

CONSTANTLY

EVOLVING

ANNUAL REPORT 2018



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Televisa is a leading media company in the Spanish-speaking world, an important cable operator in Mexico and an operator of a leading direct-to-home satellite pay television system in Mexico.

Televisa distributes the content it produces through several broadcast channels in Mexico and in over 75 countries through 26 pay-tv brands, television networks, cable operators and over-the-top or "OTT" services.

In the United States, Televisa's audiovisual content is distributed through Univision Communications Inc. ("Univision") the leading media company serving the Hispanic market. Univision broadcasts Televisa's audiovisual content through multiple

platforms in exchange for a royalty payment. In addition, Televisa has equity and warrants which upon their exercise would represent approximately 36% on a fully-diluted, as-converted basis of the equity capital in Univision Holdings, Inc., the controlling company of Univision.

Televisa's cable business offers integrated services, including video, high-speed data and voice services to residential and commercial customers as well as managed services to domestic and international carriers. Televisa owns a majority interest in Sky, a leading direct-to-home satellite pay television system and broadband provider in Mexico, operating also in the Dominican Republic and Central America.

Televisa also has interests in magazine publishing and distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, and gaming.

# THIS IS TELEVISA

## CABLE

Televisa is one of the most important players in the country's telecom industry.

34.2%  
Sales contribution

37.6%  
OSI\* contribution

A leading direct-to-home satellite television system and broadband provider.

## SKY

20.7%  
Sales contribution

24.0%  
OSI\* contribution

## CONTENT

In 2018, Televisa produced more than **83,000** hours of content for free-to-air and pay-TV.

37.0%  
Sales contribution

36.5%  
OSI\* contribution

## OTHER BUSINESSES

8.1%  
Sales contribution

1.9%  
OSI\* contribution

## UNCONSOLIDATED BUSINESSES

\* Operating segment income (OSI) is defined as operating income before corporate expenses, depreciation, and amortization, and other expense, net.

For a reconciliation of total operating segment income with consolidated operating income, see Note 25 to our year-end consolidated financial statements.



90,000  
km of coaxial cable

43,000  
km of optic fiber

DIVISIONS

## MULTIPLE SYSTEM OPERATORS

("MSOs") division which offers video, high-speed data, and voice services to residential and commercial customers, including small and medium sized businesses.

## ENTERPRISE

which provides telecommunications services, including voice, data, managed services, as well as integration and cloud services to domestic and international carriers and to enterprise, corporate, and government customers in Mexico and the United States.

The MSOs footprint provides Televisa with the ability to leverage an extended telecommunications network. Our Enterprise division offers telecommunications services through a network of more than **43,000** kilometers of fiber. Our network covers most of the important cities and economic regions in the country, and connects with the United States, enabling us to provide high capacity connectivity between the United States and Mexico.

### Revenue Generating Units

Video	4,384,247
Broadband	4,479,017
Voice	2,978,508
<b>Total RGUs</b>	<b>11,841,772</b>

58.7%  
interest owned by Televisa



Operates in Mexico, Central America and Dominican Republic

7.6 MILLION  
video subscribers

92 THOUSAND  
broadband subscribers

### ADVERTISING

Televisa operates four broadcast channels—2, 4, 5, and 9—in Mexico City and complements its geographic coverage through affiliated stations throughout the country. Televisa also sells advertising on its pay-TV networks and online properties.

Contribution to sales: **19.9%**



### NETWORK SUBSCRIPTION

Televisa produces and distributes 26 pay-TV brands and 74 feeds. In 2018, Televisa produced more than 18,000 hours of content for pay-TV networks.

Contribution to sales: **4.5%**



+46  
million pay-TV subscribers

### LICENSING & SYNDICATION

Televisa exports its programs and formats to television networks around the world. In the United States, Televisa distributes its content through Univision under a Programming License Agreement ("PLA"). This year, the PLA resulted in royalties to Televisa of U.S.\$383.6 million dollars. The royalty rate increased to 16.45% in 2018.

Contribution to sales: **9.9%**



+75  
countries worldwide

### GAMING

Casino sites and online lottery business.



### FEATURE FILM DISTRIBUTION

Distributes movies in Mexico and Latin America.



### PUBLISHING

The leading Spanish-language magazine publisher.

98  
published titles in 2018.

### RADIO

Network of owned radio stations, complemented by affiliated radio stations owned by third parties.



### SOCCER

A first division soccer team of the Mexican league and owner of Mexico's Azteca stadium.



### UNIVISION

Televisa holds a **10%** direct economic interest in Univision, the leading Spanish-language media company in the United States and the number five network regardless of language. Upon the exercise of the warrants, Televisa would hold approximately 36% of the equity capital of Univision on a fully-diluted, as-converted basis.



### OCESA

### ENTRETENIMIENTO

Televisa holds **40%** equity interest in Ocesa, a live entertainment company in Mexico, Central America and Colombia. The Company organized **3,109** events in Mexico and Colombia in 2018. The most successful tour in 2018 was Luis Miguel.



# DEAR FELLOW SHAREHOLDERS

*As we enter our second year as co-CEOs, we look back with satisfaction at the steps that our teams took during 2018 to restructure and solidify Televisa's leadership in its three main operations: Cable, Sky and Content. We continue to seek out new ways to capitalize on the many opportunities in front of us while strengthening our businesses to create long-term value for you, our shareholders.*

**Bernardo Gómez**  
Co-Chief Executive Officer

**Alfonso de Angoitia**  
Co-Chief Executive Officer

## 2018 WAS A YEAR OF TRANSFORMATION

Televisa is uniquely well-positioned to benefit from the technological changes that are influencing how people communicate and how they watch their favorite content. We will continue to build from our position of strength and on the ongoing transformation of our business.

During 2018, our Consolidated Revenue surpassed the \$100 billion pesos milestone and our Operating Segment Income reached \$41 billion pesos. However, the real story driving Televisa's transformation is being written within our individual operating units.



## WE CONTINUED TO TRANSFORM OUR CONTENT SEGMENT

The competitive environment in the content industry is more intense than ever. We compete with global producers and distributors of content, some of whom have production budgets that have grown to be many times larger than ours. In addition, viewing choices have increased substantially. We are competing head on with multiple over-the-top (OTT) platforms and with online video consumption, which continues to expand at a fast pace. Within free-to-air television, competition is also intense, both regionally and on a national level. As a result, we have reinvented ourselves.



While many challenges lie ahead, we have made very good progress. The transformation of our Content segment started with the naming of new heads for Televisa Studios, Televisa International, Televisa Networks and for our Sports Division.

This was followed by a complete overhaul of our content offerings. The results were very positive: during the fourth quarter alone, 6.5 million people watched our flagship channel every night, and around 40 percent of the people watching television during prime time watched our content.

Our serialized dramas and comedies continued to lead in their market segments. Last year, 27 of the 30 most-watched TV programs in Mexico were produced and broadcast by Televisa, and our flagship broadcast network brought in more viewers than all competing pay TV networks combined.

In addition to strengthening our in-house content production, we partnered with leading global content players such as Amazon, Mediapro and Sony. Amazon, for example, built the launch of Amazon Prime in Mexico around two series produced for them by Televisa.

At the same time, we consolidated the strength of Televisa News, which today transmits the most watched television newscast in Mexico, delivering more than twice the audience of our closest competitor. Throughout election-season last year we were also audience leaders, posting especially strong ratings during the debates and analysis programs.

In sports, we were the choice of Mexican audiences in the 2018 Soccer World Cup, both during the matches as well as during programming surrounding the events.

## ON THE DIGITAL FRONT WE CONTINUED TO EXPAND OUR PRESENCE

In Mexico, our content has become number one in terms of video views on YouTube and Facebook with close to 12 billion video views in 2018, a growth of 87% from the previous year. Last year, our digital platforms grew 54% in terms of users reaching a 22% share of all users in Mexico, which means that we still have a lot of room for growth. In addition, according to Comscore, during 2018 we became the number one digital platform among all media entertainment companies in terms of the number of users.





### IN OUR CABLE SEGMENT WE ACHIEVED DOUBLE-DIGIT GROWTH

In our Cable Segment, we were able to deliver double-digit growth in Revenue, Operating Segment Income and Revenue Generating Units, or RGUs. This was no easy feat given that we continued to face very strong competition.

We continued to differentiate ourselves by offering outstanding customer service, and churn fell to historically low levels. Also, we turned around our Enterprise business and delivered revenue growth during the year. In addition, we purchased the residential fiber-to-the-home business of Ax-tel in the cities where we operate and were able to do so at an attractive valuation. This strategic acquisition added more than 550 thousand high-quality RGUs on a fiber optic network of close to five thousand kilometers. We ended the year with almost 12 million RGUs and, of those, the number of broadband RGUs is already larger than that of video.

The outlook for our cable operation continues to be very favorable. On the residential side, penetration of broadband in Mexico still remains relatively low at around 53%, which means that we have plenty of upside.

### SKY CONTINUES TO BE A SIGNIFICANT CONTRIBUTOR TO FREE CASH FLOW

During 2018, Sky continued to maintain its superior Operating Segment Income margin of around mid-40s, which is remarkable considering that it had to account for certain non-recurring costs associated with the quadrennial soccer event. In addition, Sky continued to be a significant generator of free cash flow. Last year, Sky's Operating Income, net of Capital Expenditures, reached close to \$6 billion pesos.

What's more, during 2018 Sky launched a very compelling broadband offer that has the potential to become a successful extension of Sky's core video business. Sky already had 92 thousand broadband customers at year end.

### GOOD CORPORATE CITIZENSHIP IS A CRUCIAL ELEMENT OF TELEVISA'S CULTURE

During 2018, we worked hard to improve our sustainability efforts, and these efforts started to pay off rapidly. For example, we were included in the 2019 Bloomberg Gender-Equality Index (GEI); we were selected as a member of the Dow Jones Sustainability MILA Pacific Alliance Index, and the Dow Jones Sustainability Emerging Markets Index; we submitted our Report for Climate Change and Water through CDP; we were confirmed as a signatory of the United Nations (UN) Global Compact; we were included as a constituent of the FTSE4Good Emerging Index; and we were confirmed as a member of the Sustainability Index of the Mexican Stock Exchange. The list is long, and we intend to continue expanding it.

### WE REMAIN STRONGLY COMMITTED TO UNLOCKING SHAREHOLDER VALUE

We strongly believe that our Company has an enviable set of assets with a very unique competitive position. Televisa operates two powerful distribution platforms, including the largest direct-to-home (DTH) company in Mexico with close to eight million customers, and the largest cable company with close to 12 million RGUs and an extensive infrastructure which includes the second largest fixed telecommunications network in the country. In addition, Televisa continues to be the largest and most successful producer of content in Spanish in the world.





Into 2019, competition will remain intense across our various businesses, so we will remain focused on execution, growing our cable business, expanding the sources of revenue in Sky, enriching our content with more innovative formats and stories, strengthening our collaboration with Univision and, finally, maintaining absolute financial discipline.

For many decades, Televisa has been a key player in the communications industry and a leader in the Mexican business community. Our shares have traded publicly on the Mexican Stock Exchange since 1991 and in the New York Stock Exchange since 1993. The decisions we are making today are intended to position Televisa for growth and success for many decades more.

We remain confident in the long-term potential for our three core businesses and will remain fully committed to the execution of our business plan to create shareholder value.

Thank you.

**Alfonso de Angoitia**

**Bernardo Gómez**

*Co-Chief Executive Officers*

# FINANCIAL HIGHLIGHTS

*In millions of Mexican pesos, except per CPO amounts and shares outstanding*

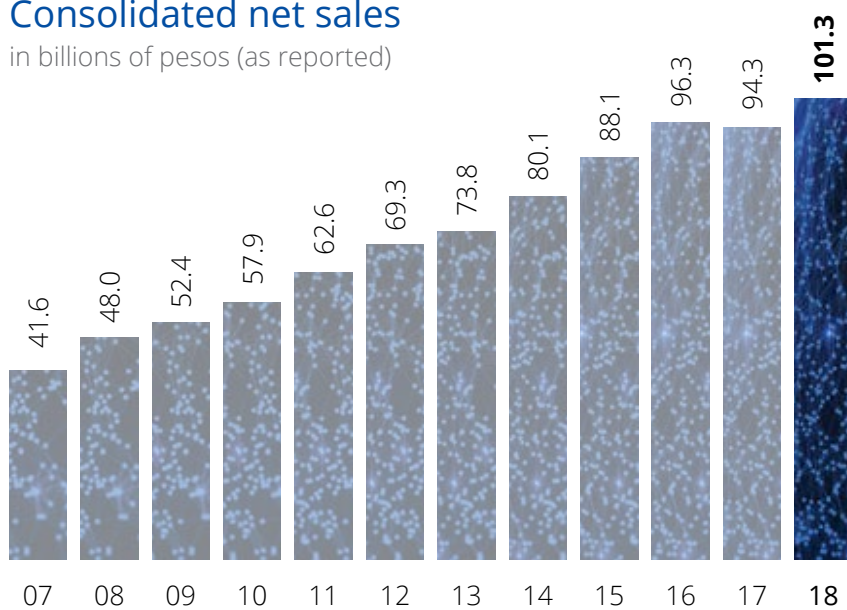
	<b>2018</b>	<b>2017</b>	<b>Var.%</b>
Consolidated net sales	101,282	94,274	8.2%
Operating-segment income <sup>1</sup>	40,679	37,457	8.5%
Segment margin	38.3%	38.4%	
Operating income	20,253	14,243	42.2%
Margin	20.0%	15.1%	
Controlling interest net income	6,009	4,524	32.8%
Earnings per CPO	2.07	1.54	
Shares outstanding at year-end (in millions)	338,329	342,337	
Cash and cash equivalents at year-end	32,068	38,735	-17.2%
Non-Current investments in financial instruments	14,448	7,585	90.5%
Total debt at year-end	121,972	122,300	-0.3%

<sup>1</sup> Operating segments income (OSI) is defined as operating income before corporate expenses, depreciation and amortization. For a reconciliation of operating segment income with operating income, see Note 25 to our year-end consolidated financial statement.



## Consolidated net sales

in billions of pesos (as reported)

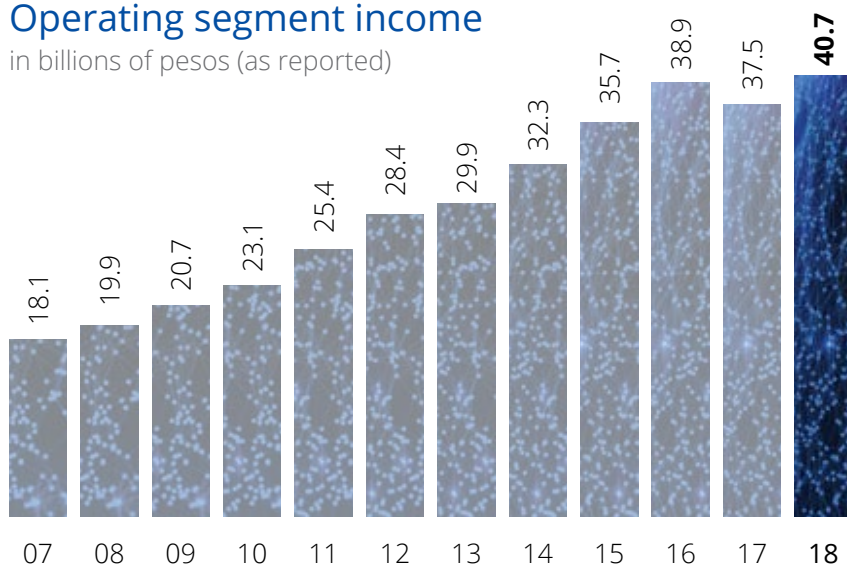


Compound  
Annual  
Growth Rate:

8.4%

## Operating segment income

in billions of pesos (as reported)



Compound  
Annual  
Growth Rate:

7.6%





# CABLE

12  
MILLION  
REVENUE  
GENERATING  
UNITS







During 2018, the Cable segment surpassed **11.8 million** Revenue Generating Units, improving service quality and offering attractive video, voice and data packages.

Televisa's Cable business offers cable and convergent services across **28** states in Mexico, covering the main metropolitan areas of the country.

In December 2018, Televisa acquired from Axtel, S.A.B. de C.V. its residential fiber-to-the-home business and related assets in Mexico City, Zapopan, Monterrey, Aguascalientes, San Luis Potosi, and Ciudad Juarez.

We continued upgrading our network, which now reaches more than **14.5 million homes** in the country. Our network has been updated to the cable industry standard, combining traditional hybrid fiber-coaxial, fiber deep, and deployments of Gigabit Passive Optical Networks (GPON).

Internet Protocol Access and Large-Scale Core networks are in place and Voice over IP Cores is placed in several regions to support telephony traffic for residential and enterprise customers. We are able to deliver up to 100 megabits of speed per second in the very large majority of homes passed.

Revenues for our Cable segment grew by **9.6%** in 2018. We added more than **1.7 million RGUs**, including the additional **553 thousand RGUs** coming from the acquisition of Axtel's fiber-to-the-home business.

During 2018, our flagship offer consisted of a triple-play package that includes unlimited telephony to almost every corner of the globe and 50Mbps of internet speed. In addition, our video offer includes **izzi go**, which is our out-of-home video service that reached a record high usage during the 2018 FIFA World Cup.

In addition, we launched our first proprietary sports channel, **Afizionados**, featuring exclusive content.

# SKY

Sky is our direct-to-home (DTH) satellite television and fixed wireless broadband operation. Through its pay-TV packages, it reaches every corner in Mexico, plus the Dominican Republic and Central America. Sky offers pay-TV packages, including exclusive content that ranges from sports to concerts and special events, as well as fixed-wireless broadband services with speeds ranging from 5 to 10 Mbps. With **7.6 million customers**, Sky remains as one of the most successful pay-TV operations in the region.

# 64

## WORLD CUP MATCHES

Sky was the only platform to broadcast all FIFA 2018 World Cup matches in Mexico, including 24 on an exclusive basis.



IN SPITE OF THE FIFA WORLD CUP AND THE PESO DEPRECIATION, SKY WAS ABLE TO KEEP OPERATING SEGMENT INCOME MARGINS IN LINE WITH PREVIOUS YEARS





TRANSFORMING  
SKY IN TO A  
TELECOMMUNICATIONS  
COMPANY

In 2018 Sky launched broadband  
services reaching

92,000

BLUE TELECOMM  
SUBSCRIBERS BY  
THE END OF 2018



# CONTENT

## ADVERTISING

During 2018, advertising sales posted an increase of 2.1% mainly supported by private sector sales. Total commitments during the 2019 upfront negotiation reached 16.4 billion pesos.

With four free-to-air channels in Mexico City —2, 4, 5, and 9— which Televisa operates with a combination of owned and affiliated network stations throughout Mexico, a strong portfolio of pay-TV networks, and new media platforms, Televisa is one of the largest providers of advertising alternatives in the Mexican market.

In 2018, we obtained the renewal of the concession titles for our broadcast television signals for a term of 20 years.

The new advertising sales mechanism has been fully assimilated and is achieving its objectives. We keep on innovating with updated formats and storylines as well as partnering with global content players.

## NETWORK SUBSCRIPTION REVENUE

Televisa Networks is one of the most successful producers and distributors of content for pay-TV platforms in Mexico.

We are one of the world's leading producers of original Spanish-language content for pay-TV platforms. We commercialize 26 pay-TV brands through 74 domestic and international feeds, which reach over 46 million subscribers around the world.

Over the years we have assembled a portfolio of channels for pay TV that improve every day. Televisa's pay-TV networks continue to be among the most watched networks on pay-TV platforms in Mexico.

Network Subscription Revenue increased by 18.6% in 2018. The increase is primarily explained by the repackaging of our networks in the fourth quarter of 2017.

ADVERTISING REVENUES  
REPRESENTED 53.9% OF OUR  
CONTENT REVENUES AND

19.9%  
OF OUR SEGMENT  
NET SALES

26  
PAY-TV BRANDS



U.S.\$ 383.6

MILLION RECEIVED IN  
THE FORM OF ROYALTIES  
FROM UNIVISION IN 2018

### LICENSING & SYNDICATION

Televisa keeps successfully exporting innovative content around the world, as well as creating alliances with new partners.

In the United States, through our Programming License Agreement (“PLA”) with Univision, we reach a very important demographic in the Spanish-speaking world: the Hispanic market.

Our PLA grants Univision exclusive access to most of our audiovisual content in any format for distribution in the United States. In exchange, we receive a royalty payment of 16.45% on substantially all of Univision’s Spanish-language audiovisual revenue. In 2018, we received U.S.\$383.6 million in the form of royalties from Univision. The royalty rate increased to 16.13% starting on January 1, 2018, and to 16.45% starting on June 1, 2018.

Televisa’s content has been distributed globally for many decades and has an enduring base of followers beyond Mexico and the United States. During 2018, we exported over 83 thousand hours of our original programming to more than 75 countries.



## GAMING

PlayCity Casino and PlayCity Apuestas, include 17 sites across the country with over 7,700 Electronic Gaming Machines and online sports betting through a responsive mobile app and powerful website. Our Casinos have the most modern video reels and bingo games, as well as the widest sports betting offer in Mexico.

2018 marked the 9th consecutive year of growth in profitability despite increasing competition. During 2019, we plan to continue adding new products to our portfolio and following up with our expansion plan.

OVER

# 7,700

ELECTRONIC GAMING MACHINES

## PUBLISHING

During 2018, Televisa published 98 magazine titles in 12 countries. These titles cover a wide variety of consumer interests from health, beauty, fashion, and pop culture, to technology, travel, sports, finance and science.

Some of our titles aim to capitalize on the success of Televisa's audiovisual content and to engage with our audiences at a deeper level.

As a result of structural challenges in the publishing industry, including shifts in reading habits, wider availability of online content, higher penetration broadband, and growing competition from emerging platforms, we continued streamlining our operations, taking advantage of synergies that exist in the development of content and our back-office activities, including purchasing, printing, and distribution. We also developed capabilities to start monetizing short and long format videos based on our branded events and experiences.

In Mexico, we continue with our cost rationalization process and we are reducing our physical presence in other countries.

*Televisa's Other Businesses segment includes publishing, gaming, radio, soccer, feature-film distribution, and publishing distribution businesses.*

# OTHER BUSINESSES



## RADIO

As an important participant in Spanish language radio in Mexico, Televisa broadcasts news, music, sports and talk show programming through a network of 80 radio stations. Of these stations, 17 are owned and 63 are affiliates owned by third parties.

Our radio stations use various program formats that target specific audiences and advertisers, and cross promote talent, content, and programming of our other businesses. We produce some of Mexico's top-rated radio stations, *W Radio* (News- talk), *W Deportes* (Sports), *Ke Buena* (Mexican music), *Los 40* (Pop music), and *Ke Buena AM* (Mexican music). Our exclusive broadcast of certain soccer matches and other sporting events has placed Televisa's radio stations among the highest rated sports broadcasting radio stations in Mexico.

Televisa's entertainment and information radio programs are broadcast to more than 60% of Mexico's population. Four of our most popular stations, *Los 40*, *Ke Buena*, *W Radio*, and *Ke Buena AM*, are streamable over the internet as well.

Our radio business is always innovating by expanding its programming and services offering for the benefit of both our audiences and advertising customers.



**W**  
**RADIO**  
96.9 FM  
Ciudad de México

**GRANDES VOCES  
PARA UNA  
GRAN AUDIENCIA**

Javier Risco, Gabriela Warkentin, Sopitas, Martha Debayle, Carlos Loret de Mola

Eduardo Videgaray, José Ramón Sancristóbal, Geo González, Juan Carlos Zuhiga, Alejandro Gomez, Enrique Hernández Alcázar, Alejandro Franco

wradio.com.mx 96.9 FM Ciudad de México





ONE OF THE LEADING  
NETWORKS IN THE  
UNITED STATES  
REGARDLESS OF  
LANGUAGE

# UNIVISION





In the United States, Televisa has equity and warrants, which upon exercise, would represent, as of the date of this report, approximately 36% on a fully diluted, as converted basis of the equity capital in Univision Holdings Inc., the controlling company of Univision Communications Inc., the leading media company serving the Hispanic market in the United States. It includes:

**Univision Network**, one of the leading networks in the United States regardless of language and the most watched Spanish-language broadcast television network in that country available in approximately 80% of US-Hispanic television households.

**UniMás**, once of the leading Spanish-language broadcast television networks in the United States.

**Univision Cable Networks**, including Galavisión, the most watched U.S. Spanish language entertainment cable network, as well as UDN (Univision Deportes Network), the most watched U.S. Spanish language sports cable network; Univision tlnovelas, a 24-hour Spanish language cable network dedicated to telenovelas; ForoTV, a 24-hour Spanish



language cable network dedicated to international news, and an additional suite of cable offerings: De Película, De Película Clásico, Bandamax, Ritmoson and Telehit.

**Univision Local Media**, which owns and/or operates 65 television stations and 58 radio stations in major US-Hispanic markets and Puerto Rico.

Various digital properties consisting of online and mobile websites and apps, including Univision.com, the most visited Spanish language website among US-Hispanics; Univision Now, a direct-to-consumer, on-demand and live streaming subscription service; Uforia, a music application featuring multimedia music content.

Two English language cable networks: FUSION TV, a news and lifestyle network, and a minority stake in El Rey Network, a 24-hour general entertainment cable network.

Headquartered in Miami, Univision has television and radio stations as well as sales offices in major cities throughout the United States.

# COMMITMENT TO SUSTAINABILITY

*At Televisa, we are committed to taking the lead on sustainability through tangible and measurable sustainability programs that improve the environment and our corporate governance. At the same time, we have been focused on strengthening communities while working to inspire and develop human potential through innovative education and cultural initiatives.*

This commitment to sustainability begins with our philanthropic arm, Fundación Televisa, which has developed a range of social programs designed to benefit society. At Fundación Televisa we aim to enhance the potential of people in Mexico and the U.S while inspiring others to join forces. Our innovative programs in education, culture, entrepreneurship, and environmental protection provide an empowering platform for hundreds of thousands of people to improve their lives, transform their communities and build better and more sustainable societies.

At the same time, we have made sustainable development a key part of our offerings and commercial strategy as a way to create value and better meet the expectations of shareholders.

We have concentrated on ways to limit greenhouse gas emissions, strengthen alliances with renewable energy generators and meet or exceed compliance with the General Law on Climate Change, with a special focus on making sustainability gains through our in-house Environmental Management Systems (EMS).

Another one of our strengths is the depth of experience possessed by our sustainability team members. Through their leadership, we leverage our corporate structure to embed sustainability throughout our lines of businesses. To monitor and enhance effectiveness, we manage sustainability through our Sustainability Coordination and Analysis unit,

which reports directly to our VP of Investors Relations. On a monthly basis, our VP of Investor Relations shares the progress of our sustainability initiatives with a team led by the Co-Chief Executive Officers of Grupo Televisa, Bernardo Gómez Martínez and Alfonso de Angoitia Noriega.

Our achievements in sustainability are the result of a regular review and enhancement of internal policies, procedures and management systems to improve corporate performance. Key performance indicators are continually refined and monitored in environmental, social and corporate governance spheres and the impact of the programs is constantly evaluated in a culture of continuous improvement.

But perhaps most importantly, we understand the crucial need to gain the support of key constituencies for our sustainability efforts by offering key stakeholders regular reports on the progress of our environmental, social and corporate governance programs. As part of that communications effort, we put special effort into producing a comprehensive and compelling annual sustainability report.

To date, our sustainability efforts have been recognized locally in Mexico and around the world:

- In February 2016, we joined the United Nations (UN) Global Compact, the world's largest corporate sustainability initiative, and incorporated the Ten Principles of the UN as part of our strategy, culture and daily actions.





- Since 2016, we have been selected as a constituent of the FTSE4Good Emerging Index.
- In 2018, our social responsibility programs were recognized for the second time with the “Empresa Socialmente Responsable” (Socially Responsible Company) award, granted by Centro Mexicano de la Filantropía (Mexican Center for Philanthropy), and Alianza por la Responsabilidad Social Empresarial (Alliance for Corporate Social Responsibility). We received this award for our continuous involvement with the community, quality of labor life, care and preservation of the environment and business ethics.
- Moreover, on February 1, 2013, we were named one of the six members of the Sustainability Index of the Mexican Stock Exchange; and in March 2018, we were confirmed as a sustainable issuer for the period effective from March 20, 2018 to March 15, 2019. The Sustainability Index currently includes 30 issuers, which have been selected based on their commitment to corporate governance, social responsibility and environmental management.
- In September 2018, we were selected as a member of the Dow Jones Sustainability MILA Pacific Alliance Index, comprised of sustainability leaders from Chile, Peru, Mexico and Colombia. Also, we were selected as one of the three Mexican companies to be included in the Dow Jones Sustainability Emerging Markets Index, which is comprised of sustainability leaders from Western Europe, India, China, South Africa, Central America, South America and other countries. The Dow Jones Sustainability Indices recognize public companies for their outstanding performance across economic, environmental and social sectors, and are used as a reference by investors who consider sustainability when making investment decisions.
- In January 2019, we were selected as one of the four Mexican companies to be included in the 2019 Bloomberg Gender-Equality Index (GEI), which distinguishes companies committed to transparency in gender reporting and advancing gender equality. The GEI is a reference Index which includes 230 firms from 10 sectors located across 36 countries and regions. Our GEI inclusion is a solid indicator to our employees, investors and industry peers that our leadership truly understands establishing an inclusive workplace.

Our notable achievements in advancing the cause of sustainability are the result of the consistent review and continual enhancement of our programs, our emphasis on corporate social responsibility as a critical business focus and the establishment of key performance indicators in the environment, social and corporate governance matters. To sum up, we view our deep and abiding commitment to sustainability as more than just an effort to do good, but as a central part of our business that will contribute to our growth and success. Never satisfied, we remain firmly committed to continually improving and aligning our operations with international standards and best practices for the long-term.

# FUNDACIÓN TELEVISA

At Fundación Televisa we aim to enhance the potential of people in Mexico and the United States while inspiring others to join forces. Our innovative programs in education, culture, entrepreneurship, and environmental protection provide an empowering platform for hundreds of thousands of people to improve their lives, transform their communities and build more and better sustainable societies. Our approach combines an effective leverage of Televisa communication channels with state of the art digital tools, financial support and on-the-ground multidisciplinary teams.

In 2018, we impacted the lives of 1,054,632 children, youth and adults in both countries, investing with our allies together more than \$346 million pesos.

We reached to have more than 127 million of media impacts. More than 81 million people received our messages, more than 64 institutions and organizations were benefited with advertising slots through communication campaigns.

Our causes generated more than 1.5 million followers in social networks and brought more than 4 million people to our platforms.

Fundación Televisa programs work along different life stages. *Empieza Temprano* focuses on early childhood development by providing parents and families with information and practical tips. To enhance the skills of students, Fundación Televisa has been promoting, for 17 years, values under the slogan *Tienes el Valor o te Vale*. *Aprende con el Chavo* is a free platform for online learning and Cuantrix teaches computer science and coding. *Technolochicas* empowers young women through STEAM (Science, Technology, Engineering, Art and Mathematics) and *Bécalos* works to increase high-school and college completion while improving the student's employability.

*POSIBLE* helps to develop high impact innovation-driven entrepreneurship through training, networking, resources, visibility and acceleration for high potential startups. In addition, Fundación Televisa's culture and environmental programs are focused on general public in specific locations and more broadly through the digital and media space.

#### Our numbers:

- Over **3.5 million** users of *Aprende con el Chavo* free on-line language and STEAM app.
- More than **30,000 students** from public schools in six states across Mexico learned basic coding skills through more than 1,000 teachers and instructors trained by Cuantrix.
- More than **1,300 middle-school girls** (primarily Latinas) attended 34 *Technolochicas* STEAM activities in 17 cities across the United States.
- **37,424** recipients of *Bécalos* scholarships, including **1,614** students, developed employability competencies, **217** participants of an international exchange program with the United States community colleges, and **90** attended a program for talented youth.
- With these numbers, *Bécalos* reached a historic total of **285,917** beneficiaries and **1,202** attendees in its international mobility activities.
- To preserve the environment, we protected an additional **11,239** hectares as fishing recovery zones in the Sea of Cortés to reach a total of **1,217,154** hectares. This effort benefits 2,500 fishermen.



IN 2018 WE IMPACTED THE LIFE OF

# 1,054,632

CHILDREN, YOUTH AND ADULTS IN BOTH COUNTRIES, INVESTING WITH OUR ALLIES TOGETHER MORE THAN \$346 MILLION PESOS

- **119,347** people registered in the entrepreneurship platform *POSiBLE* in Mexico with a record percentage of 55% women. Moreover, 1,100 Latino entrepreneurs registered to a *POSiBLE* US pilot program in Los Angeles
- We participated in **7** photographic fairs in Mexico and other countries, with more than **150,000** visitors.
- We participated with far-reaching communication campaigns including *Valores* promoting civic values.

In response to the earthquakes of September 2017, the program *ReconstruYAmos México* (Rebuilding Mexico) was created to support rebuilding projects along the states that suffered most damage. Throughout strategic alliances like “1X1” with the Alfredo Harp Helú Foundation, Fomento Social Banamex and the Coca Cola Foundation, where we invited all the Mexican people to donate with the commitment to duplicate each peso they gave; and alliances with the BBVA Bancomer Foundation and the Genera Foundation, we benefited more than 189 thousand people in Oaxaca, Chiapas, Morelos, Puebla, Estado de México, Guerrero and Mexico City, with the more than 13.8 million dollars invested in rebuilding 1,669 houses, 11 schools, 3 local markets, 782 ovens and kitchens, 11 craft workshops, 1 mobile hospital and 1 asylum during 2018.

By responsibly leveraging media, talent, partnerships and financial assets, the efforts led by Fundación Televisa reflect the commitment of Televisa to make a strategic contribution to building a more empowered, prosperous and democratic society where all people have a platform to improve their life quality.



# INVESTOR INFORMATION

## COMMON STOCK DATA

CPOs (Certificados de Participación Ordinarios) of Grupo Televisa, S.A.B., comprise 117 shares each (25 Series A Shares, 22 Series B Shares, 35 Series D Shares and 35 Series L Shares), and are listed and admitted for trading on the Mexican Stock Exchange (Bolsa Mexicana de Valores, S.A.B. de C.V.), under the ticker symbol TLEVISA CPO. The GDRs (Global Depositary Receipts), each representing five CPOs, are listed on the New York Stock Exchange and trade under the ticker symbol TV.

## DIVIDEND POLICY

Decisions regarding the payment and amount of dividends are subject to approval by holders of a majority of the Series "A" Shares and Series "B" Shares voting together, generally, but not necessarily, on the recommendation of the Board of Directors, as well as a majority of the Series "A" Shares voting separately.

## SEC FILINGS AND FORWARD LOOKING STATEMENT

Televisa files and submits annual reports to the US Securities and Exchange Commission. This annual report contains both historical information and forward-looking statements. These forward-looking statements, as well as other forward-looking statements made by the company, or its representatives from time to time, whether orally or in writing, involve risks and uncertainties relating to the company's businesses, operations, and financial condition. A summary of these risks is included in the company's filings with the US Securities and Exchange Commission, and this summary as well as the other filings with and submissions to the US Securities and Exchange Commission are and will be available through the office of investor relations upon written request.

## INVESTOR RELATIONS

We ask that investors and analysts direct all inquiries to:

*Grupo Televisa, S.A.B.*  
Av. Vasco de Quiroga 2000  
C.P. 01210 México, CDMX  
(5255) 5261-2445  
ir@televisa.com.mx

[www.televisa.com](http://www.televisa.com)  
[www.televisair.com](http://www.televisair.com)

## CORPORATE HEADQUARTERS

Grupo Televisa, S.A.B.  
Av. Vasco de Quiroga 2000  
C.P. 01210 México, CDMX  
(5255) 5261-2000

## LEGAL COUNSEL

Mijares, Angoitia, Cortés y Fuentes, S.C.  
Javier Barros Sierra 540, 4to piso  
C.P. 01210, México, CDMX  
(5255) 5201-7400

Fried, Frank, Harris,  
Shriver & Jacobson LLP  
One New York Plaza  
New York, New York 10004 U.S.A.  
(212) 859-8000

## INDEPENDENT AUDITORS

KPMG Cárdenas Dosal, S.C.  
Blvd. Manuel Ávila Camacho No.176  
Col. Reforma Social  
C.P. 11650, México, CDMX  
(5255) 5246-8300

## DEPOSITARY

The Bank of New York  
BNY Mellon Shareowner Services  
PO Box 358516  
Pittsburgh, PA 15252-8516  
(201) 680-6825





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