# Entravision Investor Deck

March 2023

# 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 9th, 2023 Earnings Press Release for the quarter ended December 31th, 2022, 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

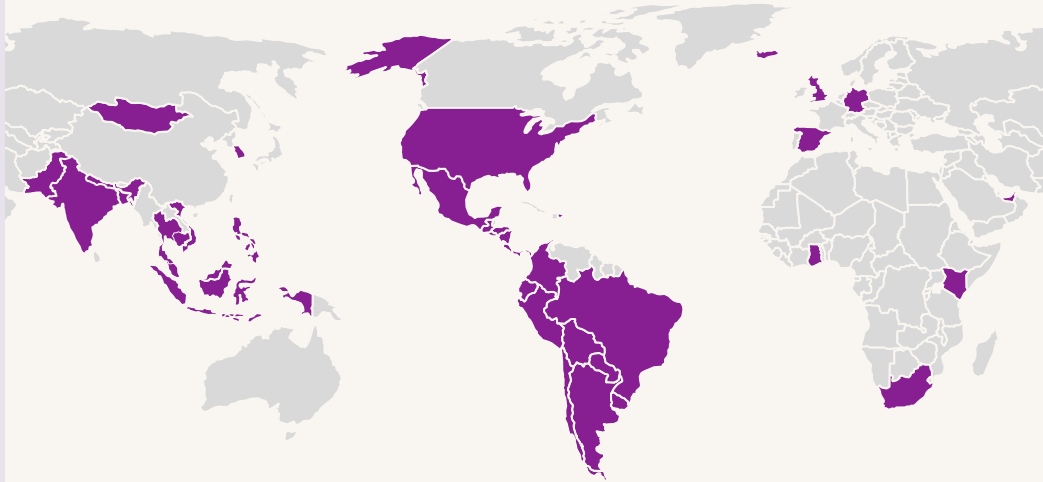
A leading global advertising, media, ad-tech, and commerce solutions company connecting brands and apps to consumers, via top platforms and advertising proprietary technology.

Founded 1996, IPO 2000
NYSE: EVC

1,262 employees

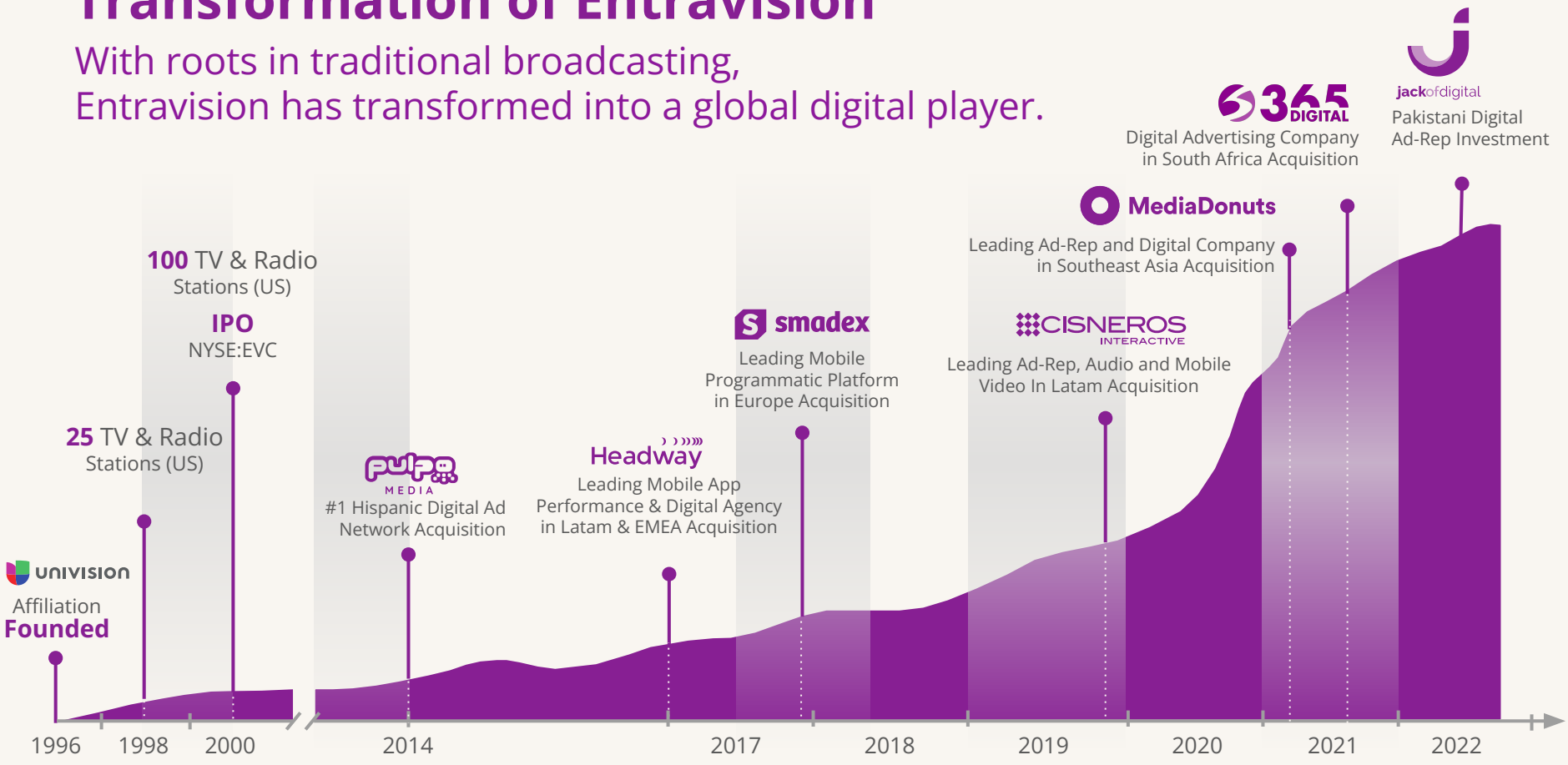
40 countries

## 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 FY 2022)
- Ample liquidity > $155.2M in cash & marketable securities as of December 31, 2022
- Low leverage (net leverage 0.5x)

## Significant & Growing Target Market

- U.S. Latino + Latam growing market $5.6T by 2024
- Global digital ad industry of $567Bn in 2022 to $836Bn by 2026 (10% CAGR)
- South East Asia $4.2Bn digital ad spending in 2022, 8.8% CAGR ‘22 to ‘26

## 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, among others

## Global Footprint Provides Extensive Reach

- 40 countries (18 in Latam, 15 in Asia, 3 in Africa, 3 Europe, U.S.)
- 24 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



**Christopher T. Young**
*Interim CEO & Chief Financial Officer*

Background in corporate finance at top tier investment banks. 25+ years experience in media finance.
*22 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*



**Karl Alonso Meyer**
*Chief Revenue Officer*

Deep broadcasting knowledge. 30+ years of experience in the media industry.
*16 years at Entravision*



**Jeffrey Liberman**
*President & Chief Operating Officer*

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




# Entravision Operating Segments

# Entravision's Three Business Segments

## Digital

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

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

**$747.1M**
**2022 revenue**

## Television

**49 TV Stations in the U.S.**
Owned Newscasts in 18 markets with specialized sales organization

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

**$144.7M**
**2022 revenue**

## Audio

**45 Radio Stations in the U.S.**
and the largest digital audio network in Latam with digital audio programmatic services in the US

audio.ad · Viva 103.1 · La Tricolor · Q94.5 Rock · Fuego · Suavecita · El Botón · José · 107.9 Mix FM · 107.9 RGV

**$64.4M**
**2022 revenue**




# Digital Segment

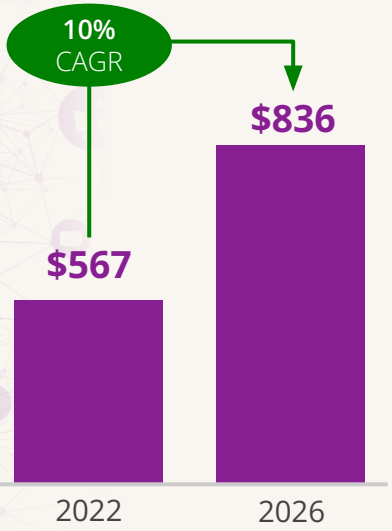
# Entravision Interactive Business Segments Focus

| | Digital Service Offering | Partnerships & Business Units |
|---|---|---|
| **Global Commercial Digital Partnerships** | - Strong reach in 28 countries<br>- Greatest multi-target partnerships<br>- Specialized solutions & collections<br>- Dedicated teams for each partner | Meta Authorized Sales Partner; Spotify Advertising; TikTok; LinkedIn; Twitter |
| **Mobile User Acquisition Services** | - Deep Mobile App expertise<br>- Strong campaign transparency<br>- Solutions in +120 countries<br>- Proprietary technology DSP | smadex powered by entravision; entravision MOBILE GROWTH SOLUTIONS |
| **Digital Audio** | - America's Latino digital audio leader<br>- Branding, programm., performance<br>- Owned Podcast Network<br>- Unique content & engagement | audio.ad by entravision; audioengage; el BOTÓN |
| **Branding and Mobile Performance Solutions** | - Mobile App performance<br>- SMB US digital marketing solutions<br>- Creative and performance<br>- Mobile Video Ad Network | entravision |

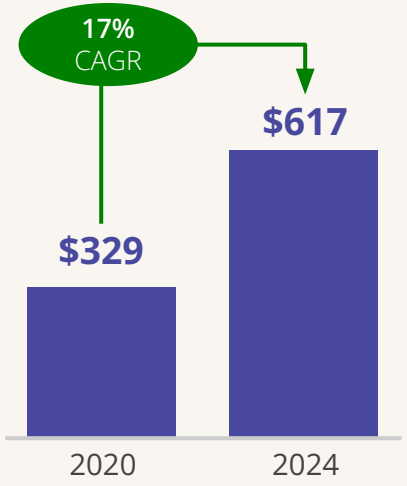
# Digital Segment Industry Growth Drivers



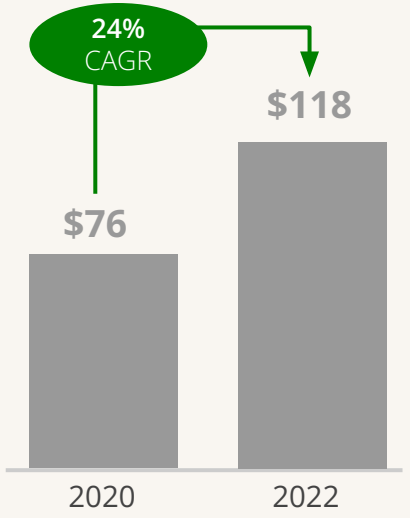
## Global Digital Ad Spend
USD Billions




## Global Programmatic Ad Spend
USD Billions




## Global App Install Ad Spend
USD Billions




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

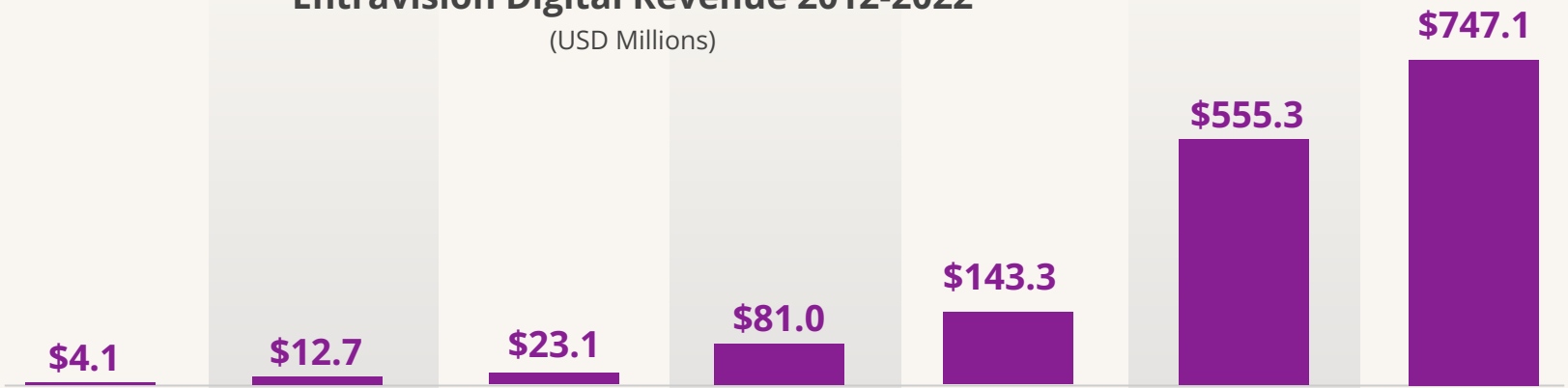
**Source:** eMarketer, "*Digital ad spending, worldwide*", October 2022. Appsflyer, *'Global app install ad spend to double by 2022 to hit $118 billion',* February 2020. Statista, *"Programmatic advertising worldwide"*, 2022.

# Entravision Digital Revenue Growth

## Client Centric, Emerging Markets, Centralized Workflows

### Entravision Digital Revenue 2012-2022

(USD Millions)




| | 2012 | 2014 | 2016 | 2018 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|---|---|
| **Revenue Share** | 2% | 5% | 9% | 27% | 42% | 73% | 78% |
| **Countries** | 1 | 2 | 2 | 14 | 21 | 30 | 40 |
| **Capabilities** | - CPM | - CPM<br>- Data | - CPM / CPA / CPI<br>- Mobile<br>- Data | - CPM / CPA / CPI<br>- Programmatic<br>- Performance<br>- Mobile / Video / Audio<br>- Data / AI | - CPM / CPA / CPI<br>- Programmatic<br>- Performance<br>- Mobile / Video / Audio<br>- Data / AI<br>- Big Tech Digital Commercial Partnerships | | |

# Exclusive and powerful partnerships in 29 countries




And more... anzu tinder criteo

**Note:** [1] TikTok in SEA as non-exclusive.

smadex
by entravision

Mobile performance advertising global platform using programmatic technology for users acquisition

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

## Proprietary DSP - Mobile First

Pricing - Margins - Performance Optimization

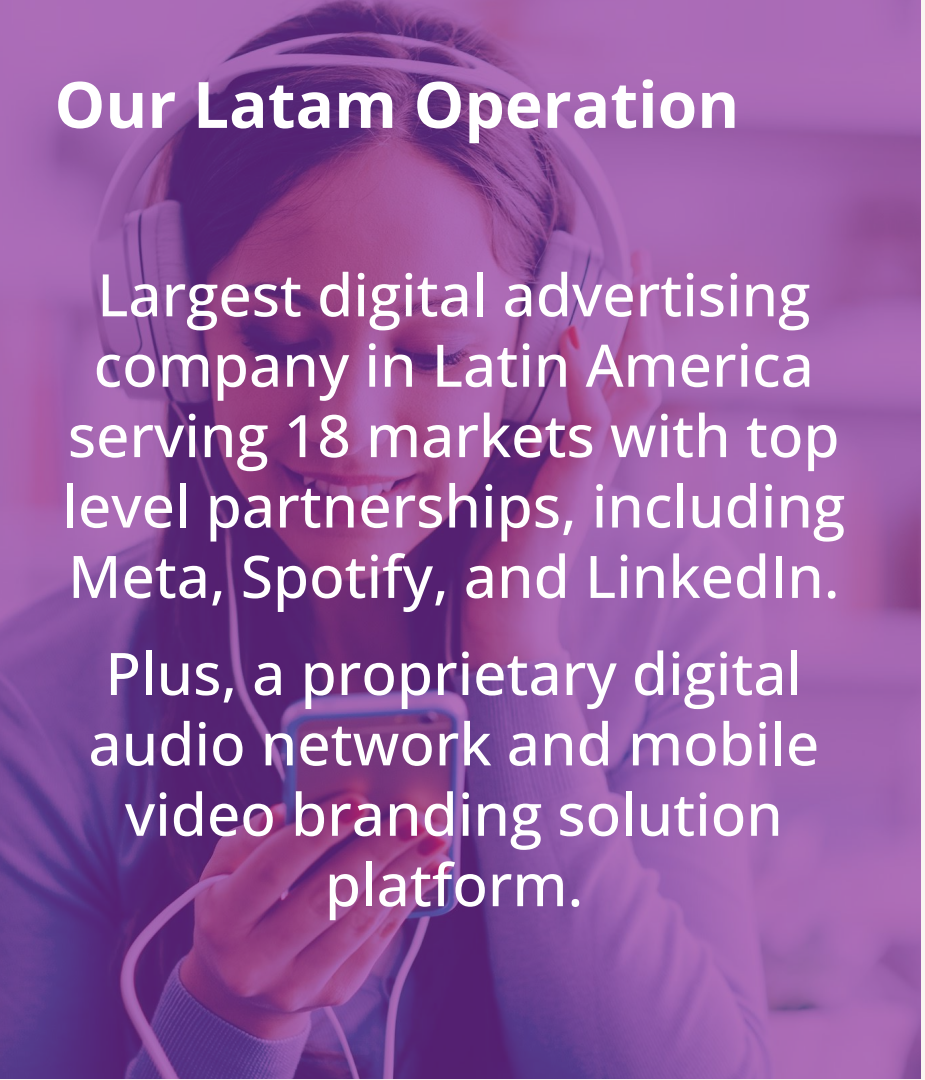
| User acquisition | Retargeting | Brand Awareness |
|---|---|---|

## Machine Learning Algorithms

Hyper-targeted Ads on Mobile Devices

- Hundreds of custom made machine learning algorithms running
- **+350** variables to combine for reporting
- **800,000** publishers





# Our Latam Operation

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.

## Exclusive Commercial Partnerships

Meta Authorized Sales Partner

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

Sources: Knoema, "GDP forecast", 2022. eMarketer, "Digital Ad Spend Latam", "Internet users Latam", 2022.

# Leading Digital Marketing and Advertising Company in Southeast Asia




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

Twitter · TikTok · Meta Authorized Sales Partner

Spotify · criteo · tinder · anzu

## Massive Industry and Market Size [1]

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

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

# A Sub-Saharan African Digital Marketing Leader

Leading African online media and ad-technology business, serving more than 150 million connected consumers by providing digital marketing, social commerce, and mobile marketing solutions.

## Exclusive Commercial Partnerships

Meta Authorized Sales Partner

(Ghana)

TikTok

(South Africa)

anzu

World's most advanced in-game advertising platform

## Great Market Potential

**500 Million**
Connected Consumers Sub-Saharan Africa

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




Source: eMarketer, "Digital Ad Spend by Country", "Internet users by Country", 2022.




# Television Segment

# Television Segment

**49**
Local TV primary stations
*Univision largest affiliate group*

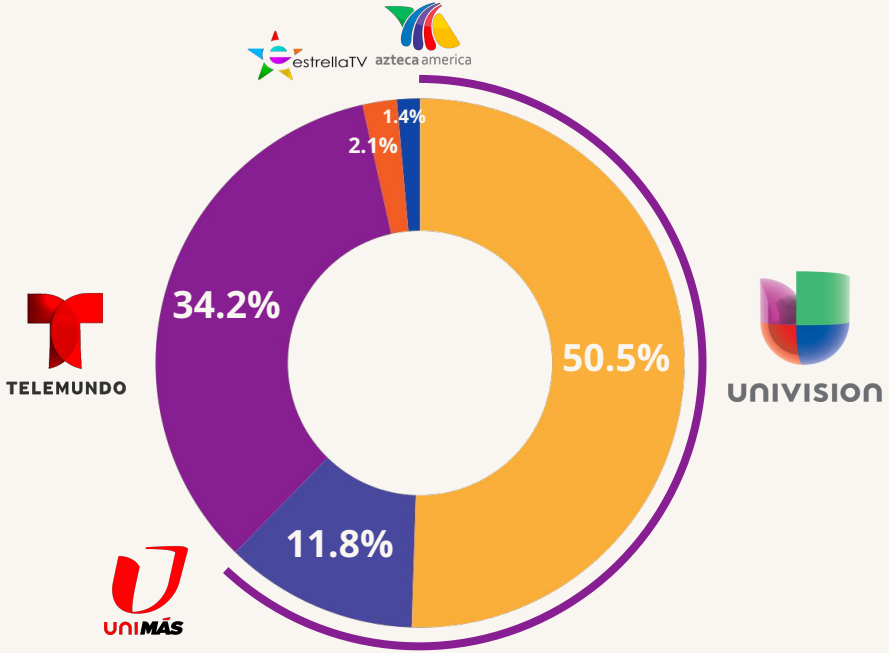
Early and late newscasts produced in **18** local US markets

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

**3.7M**
Weekly viewers
*Univision, UniMás, Fox, The CW, NBC[2]*

## Univision and UniMás Drive 62%+ 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. September 2022 ViP, average week reach, sweep week 75% unification. M-Sun 3a-3a—P2+, includes English and Spanish properties. [3] Nielsen, October 2022. Entravision 19 subscriber markets, share of Adults 18-49 audience (000), Mon-Sun 5a-2a eastern/pacific, Mon-Sun 4a-1a central/mountain.




# Audio Segment

# Audio Segment

| 45 | 309 | 17 | 96% |
|---|---|---|---|
| O&O Radio Stations | Network Affiliates | U.S. Audio 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 / 107.1

SPANISH AC
Los Angeles

Viva 103.1

SPANISH CUMBIAS
Los Angeles

Fuego

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

### 2022 Medalla de Cortez

Syndicated/National Personality of the Year
Edgar "Shoboy" Sotelo

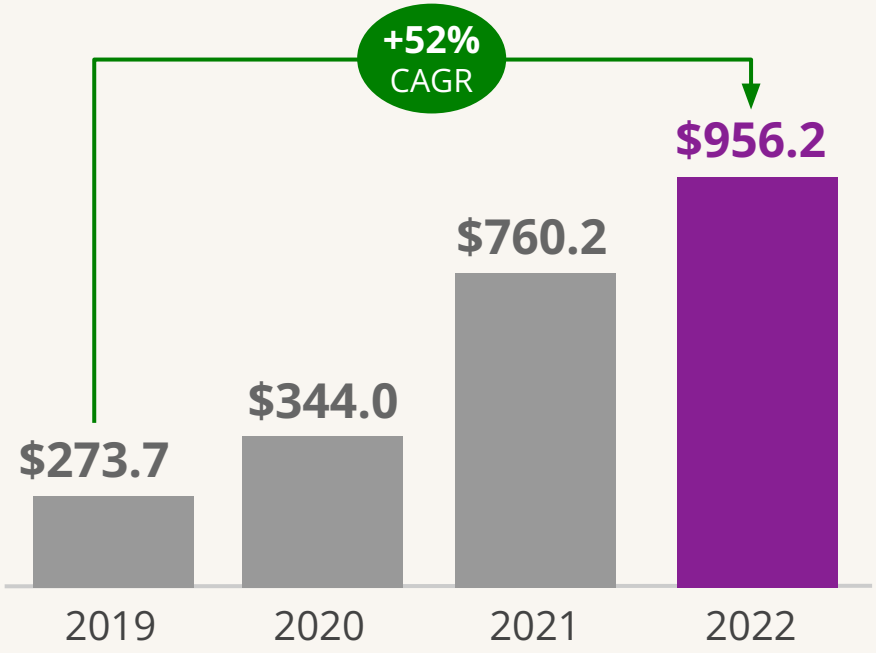
Source: [1] Act1 Systems Inc, Nielsen Audio DMA Area, Spring 2022 Nationwide. M-Sun 6a-12mid daypart cume. Included spill-in and unreported audience – P12+. EVCFUL17.



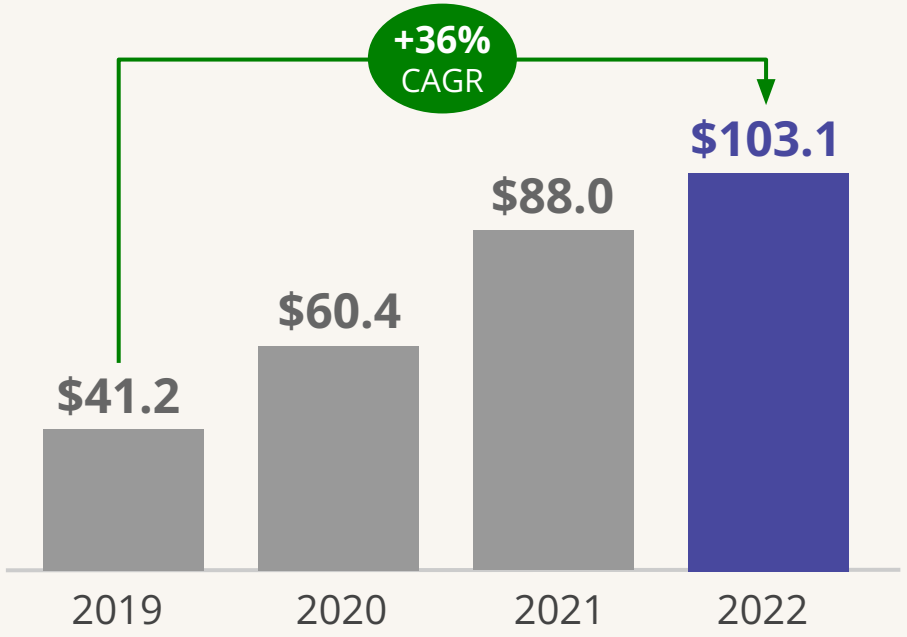

# Entravision Financials

# Four-Year Financial Performance

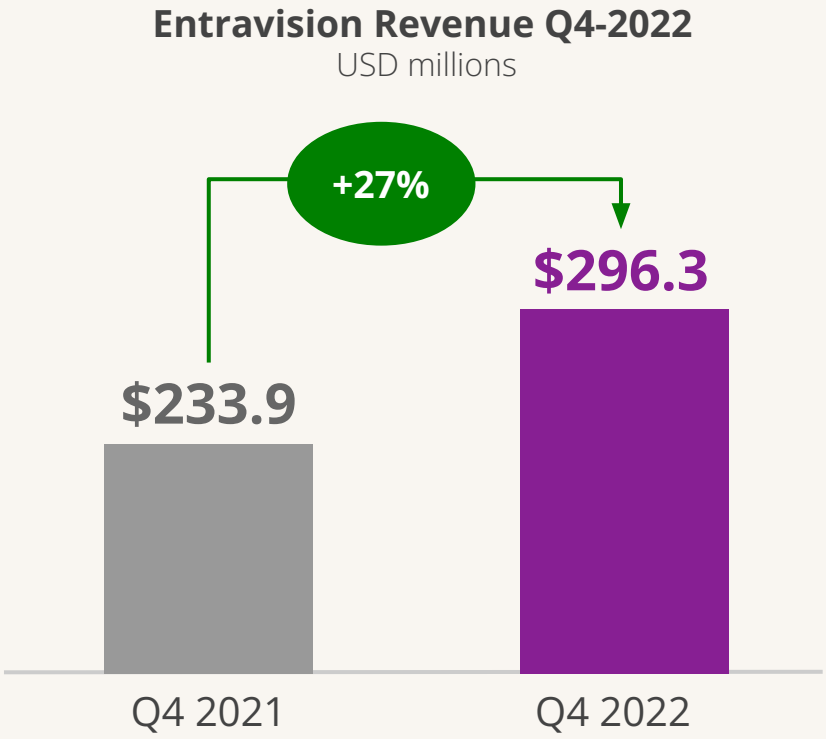
**Entravision Revenue**
USD Millions

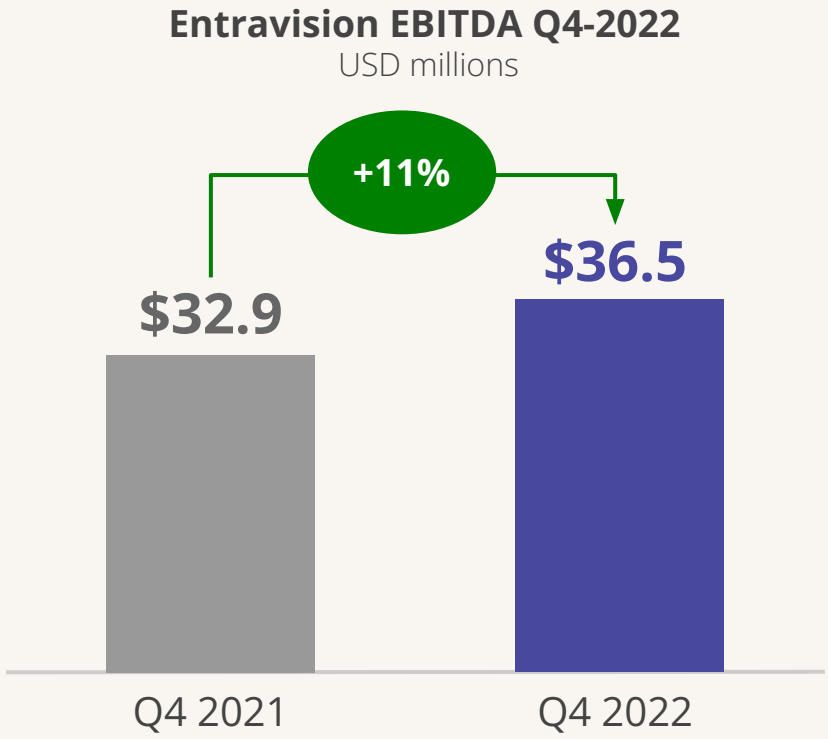



**Entravision Adjusted EBITDA**
USD Millions

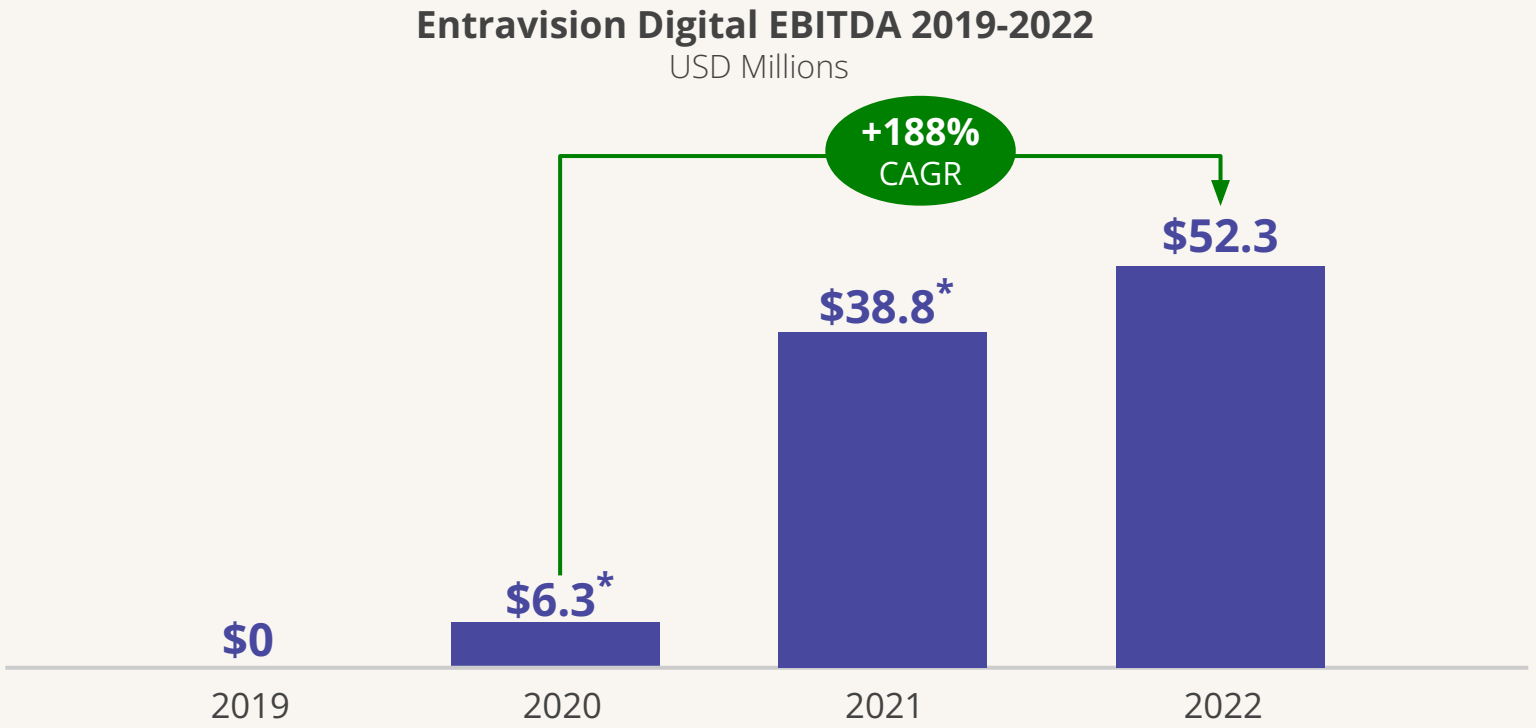


# Q4-2022 Financials Update



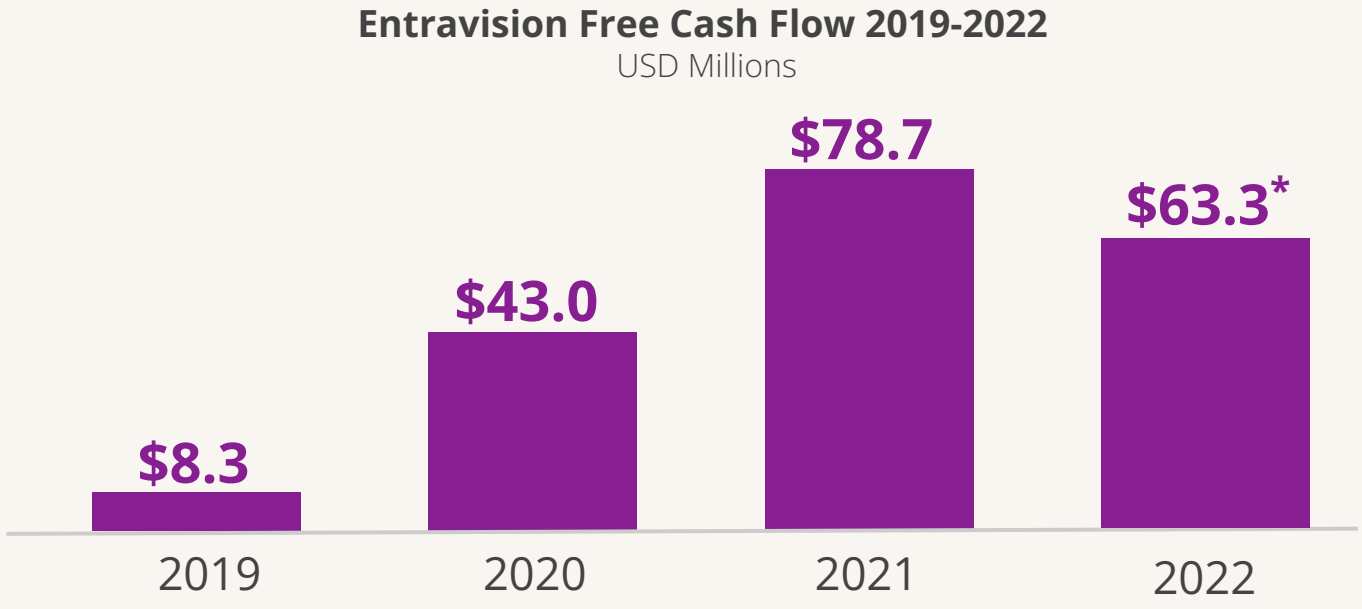



# Entravision Digital EBITDA Growth *(before corporate expense)*




* Excluding EBITDA attributable to redeemable noncontrolling interest.

# Rapidly Accelerating Free Cash Flow




| | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|
| **Conversion to EBITDA %:** | 20% | 71% | 89% | 63% |

* 2022 FCF down mainly due to cash paid for income tax, capex and severance for CEO.

# Rock Solid Balance Sheet

**Total Net Leverage as of December 31, 2022**

Actuals in USD Millions

| | |
|---|---|
| Cash & Marketable Securities | $155.2 |
| Notes (Term Loan B) | $209.3 |
| Other Debt | $4.5 |
| **Total Debt** | $213.8 |
| TTM Consolidated Adjusted EBITDA | $103.1 |
| **Total Leverage Per Credit Agreement** | **1.3x** |
| **Total NET Leverage (net of accessible cash)** | **0.5x** |

# $275M New Credit Facility March 2023

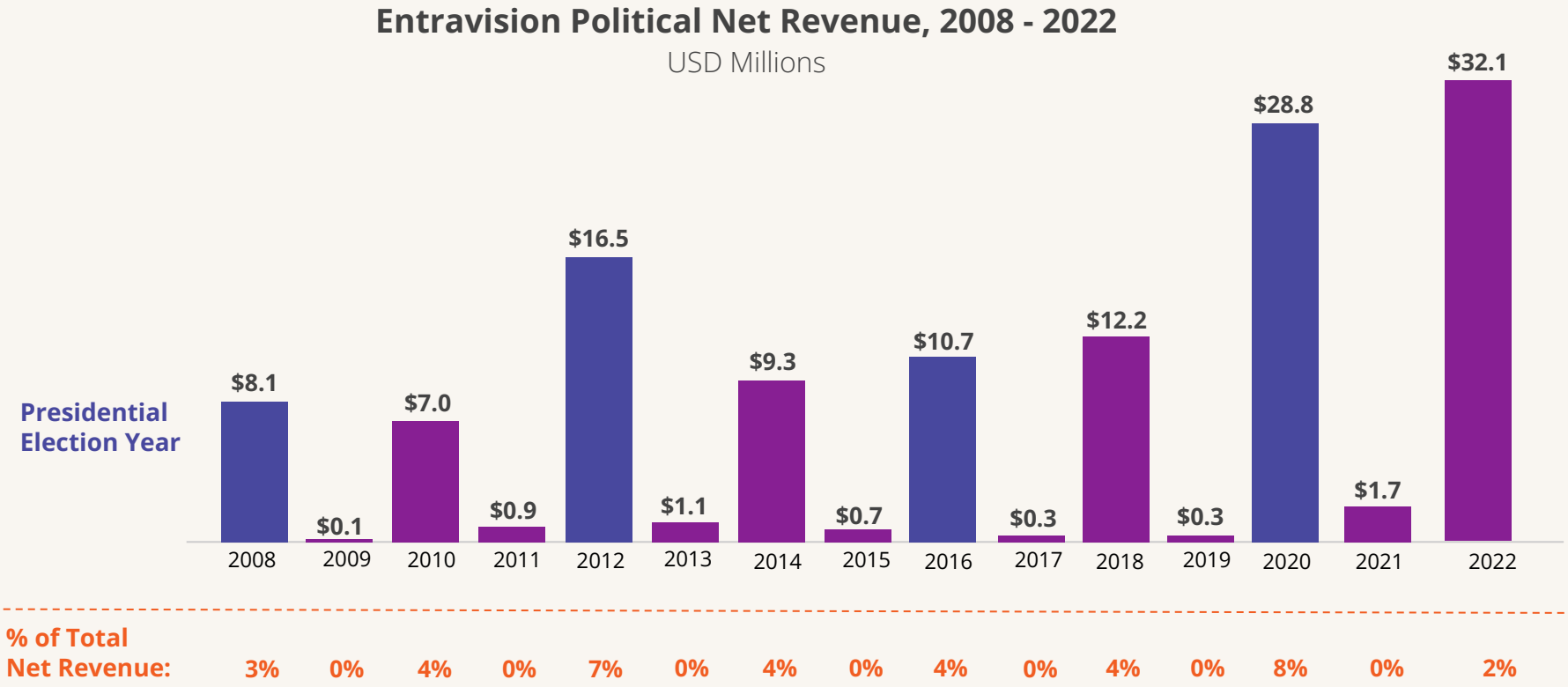
- 5-Year Senior Secured Credit Facility as of March 17, 2023
- Replaces existing Term Loan B Facility
- $200M Term Loan A and $75M Revolver
- Led by Bank of America, Wells Fargo and JP Morgan
- Incremental $100M + up to 2.25x first lien net leverage ratio
- Interest rate = SOFR + Margin (2.50% - 3.00%)
- To be used for working capital needs, M&A and other general purposes
- Financial covenants: Max net leverage 3.25x; Min interest coverage 3.00x






# Appendix

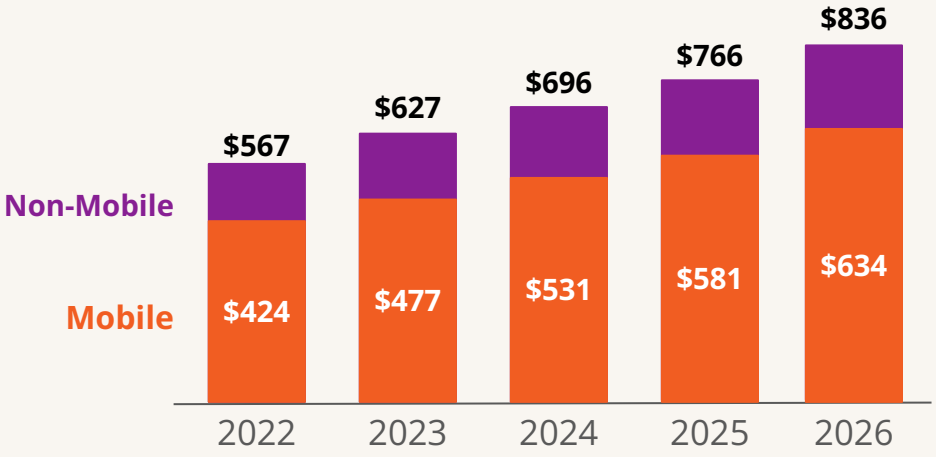
# Growth in Political Ad Revenue



# Significant Global Digital Ad Industry Growth

## Global Digital Ad spending

USD $Billions, 2022-2026




| | 2022 | 2023 | 2024 | 2025 | 2026 |
|---|---|---|---|---|---|
| Mobile % | 75% | 76% | 77% | 77% | 77% |
| Digital spending as % of total Ad spending | 65% | 67% | 69% | 71% | 73% |

## Global Internet Users and Digital Ad spending by Region

| Region | Internet Users | Digital Ad Spend | | CAGR '22-'26 |
|---|---|---|---|---|
| | 2022 Millions | 2022 USD Billions | 2026 USD Billions | |
| North America | 355 | $260 | $402 | 11% |
| Europe | 678 | $83 | $117 | 9% |
| China | 1,026 | $130 | $180 | 8% |
| Asia-Pacific (w/o China) | 1,544 | $59 | $75 | 6% |
| Middle East & Africa | 517 | $19 | $36 | 17% |
| Latam | 451 | $16 | $26 | 13% |
| **Total** | **4,571** | **$567** | **$836** | **10%** |

**Source:** eMarketer, "*Digital ad spending, by Country*", October 2022. eMarketer. eMarketer, "*Internet Users, by Country*", February 2022.

# 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 in 8 markets among ALL 18-49 viewers, regardless of language

| HISPANIC MARKET RANK *(2022-23)* | DMA | STATION | EARLY NEWS NEWS TP RANK | ADULT 18-49 RATING |
|---|---|---|---|---|
| **11** | McAllen | KNVO | #1t | 1.5 |
| **17** | Denver | KCEC | #1t | 0.5 |
| **19** | El Paso | KINT | #1 | 2.3 |
| **24** | Las Vegas | KINC | #1 | 0.6 |
| **36** | Monterey | KSMS | #1 | 1.7 |
| **39** | Yuma-El Centro | KVYE | #1 | 1.5 |
| **41** | Laredo | KLDO | #1 | 1.9 |
| **44** | Odessa-Midland | KUPB | #1 | 1.2 |

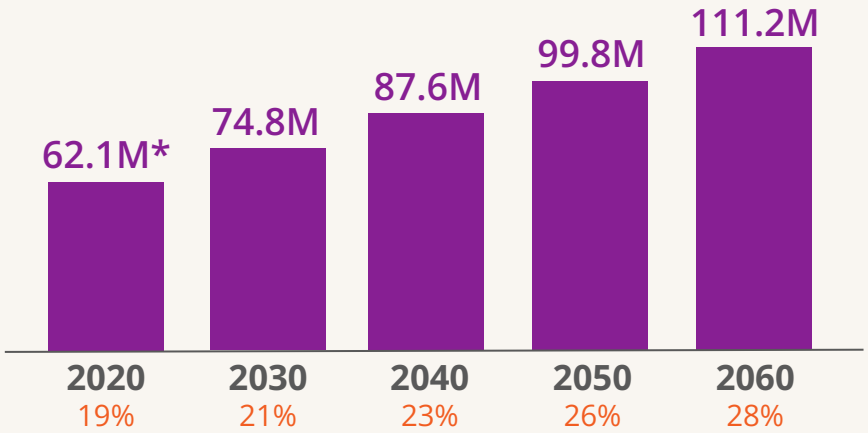
**Source:** Nielsen, October 2022 survey, Entravision subscriber markets, Adults 18-49, ratings, Mon-Fri 6p-6:30p eastern/pacific, Mon-Fri 5p-5:30p central/mountain, includes ties . Ranks vs. head to head local news competitors. Excludes holidays and those that aired outside of usual time period.

# 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. 21% 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, 2020 American Community Survey, 5 year estimates.

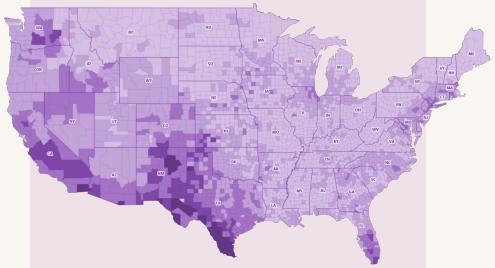
# EVC Media Presence in High Density Latino Population Markets Across The US…

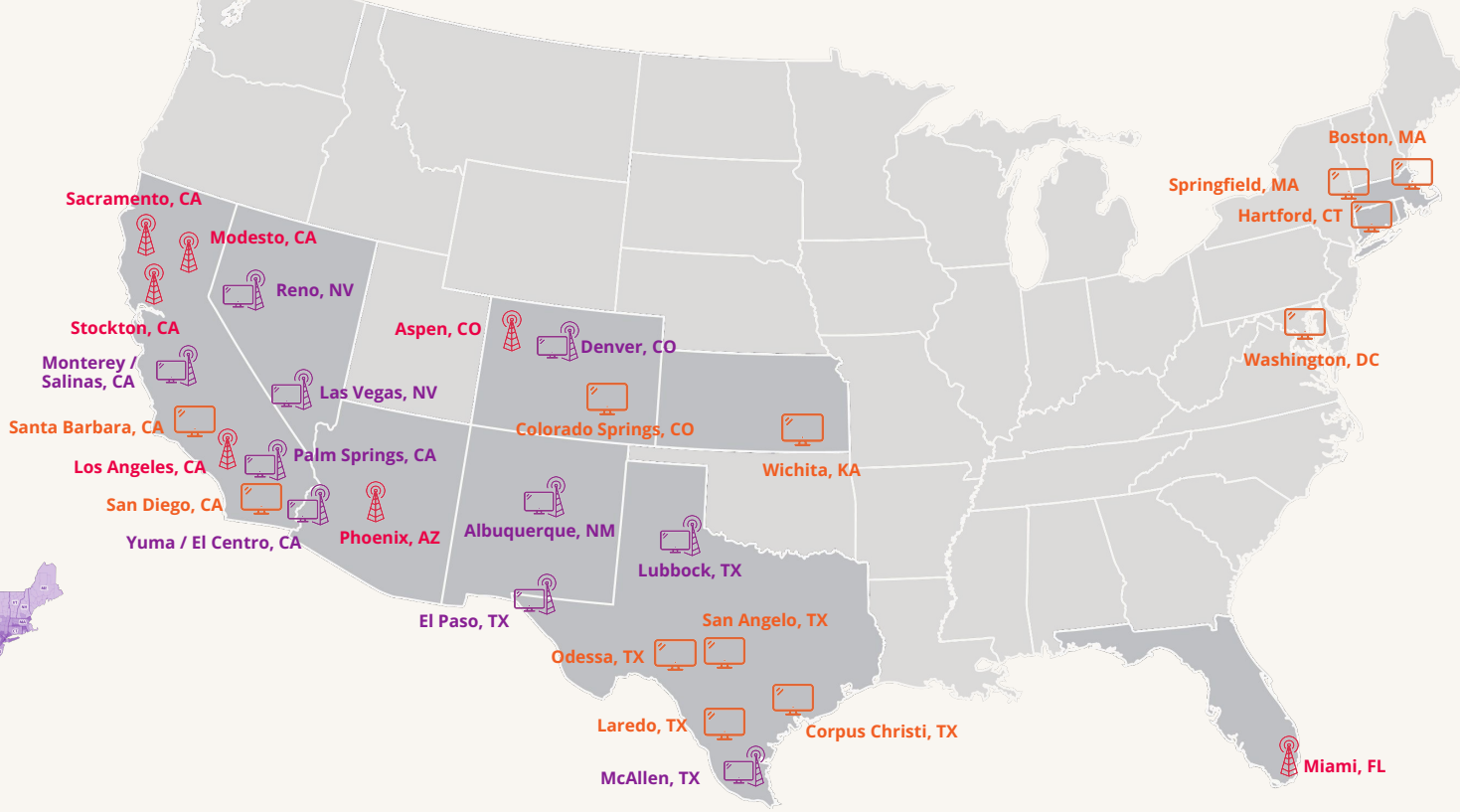
## Growing Latino Demographic

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%



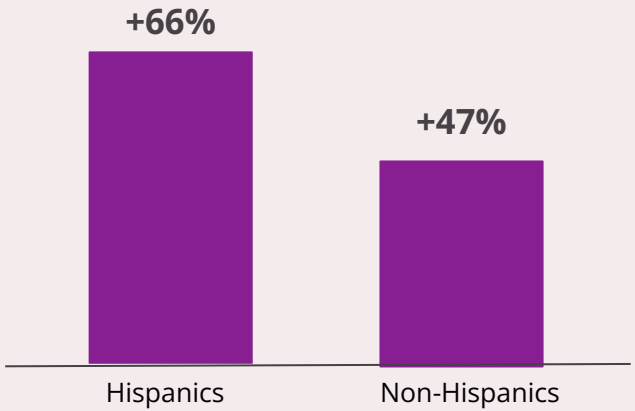



**Source:** Esri, HERE, Garmin, FAO, NOAA, USGS, EPA | U.S Census Bureau, Population Division, Projected Race and Hispanic Origin: Main Projections Series for the United States, 2017-2060. U.S. Census Bureau, Population Division: Washington, DC. Table np2017-t4.

# 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

October 2022, A18-49[1]

**Early News - 17 Markets**

**#1** or **#2** regardless of language in 8 markets.
Month-to-month growth in 12 markets.

. . . . . .

**Late News - 18 Markets**

**#1** or **#2** regardless of language in 7 markets.
Month-to-month growth in 5 markets.

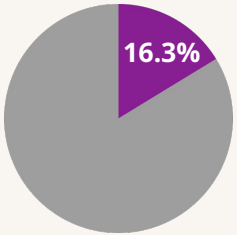


**Source:** [1] Nielsen October 2022, ViP; Live+SD; M-F 6p-6:30p E/P, M-F 5p-5:30p C/M; M-F 11p-11:30p E/P, M-F 10p-10:30p C/M; ranks based on PAV ratings. Comparison vs. head-to-head local news competitors. Excludes holiday telecasts and those that aired outside usual time period; growth based on PAV impressions; [2] Nielsen Local Watch Report, Oct-2020.

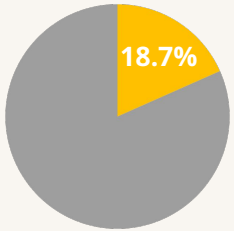
# U.S. Hispanic Population Growth

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.

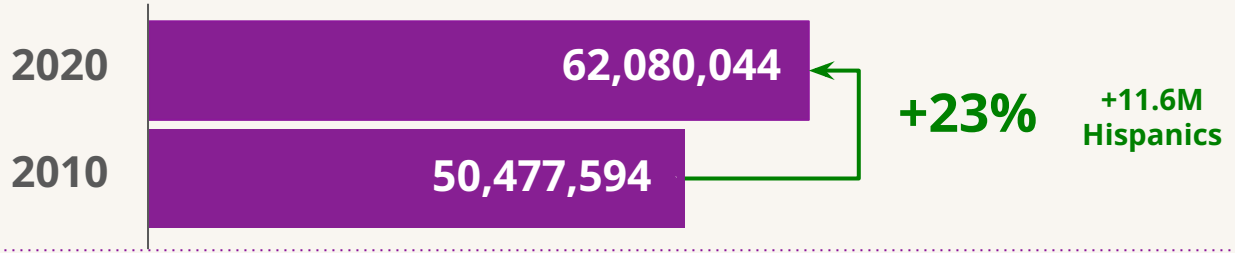
**2010** Hispanic Share of Total U.S. Population




**2020** Hispanic Share of Total U.S. Population

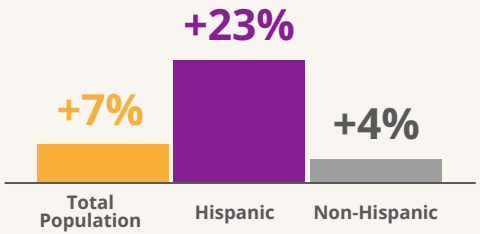



## U.S. Hispanic Population Growth

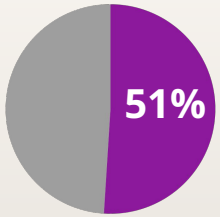



## Hispanic Contribution to Total U.S. Growth

2010-2020 Population Growth (%)




Share of Growth




Persons Growth

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