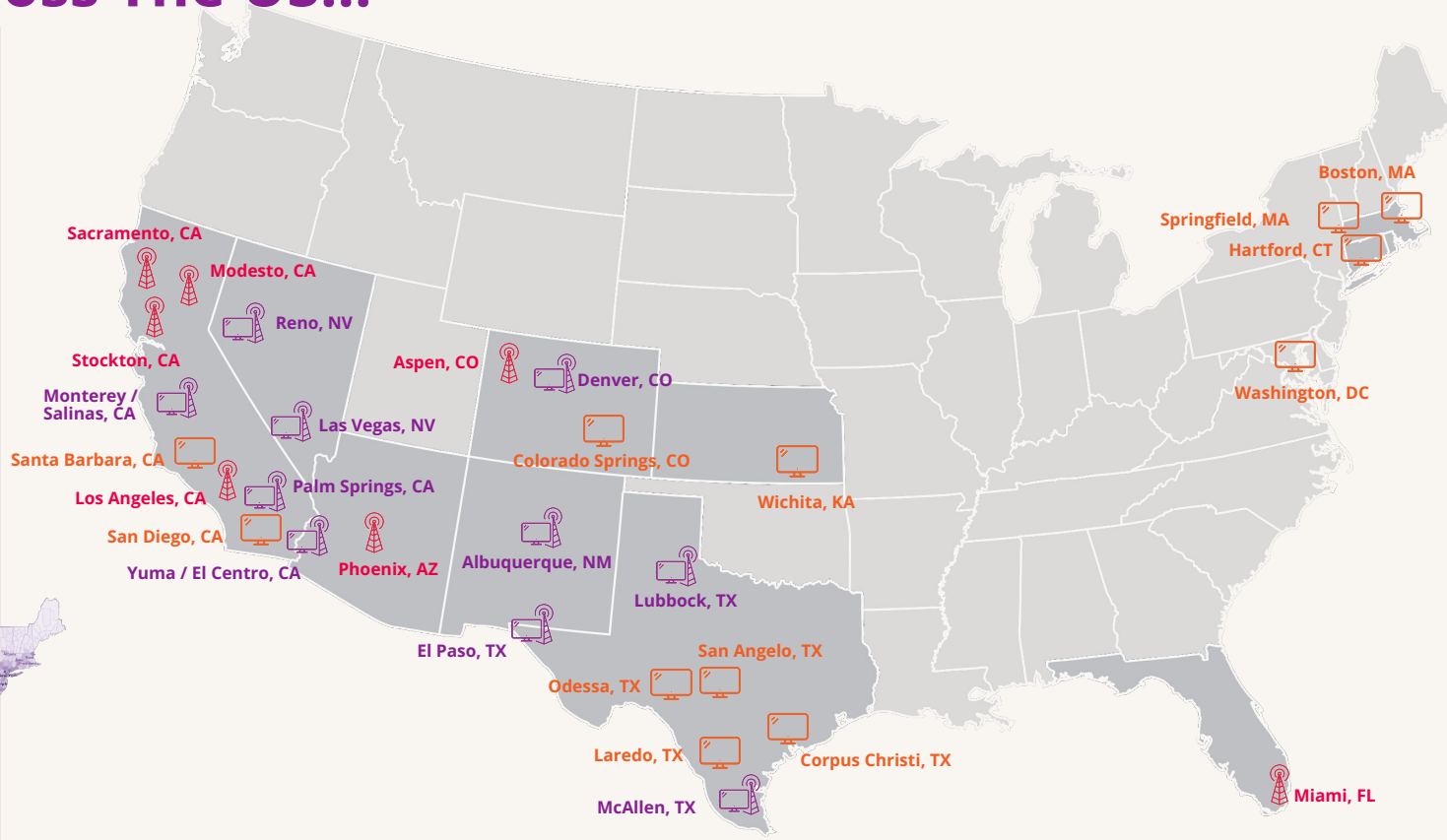
Growing Latino Demographic

Overall Latino population growing faster than non-Latino population and is expected to reach 111 million by 2060

2019 Hispanic Share of Population by County

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





Source: Esri, HERE, Garmin, FAO, NOAA, USGS, EPA | U.S. Census Bureau's American Community Survey (ACS) 2015-2019 5-year estimates, Table(s) B03002

Television Segment

49
Local TV primary stations
Univision largest affiliate group

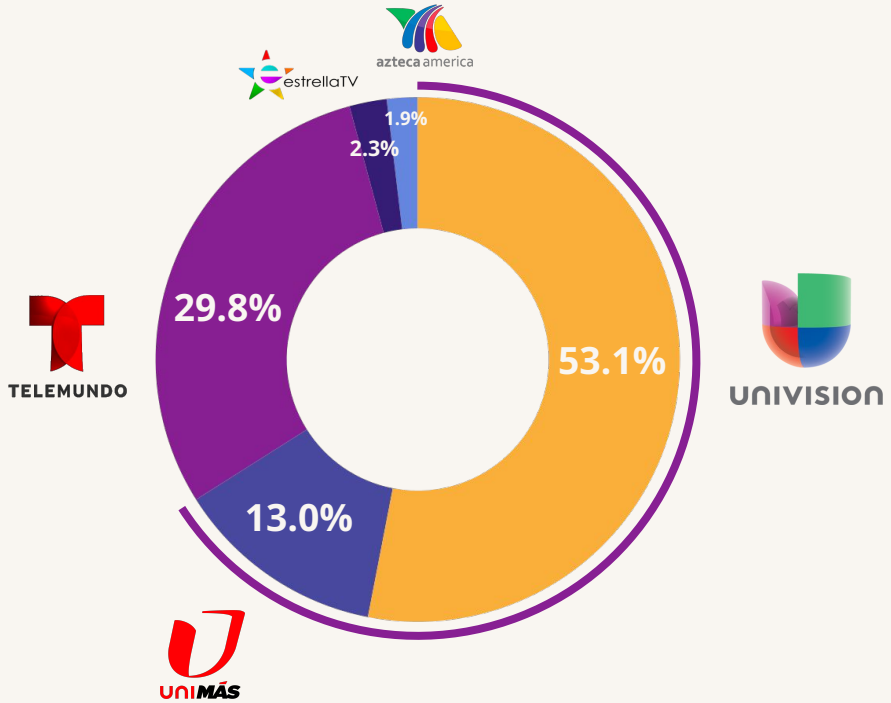
Early and late newscasts produced in **21** local US markets

11M+
Hispanic Households covered
Cable TV Ntwk, and Linear TV[1]

4.1M
Weekly viewers
Univision, UniMás, Fox, The CW, NBC[2]

Univision and UniMás Drive 66%+ of the Spanish Language Viewing in EVC Markets

Full-week audience share, Adults 18-49[3]

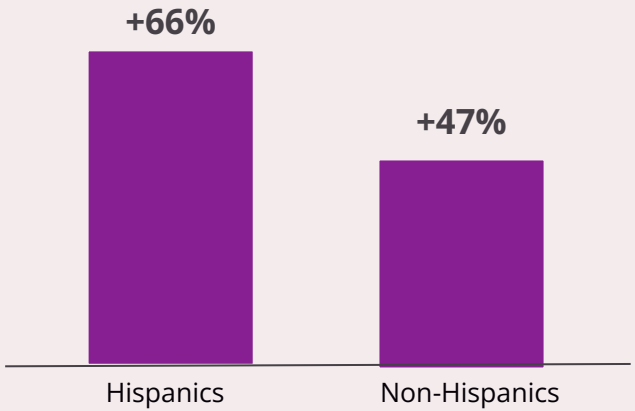


Source: [1] Based on LATV 2021 distribution, sum of Hispanic households, Nielsen 2021UEs. [2] Nielsen, NLTV Reach and Frequency report. December 2021 ViP, average week reach, sweep week 75% unification. M-Sun 3a-3a—P2+, includes English and Spanish properties. [3] Nielsen, January 2022. Entravision 19 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

January 2022, A18-49[1]

Early News - 17 Markets

#1 or **#2** regardless of language in 8 markets.
Month-to-month growth in 10 markets.

. . . . . .

Late News - 18 Markets

#1 or **#2** regardless of language in 11 markets.
Month-to-month growth in 12 markets.



Source: [1] Nielsen January 2022, 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; ranks based on PAV ratings. Comparison vs. head-to-head local news competitors. Excludes holiday telecasts and those that aired outside usual time period; growth based on PAV impressions; [2] Nielsen Local Watch Report, Oct-2020.



Audio Segment

Audio Segment

48	316	16	95%
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



Main Rado Formats

La Tricolor

La Suavecita

Unique Specialty Stations

José 97.5 FM 107.1

SPANISH AC
Los Angeles

Viva 103.1 FM

SPANISH CUMBIAS
Los Angeles

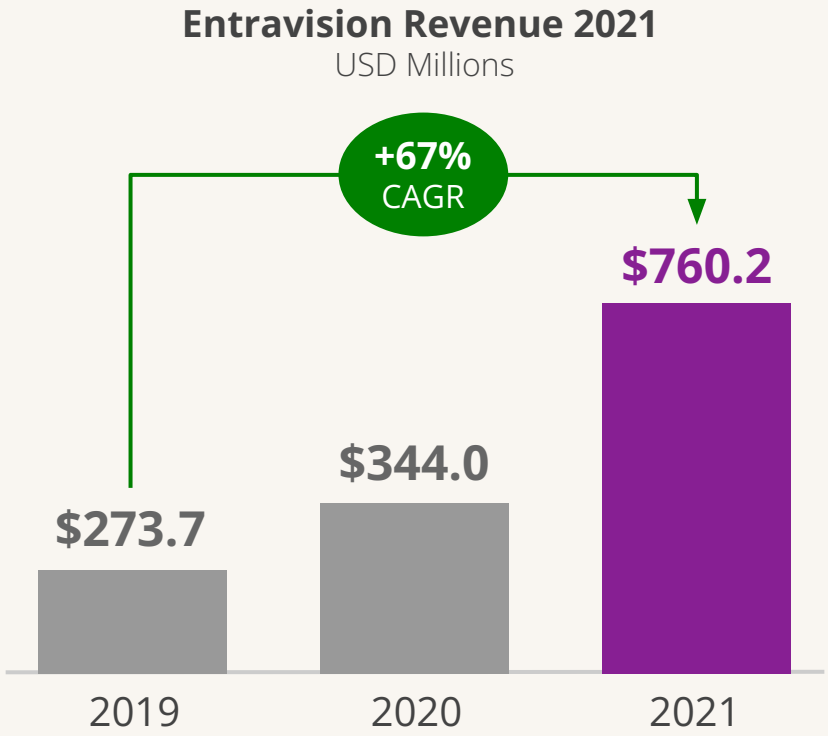
Hot Fuego Hits

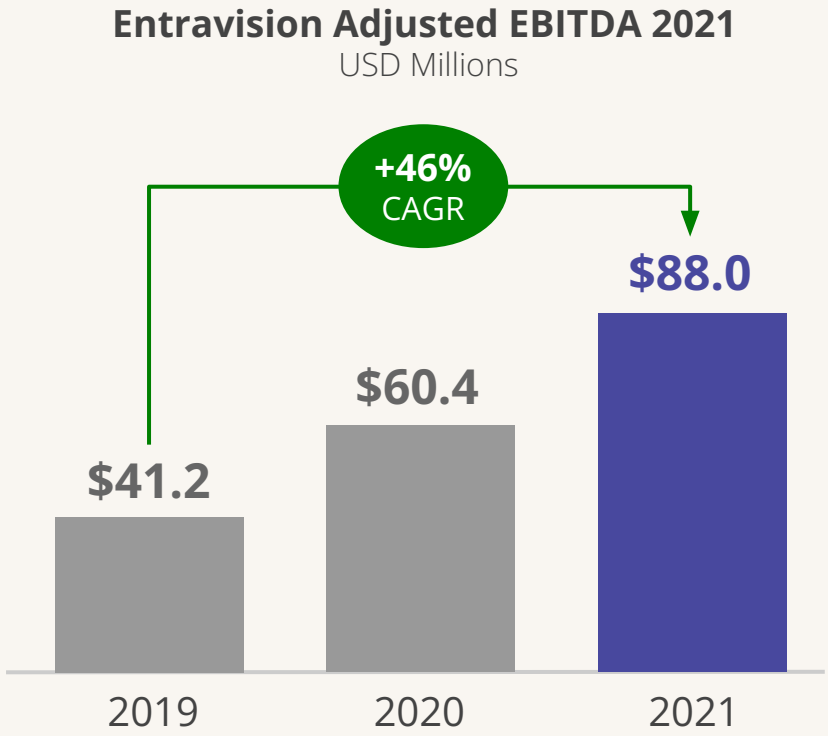
NEW CHR
Sacramento, Modesto, McAllen, Palm Springs, Las Vegas



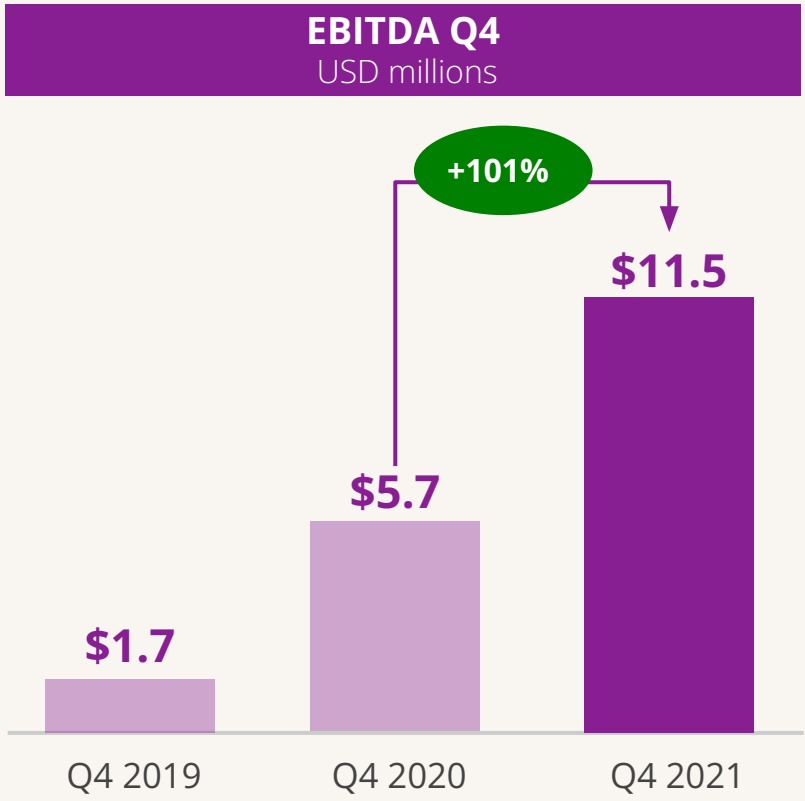
Entravision Financials

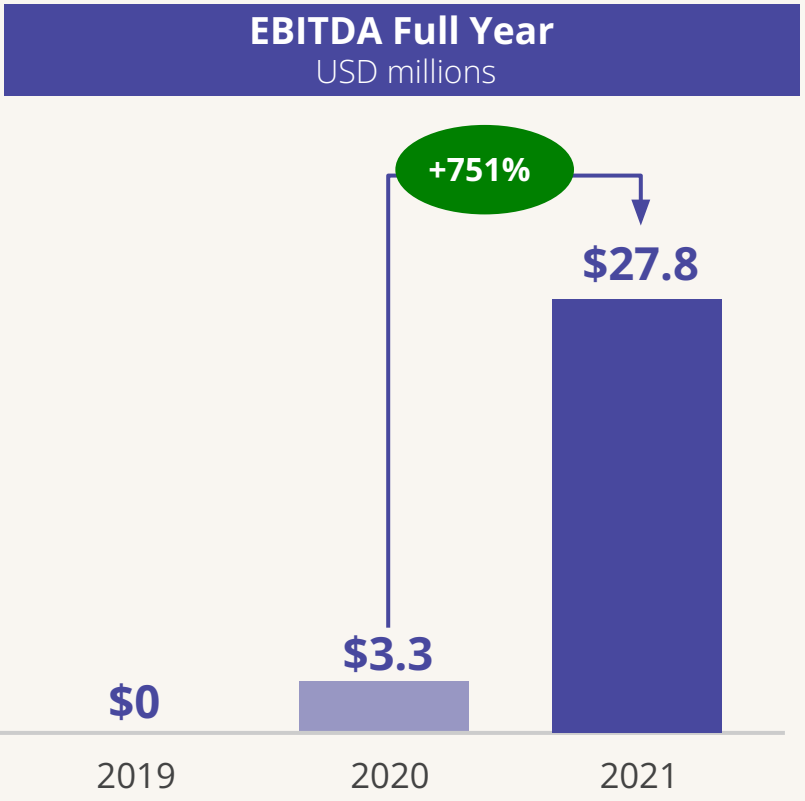
Three-Year Financial Performance



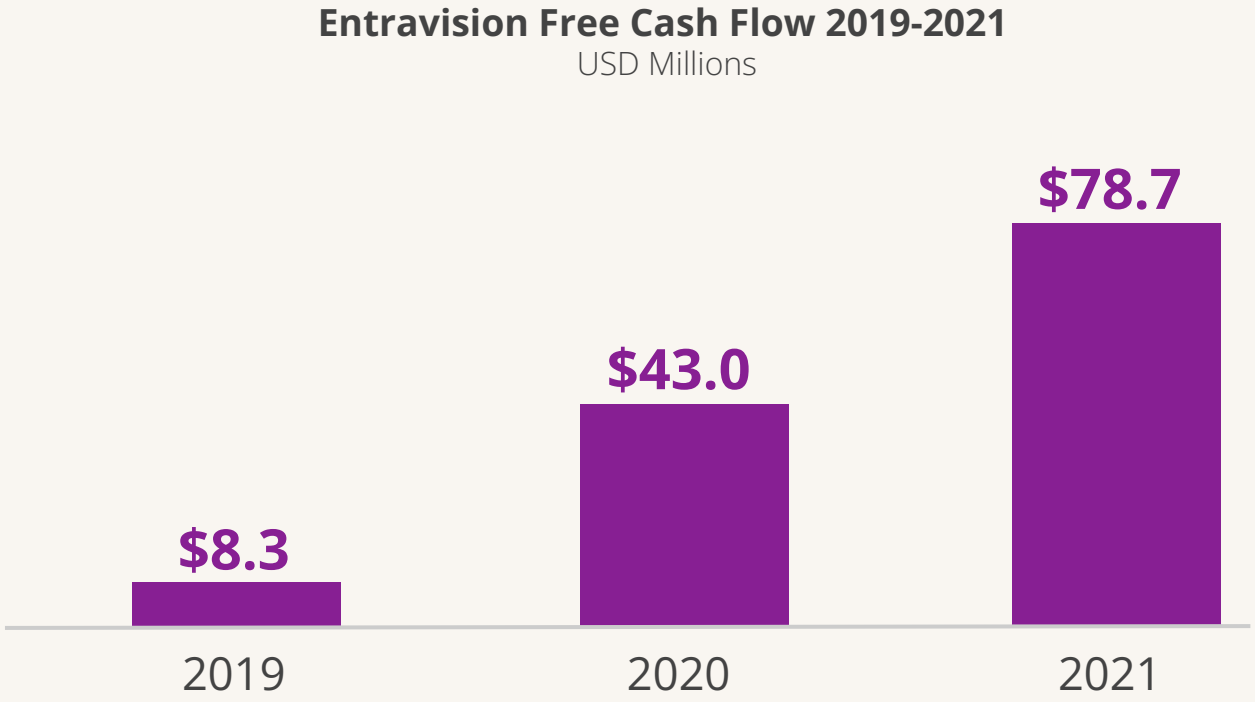


Entravision Digital EBITDA Growth *(before corporate expense)*





Rapidly Accelerating Free Cash Flow



Rock Solid Balance Sheet

Total Net Leverage as of December 31, 2021

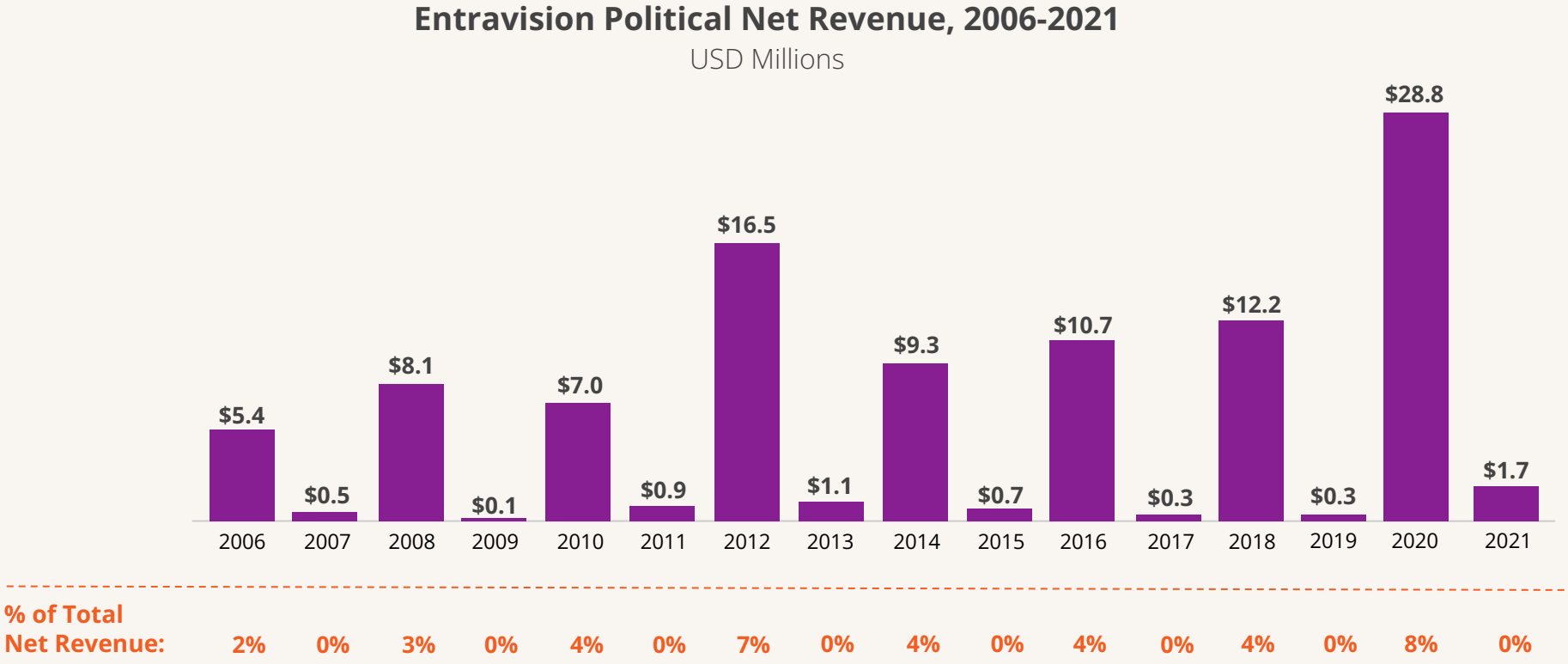
Actuals in USD Millions

Concept	
Cash & Marketable Securities	$185.1
Notes	$212.3
Other Debt	$1.9
Total Debt	$214.2
TTM Consolidated Adjusted EBITDA	$88.0
Total Leverage Per Credit Agreement	1.6x
Total NET Leverage (net of accessible cash)	**0.3x**



Appendix

Growth in Political Ad Revenue

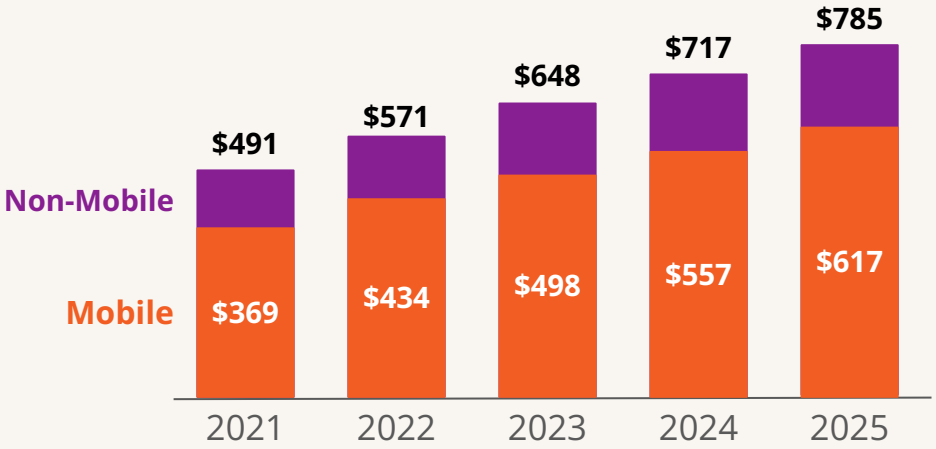


2020 Growth of 137% and 170% vs. 2018 and 2016, respectively.
We expect 2022 to be a strong political year due to mid-terms and potential legalization of sports betting in CA.

Significant Global Digital Ad Industry Growth

Global Digital Ad spending

USD $Billions, 2021-2025



	2021	2022	2023	2024	2025
Mobile %	75%	76%	77%	78%	79%
Digital spending as % of total Ad spending	63%	66%	69%	70%	72%

Global Internet Users and Digital Ad spending by Region

Region	Internet Users	Digital Ad Spend		CAGR '21-'25
	2021 Millions	2021 $Billions	2025 $Billions	
North America	332	220	328	11%
Europe	667	84	126	11%
China	1,007	110	205	17%
Asia-Pacific (w/o China)	1,489	56	86	11%
Middle East & Africa	497	11	23	20%
Latam	446	11	16	10%
Total	**4,438**	**491**	**785**	**12%**

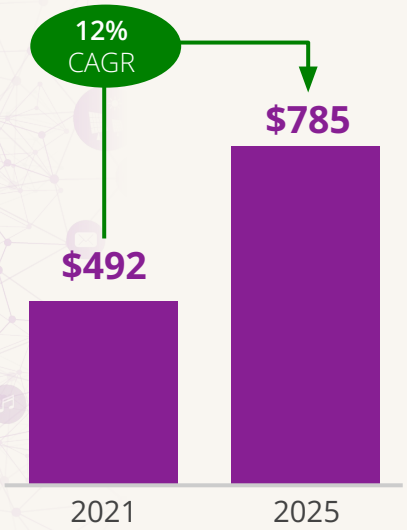
Source: eMarketer, "*Digital ad spending, by Country*", November 2021. eMarketer. eMarketer, "*Internet Users, by Country*", November 2021.

Digital Segment Industry Growth Drivers



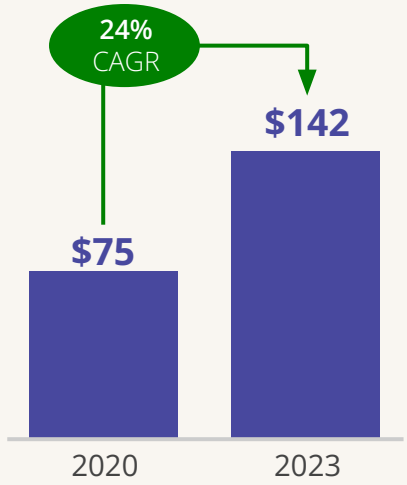
Global Digital Ad Spend

USD Billions



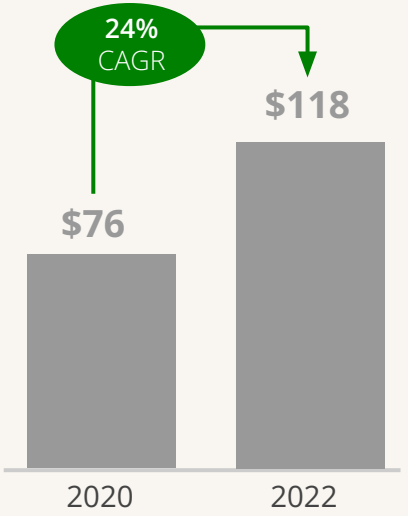
US Programmatic Ad Spend

USD Billions



Global App Install Ad Spend

USD Billions



Mobile share from total digital: **75%** **79%**

Source: eMarketer, "*Digital ad spending, worldwide*", November 2021. eMarketer, *"US programmatic digital display ad spending"*, November 2021. Appsflyer, *'Global app install ad spend to double by 2022 to hit $118 billion'*, Feb. 2020. Techcrunch, *"App spending to reach $270B by 2025, new forecast predicts"*, January 2021.

Digitally Transformed 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

Top Ranked Local News

Focusing on issues relevant to Latinos, Entravision's local newscasts are #1 or #2 in 8 markets among ALL 18-49 viewers, regardless of language

HISPANIC MARKET RANK *(2021-22)*	DMA	STATION	EARLY NEWS NEWS TP RANK	ADULT 18-49 RATING
11	McAllen	KNVO	#1	3.0
20	El Paso	KINT	#1	2.8
24	Las Vegas	KINC	#1	0.7
36	Monterey	KSMS	#1	2.0
37	Odessa-Midland	KUPB	#1	2.0
39	Yuma-El Centro	KVYE	#1	2.2
40	Laredo	KLDO	#1	4.0
49	Palm Springs	KVER	#2	1.2

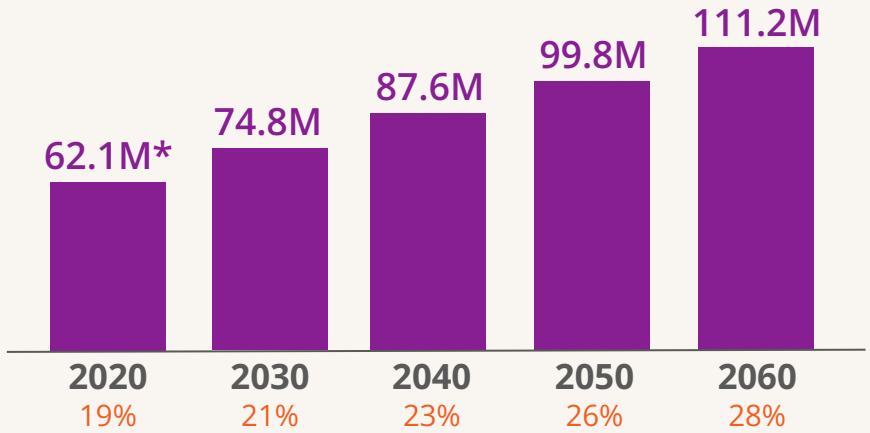
Source: Nielsen, January 2022 survey, Entravision subscriber markets, Adults 18-49, ratings, Mon-Fri 6p-6:30p eastern/pacific, Mon-Fri 5p-5:30p central/mountain, includes ties . Ranks vs. head to head local news competitors.

Significant and Growing US Latino Market

US Latino Market Highlights

- $1.9T Dollar Market; expected to account for 12% of all US buying power by 2025[1].
- 62.1M U.S. Latinos in 2020 (111.2M in 2060). **The largest U.S. ethnic or racial group**[1].
- Hispanics accounted for **more than half of the U.S. population growth from 2010 to 2020**[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



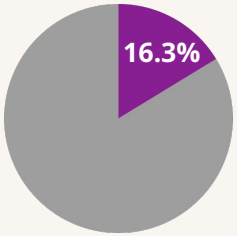
U.S. Census, Race and Hispanic Origin of the Native and Foreign Born: Main Projections Series for the United States, 2017-2060.
**2020 updated to reflect actual population from 2020 Census.*

Source: [1]University of Georgia, UGA Today, Consumer Buying Power is More Diverse than Ever, by J. Merrit Melancon, 8/11/2021. Data from the Selig Center for Economic Growth, Multicultural Economy Report; eMarketer, Hispanic Buying Power in US, Bolstering Consumer Sectors, 12/2021. [2] U.S. Census Bureau, 2019 American Community Survey, 1 year estimates and 2010-2020 US Census.

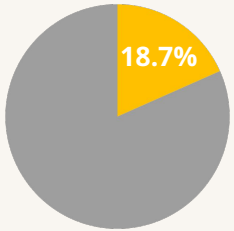
U.S. Hispanic Population Growth

Between 2010 and 2020, the U.S. Hispanic population grew by 23%, from 50.5M to 62.1M. Slightly more than half of the total U.S. population growth between 2010 and 2020 came from growth in the Hispanic population.

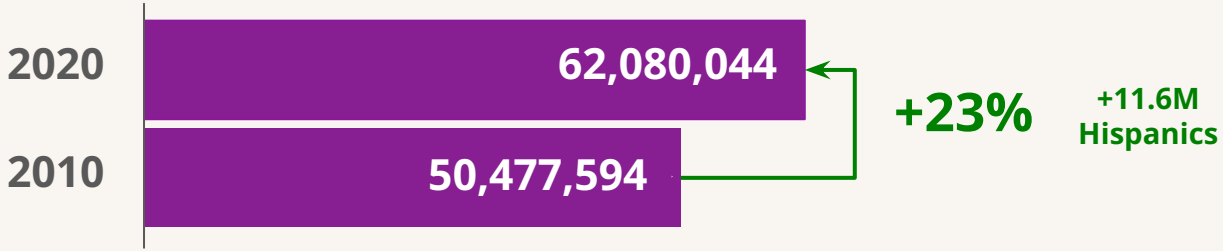
2010 Hispanic Share of Total U.S. Population



2020 Hispanic Share of Total U.S. Population

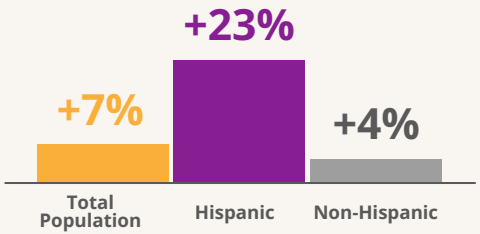


U.S. Hispanic Population Growth

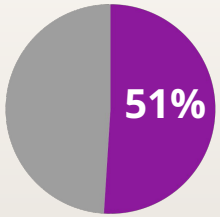


Hispanic Contribution to Total U.S. Growth

2010-2020 Population Growth (%)



Share of Growth



Persons Growth

Total	**+22,703,743**
Hispanic	**+11,602,450**
Non-Hispanic	+11,101,293