

Univision Enterprises

January 23, 2015

CABLE

LEADING BRANDS



BROADCAST



BRAND EXTENSIONS



EXPERIENTIAL



EMERGING BRANDS



ENGLISH LANGUAGE BRANDS



LOCAL MEDIA SOLUTIONS

LOCAL TV (61 STATIONS)



LOCAL RADIO (67 STATIONS/16 MRKTS)

STREAMING RADIO



DIGITAL PORTFOLIO

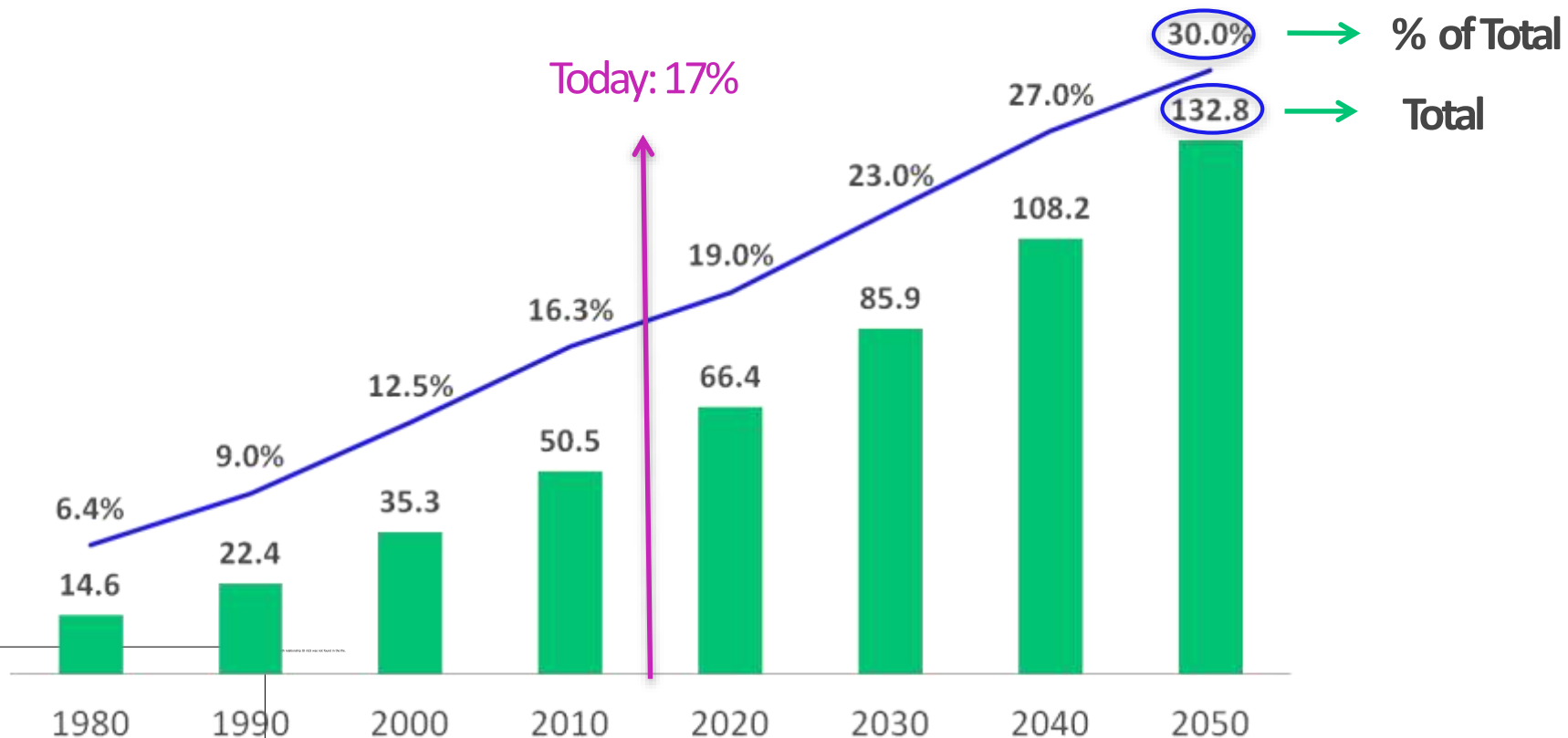


ENGLISH LANGUAGE BRAND



Hispanics are Fueling U.S. Growth

Projected to be 31% of Total Population by 2060



Sources: U.S. Census Bureau, 1970, 1980, 1990, 2000 and 2010 Decennial Census. Projections by single year, age, sex, and Hispanic origin Released August 14, 2008

No Other Group Compares

55
million
Hispanics in the U.S.



1
common
language



16
million
Asians in the U.S.



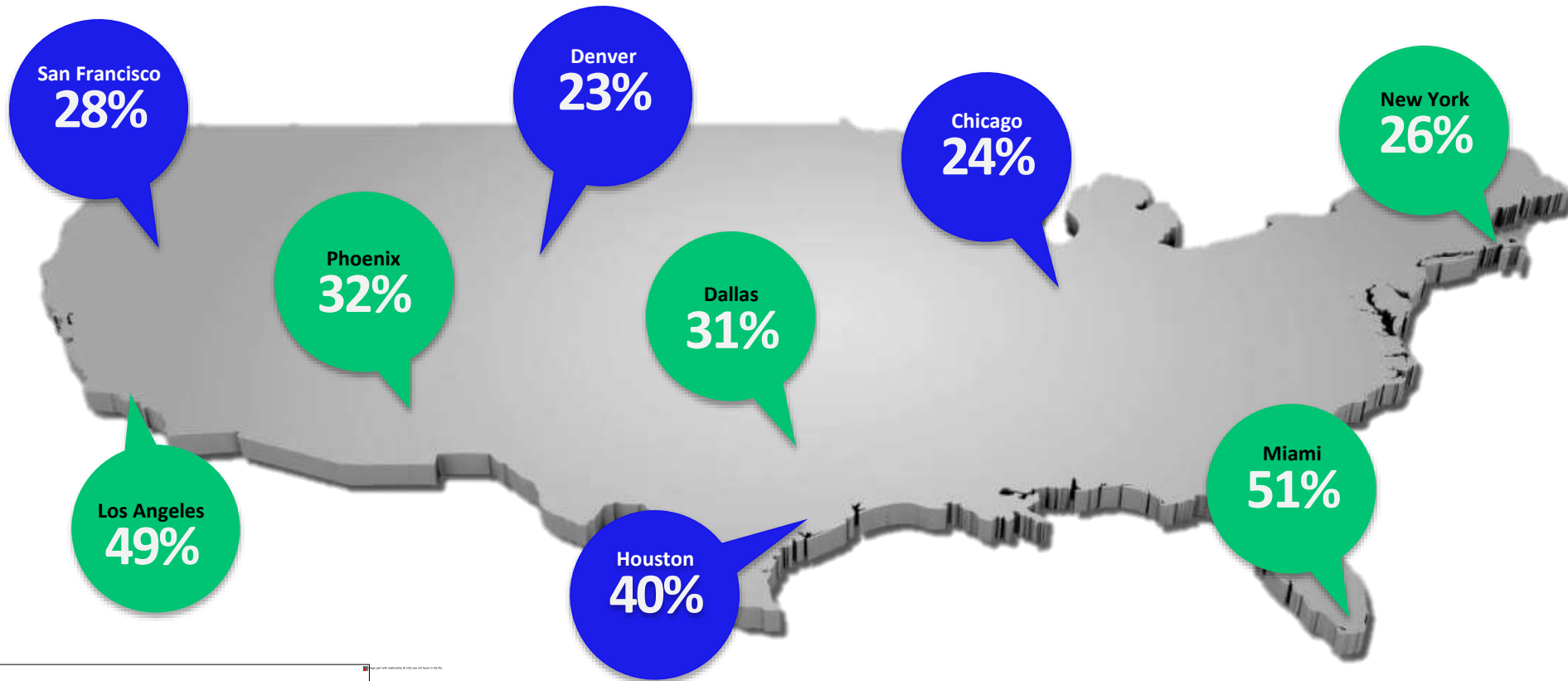
10+
languages

Am I the only person who has noticed that term “multicultural” is increasingly becoming synonymous with Hispanic?

Mediapost, 1/3/13

A Critical Force in Key Markets

20% of the U.S. A18-49 Population is Hispanic



Source: The Nielsen Company, 2014 TV Universe Estimates. HA18-49

UNIVISION
COMMUNICATIONS INC.

Super Savvy Digital Consumers



say “technology is
life”
(vs. 31% non-
Hispanics)



of Hispanics own smartphones
(vs. 62% Total Market)



of all tablet owners



41% of smart phone users
are 18-34

Sourcing provided in notes

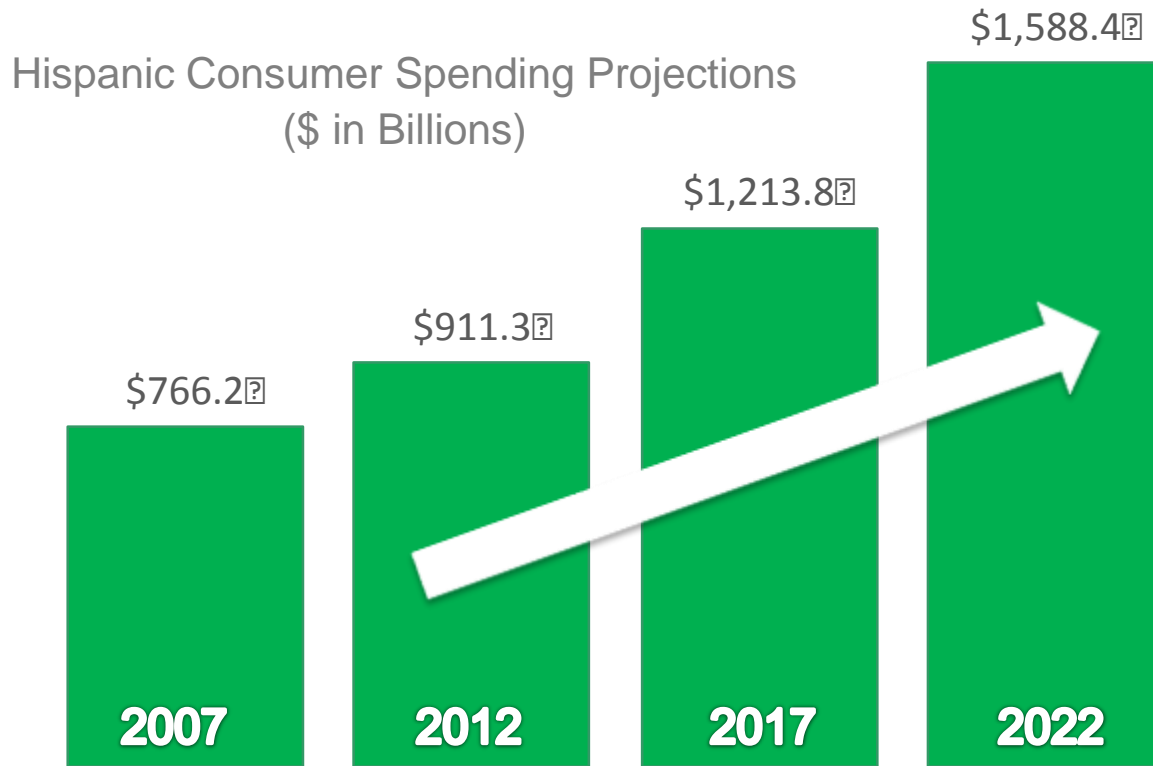
+8 hrs



Spent watching online
video each month (90
minutes longer than Total
Market)



Hispanic Consumer Spending is growing at a faster rate than Non-Hispanic



+74%
increase in
Hispanic
consumer
spending over the
next 10 years
vs. +36% among NH

Growth Expected Across Categories

Spending Growth Forecast 2010-2015

**AUTO
(NEW VEHICLES)**

+87%



vs +51% Non-Hispanics

MOVIES
+39%



vs +15% Non-Hispanics

HEALTH
+53%



vs +22% Non-Hispanics

**FOOD AWAY
FROM HOME**

+48%



vs +25% Non-Hispanics

FOOD AT HOME

+37%



vs +16% Non-Hispanics

CLOTHING
+34%



vs +12% Non-Hispanics

TECHNOLOGY

+57%



vs +30% Non-Hispanics

PERSONAL CARE

+27%



vs +5% Non-Hispanics

TELECOM
+23%



vs +5% Non-Hispanics

Living beyond the screens...

MISSION

To collaborate with our clients, potential partners and internal business units to assess, incubate and launch new and innovative businesses which enhance the loyalty and trust we have with the U.S. Hispanic consumer and deliver value to our community

CORE COMPETENCIES

- 1 Univision Direct
- 2 Consumer Products
- 3 Experiential Marketing
- 4 New Business



Insights

Finance in the Hispanic Market

1. Hispanic market is underserved by financial service industry
2. Buying home, paying debt and saving are top goals
3. Retirement plans present a huge need/opportunity
4. Hispanics are optimistic about the future
5. Hispanics seek financial information from friends and family
6. More education is needed

Financial goals by age

18-24	25-34	35-44
<ul style="list-style-type: none">• Paying student loans• Saving for special events• Buying a condo	<ul style="list-style-type: none">• Buy a house or condo	<ul style="list-style-type: none">• Starting a business

Finance means



Tarjeta Univision

Reloadable Prepaid Card for Hispanics

Provides benefits of a checking/debit account
(merchants, ATMs, Direct Deposit, cash deposit).

- ✓ Safer than cash
- ✓ Easier than a checking account
- ✓ Simpler way to manage your finances/bills




Enrolled over 1M people and \$1B in total spend

Launch Jan 2011, Nationwide Feb 2012

Average age - 25-45 years old
Average household income - \$25-55K

Key usage:

- Everyday spend: retail stores, grocery stores, and gas stations
- Paying bills: telecom, cable/satellite TV, utilities, and insurance
- Shopping by phone and on-line
- Getting cash from ATMs



This is the Univision Prepaid Mastercard.

www.UnivisionTarjeta.com 1.855.398.7621

Crédito y Más

The easiest, most accessible (multi-device, bilingual) credit monitoring/reporting product in market.

- Information center
- Credit management education and tools for various life stages
- Toggle between English and Spanish
- Provide value-priced straightforward product with transparent pricing
- Personalized bilingual customer support and fraud resolution agents

Product launch: July 16th, 2014



Univision Farmacia

The leading Hispanic pharmacy discount program

Exclusive partnership between EnvisionRX, HolaDoctor and Univision Enterprises to promote this revolutionary program.

- ✓ 15M uninsured Hispanics currently in the U.S.
- ✓ Rx Pharma industry spent \$4B on all direct to consumer products



Program launch January 2012

Close to 2.0M enrolled and growing

Over \$31M in savings to our card holders

A close-up, soft-focus photograph of a hand holding a white, oval-shaped pill. The hand is positioned on the left side of the frame, with fingers slightly curled around the pill. The background is a bright, hazy blue and white, suggesting a clean, clinical environment. The overall lighting is soft and diffused, creating a gentle, trustworthy atmosphere.

HASTA
85%

Prescription medicines can be really expensive.
With Univision Farmacia, you can save up to 85%

Univision Mobile

Univision Mobile is a pioneering wireless service created specifically for Hispanic Americans. The new service combines the insights and programming content of Univision, with T-Mobile's wicked-fast network and Un-carrier™ wireless innovation.

Univision Mobile includes:

- Affordable “No Annual Contract” Plans
- International features in all plans
- Unique Univision rewards
- Univision Mobile portal

Over 100K active customers in first six months

Product launch: May 19th, 2014



Auto Amigo

- First-Ever Hispanic Automotive Buying Program -

AutoAmigo gives Hispanic car-shoppers a predictable and enjoyable way to buy dependable, high quality vehicles from America's best dealerships for a guaranteed low price.



AutoAmigo benefits:

A low, prearranged price that provides value

An easy, hassle-free experience through dealership network

Dealerships that understand our consumers

Consumer Products

- Connect with Hispanic America at Retail -

Team dedicated to generating opportunities to take our brands to retail that strengthen our connection with U.S. Hispanic consumers.



- ✓ Develop products that build and extend our portfolio of brands
- ✓ Partner with leading licensees and retailers to create innovative and quality products
- ✓ Extend DNA of our brands into retail
- ✓ Further build brand equity by enhancing consumer's relationship with Univision beyond media

GRACIAS



UNIVISION®
COMMUNICATIONS INC