



Bank of America Leveraged Finance Conference

Chris Young, Entravision Chief Financial Officer | December 2nd, 2021

About this presentation

Use of Non-GAAP Financial Measures

This presentation includes certain non-GAAP financial measures. The company has previously provided a reconciliation between these non-GAAP financial measures and the most directly comparable GAAP measure. That reconciliation was included in the Company's November 4, 2021 Earnings Press Release for the quarter ended September 30, 2021, which has been posted on the company's website and filed with the SEC under the cover of Form 8-K.

Forward-Looking Statements Disclosure

This presentation includes certain forward-looking statements and projections provided by the Company. Any such statements and projections reflect various estimates and assumptions by the Company concerning anticipated results. No representations or warranties are made by the Company or any of its affiliates as to the accuracy of any such statements or projections. Whether or not such forward-looking statements or projections are in fact achieved will depend upon future events some of which are not within the control of the Company. Accordingly, actual results may vary from the projected results and such variations may be material. Statements contained herein describing documents and agreements are summaries only and such summaries are qualified in their entirety by reference to such documents and agreements.

About Entravision



We are a diversified global digital marketing and media solutions company serving clients across the US, Latin America, Europe, Asia and Africa

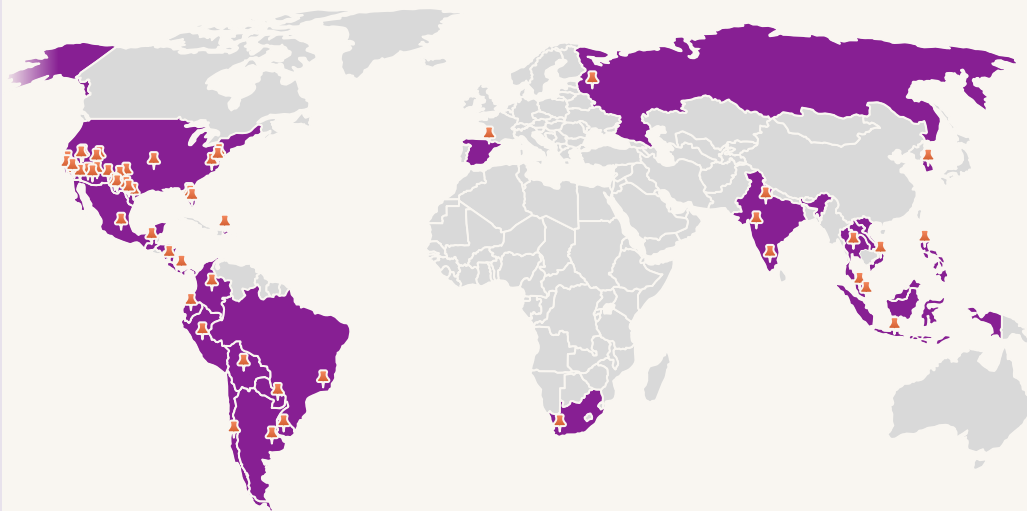
Founded 1996, Public in 2000

1,174 employees

30 countries

NYSE: EVC

Entravision's Growing Global Footprint



Investment Highlights



Solid Financial Position

- ❑ Strong Free Cash-Flow conversion (96% of EBITDA for Q321)
- ❑ Solid liquidity > \$182M in cash & marketable securities
- ❑ Solid balance sheet, (net leverage 0.34x)



Significant & Growing Target Market

- ❑ U.S. Latino + Latam growing market (\$2.3T by 2024)
- ❑ Global digital ad industry of \$450Bn in 2021 to \$700Bn by 2025 (11% 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: Facebook, TikTok, Twitter, Spotify, LinkedIn, Triton Digital, Anzu among others



Global Footprint Provides Extensive Reach

- ❑ 30 countries (18 in Latam, 9 Asia, US, Spain, South Africa)
- ❑ 35 U.S. markets with local sales teams and assets



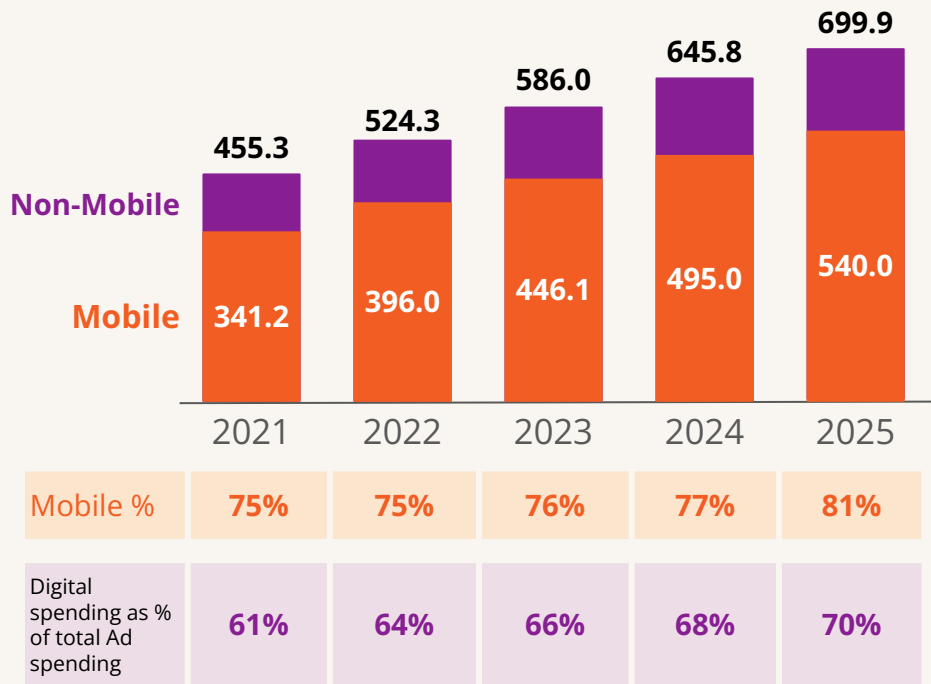
Experienced Management Team

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

Significant and Growing Global Digital Industry

Global Digital Ad spending

USD \$Billions, 2021-2025



Global Internet Users and Digital Ad spending by Region

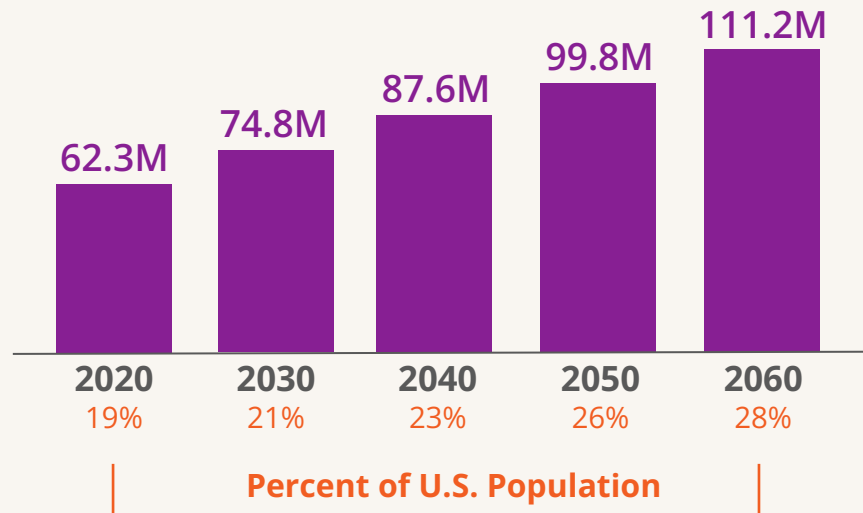
Region	Internet Users	Digital Ad Spend		CAGR '21-'25
	2021 Millions	2021 \$Billions	2025 \$Billions	
North America	328	198.8	314.4	12%
Europe	656	77.1	114.9	10%
China	989	105.5	165.4	12%
Asia-Pacific (w/o China)	1,443	53.2	75.3	9%
Middle East & Africa	402	10.8	16.2	11%
Latam	436	10.0	13.8	8%
Total	4,254	455.3	699.9	11%

Significant and Growing US Latino Market

US Latino Market Highlights

- ❑ \$1.7T Dollar Market; expected to top \$2.3T by 2024^[1].
- ❑ 62.3M U.S. Latinos in 2020 (111.2M in 2058). **The largest U.S. ethnic or racial group**^[1].
- ❑ 31% of the U.S. Hispanic population is under age 18 vs. 20% among non-Hispanics^[2].
- ❑ **Latinos are younger than the general population**, median age of 29 for males and 30 for females vs. 37 and 40, respectively, for the general population^[2].

Young & Influential Growing Latino Population



U.S. Census, Race and Hispanic Origin of the Native and Foreign Born: Main Projections Series for the United States, 2017-2060.

Experienced Management Team



Walter Ulloa

Chairman & CEO

Entravision founder. 40+ years of experience in Spanish language broadcast.

24 years at Entravision



Jeffrey Liberman

President & Chief Operating Officer

Management and operation of Spanish language media since 1974.

20 years at Entravision



Christopher T. Young

Treasurer & Chief Financial Officer

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

20 years at Entravision



Karl Alonso Meyer

Chief Revenue Officer

Deep broadcasting knowledge. 30+ years of experience in broadcasting, radio, television, digital and advertising.

16 years at Entravision



Juan Saldívar

Chief Digital, Strategy, & Accountability Officer

Board member since 2014. Worked at leading media companies Televisa & Bertelsmann Group. Founded SWS Consulting.

6 years at Entravision



Mark Boelke

General Counsel & Secretary

Previously worked at O'Melveny & Myers LLP in Los Angeles. Initially joined as Deputy General Counsel.

15 years at Entravision



Entravision Operating Segments

Entravision's Three Business Segments

Digital

30 Countries

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

FACEBOOK



Spotify

LinkedIn



anzu



TikTok



TRITON



Twitter



smadex
by entravision



audio.ad
by entravision

\$146.1M

Q3-2021 revenue

Television

55 TV Stations in the U.S.

Owned Newscasts in 21 markets with specialized sales organization



uni
MÁS

FOX



the CW



HSN

\$36.5M

Q3-2021 revenue

Radio

47 Radio Stations in the U.S.

Very strong talent and influencer pool and production capabilities



José



SÚAVECITA



107.9 FM

107.9 RGV

\$16.4M

Q3-2021 revenue

Entravision Digital Revenue Evolution

Decisively re-engineering our DNA...

Entravision Digital Revenue 2012-2021

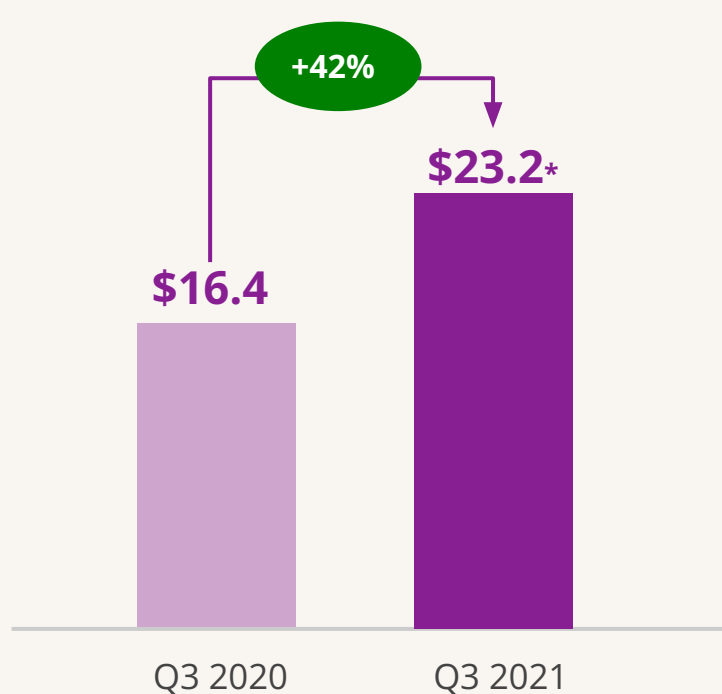
(USD Millions)



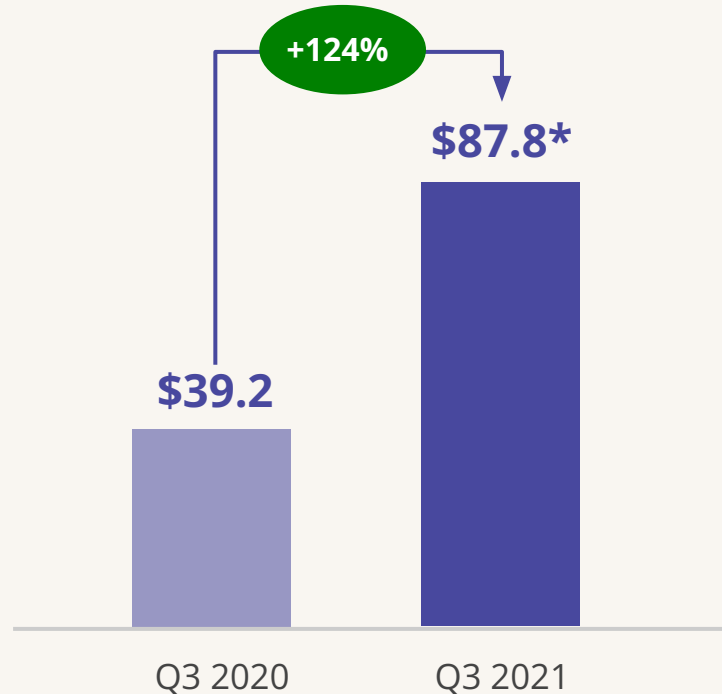
Revenue Share	2%	5%	9%	27%	42%	69%
Countries	1	2	2	14	21	30
Capabilities	- CPM	- CPM - Data	- CPM / CPA / CPI - Mobile - Data	- CPM / CPA / CPI - Programmatic - Performance - Mobile / Video / Audio - Data / AI	- CPM / CPA / CPI - Programmatic - Performance - Mobile / Video / Audio - Data / AI	- Big Tech Sales Representations

Entravision Digital EBITDA Growth

EBITDA USD millions



EBITDA LTM USD millions



* Excluding EBITDA attributable to redeemable noncontrolling interest.

Entravision Interactive Business Segments Focus



Global Tech Representations

Digital Service Offering

- Strong reach in 24 countries
- Greatest multi-target partnerships
- Specialized solutions & collections
- Dedicated teams for each partner

Partnerships & Business Units



Programmatic Technology

- Deep Mobile App expertise
- Strong campaign transparency
- Solutions in +120 countries
- Proprietary technology DSP



Digital Audio

- America's Latino digital audio leader
- Branding, programm., performance
- Owned Podcast Network
- Unique content & engagement



Branding and Mobile Performance Solutions

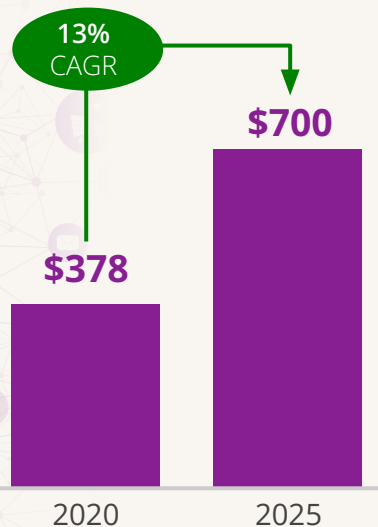
- Mobile App performance
- SMB US digital marketing solutions
- Creative and performance
- Mobile Video Ad Network



Digital Segment Industry Growth Drivers

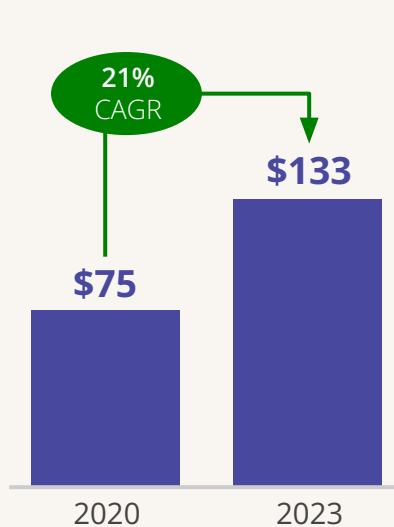
Global Digital Ad Spend

USD Billions



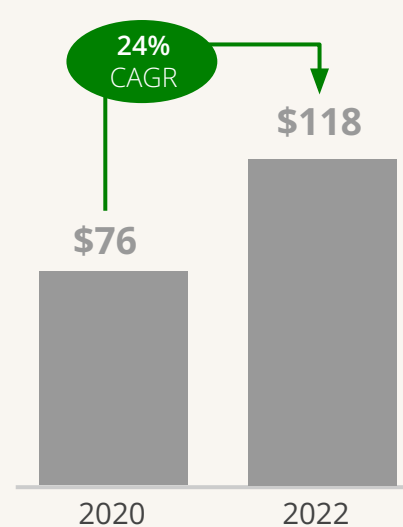
US Programmatic Ad Spend

USD Billions



Global App Install Ad Spend

USD Billions



Mobile share
from total digital:

73%



77%



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



Largest digital marketing company serving 18 Latam markets with unique Facebook, Spotify, and LinkedIn partnerships. Plus, a proprietary digital audio network and mobile video branding solution platform.

Big Tech sales partnerships in 17 Latam countries:



Owned branding products and specialized technology:



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



Mobile advertising
Solutions in Latin America

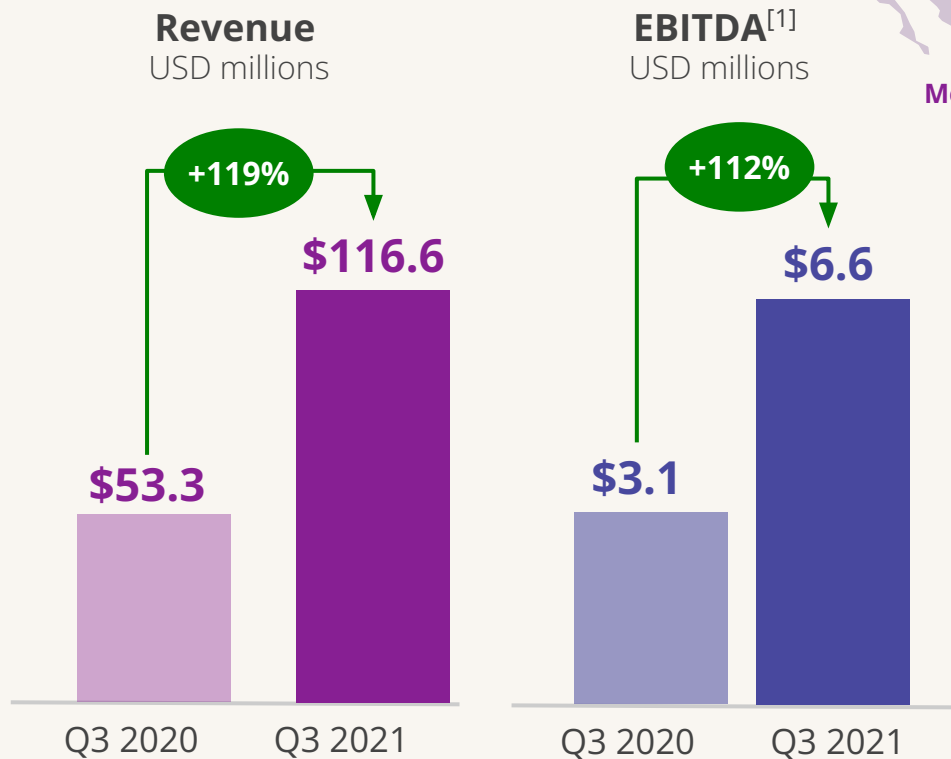
Market and Industry Size

\$5.8Tn
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

Cisneros Interactive Growth and Markets



[1] Based on full company results. Entravision EBITDA from Cisneros Interactive in Q3 2021 was \$4.6M. * Served from Guatemala.

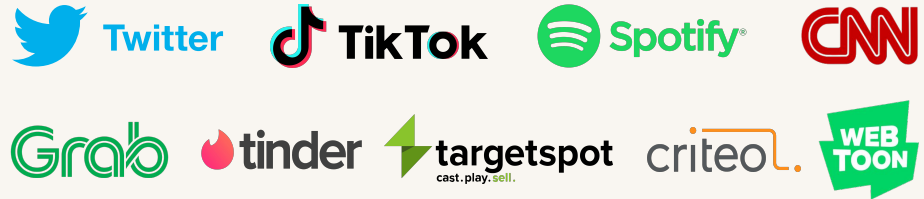
Leading Digital Marketing and Advertising Company in Southeast Asia



Acquired by Entravision
on July 1, 2021



Big Tech representations and In-house
performance & branding agency solutions



Massive Industry and Market Size

\$5.3 Trillion

USD GDP
4.2% CAGR '20-'30

701 Million

Internet Users
35% of Total Population

\$6.4 Billion

Digital Ad Spend in '21,
13.7% CAGR '20-'25

About 365 Digital

Acquired by Entravision on November 1, 2021

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



Ideation, Branding and Performance Marketing



Great Market Potential

\$1.6 Trillion

USD GDP in SSA
4.2% CAGR '20-'30

500 Million

Connected Consumers
Sub-Saharan Africa



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



World's most
advanced in-game
advertising platform



\$500 Million

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

Television Segment

55

Local TV
primary stations

*Univision largest
affiliate group*

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

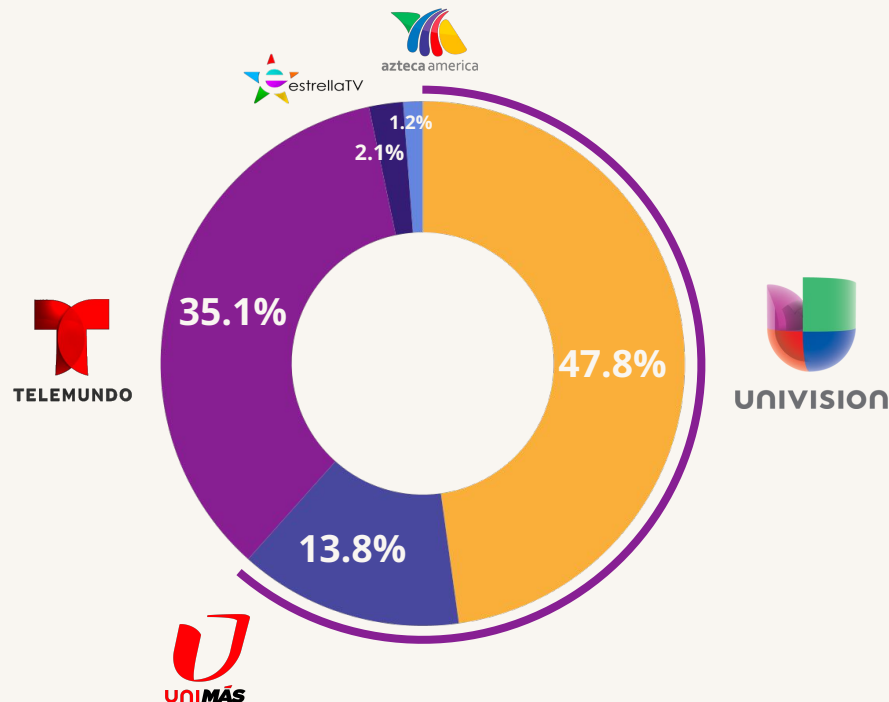
13M+

Households covered
Cable TV Ntwk, and Linear TV^[1]

4.9M

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

Univision and UniMás Drive 63%+ of the Spanish Language Viewing in EVC Markets
Full-week audience share, Adults 18-49^[3]

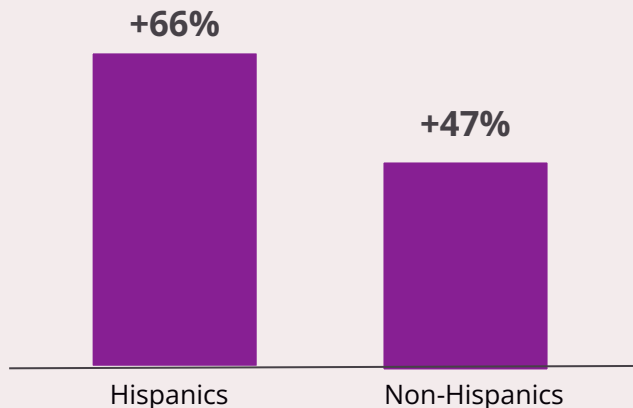


Source: [1] Based on LATV 2020 distribution, sum of Hispanic households, Nielsen 2020 UEs. [2] Nielsen, NLTV Reach and Frequency report. September 2021 ViP, average week reach, sweep week 75% unification. M-Sun 3a-3a—P2+, includes English and Spanish properties. [3] Nielsen, October 2021. Entravision 22 subscriber markets, share of Adults 18-49 audience (000), Mon-Sun 5a-2a eastern/pacific, Mon-Sun 4a-1a central/mountain.

Television Segment Growth Drivers

News Consumption by Hispanics Outpaces News Consumption by Non-Hispanics^[2]

Average weekly time spent per adult
Growth Q2-2020 vs Q2-2019



Entravision Local News

October 2021, A18-49^[1]

Early News - 20 Markets

#1 or #2 regardless of language in 9 markets.

Month-to-month growth in 12 markets.

.

Late News - 21 Markets

#1 or #2 regardless of language in 10 markets.

Month-to-month growth in 8 markets.



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

Radio Segment

47

O&O Radio
Stations

316

Network
Affiliates

16

U.S.
Markets

96%

Latino
Coverage

Nationally Syndicated Shows – Iconic Talent

- Top Brand Name Talent driving ratings
- Network programming (*Piolin and Lucas*)
- Majority of content created in LA Media Center

Unique Specialty Stations



SPANISH AC
Los Angeles



SPANISH CUMBIAS
Los Angeles



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



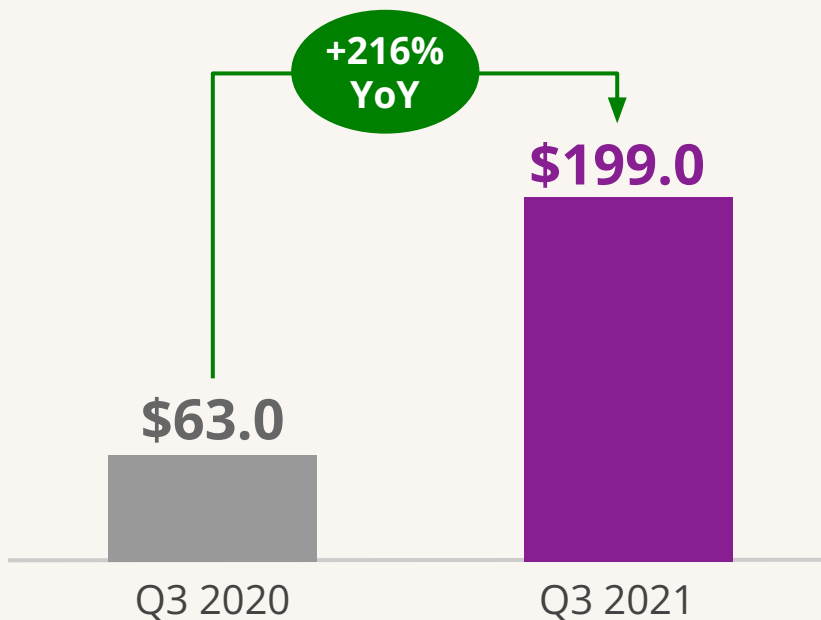


Entravision Financials

Q3-2021 Financials Update

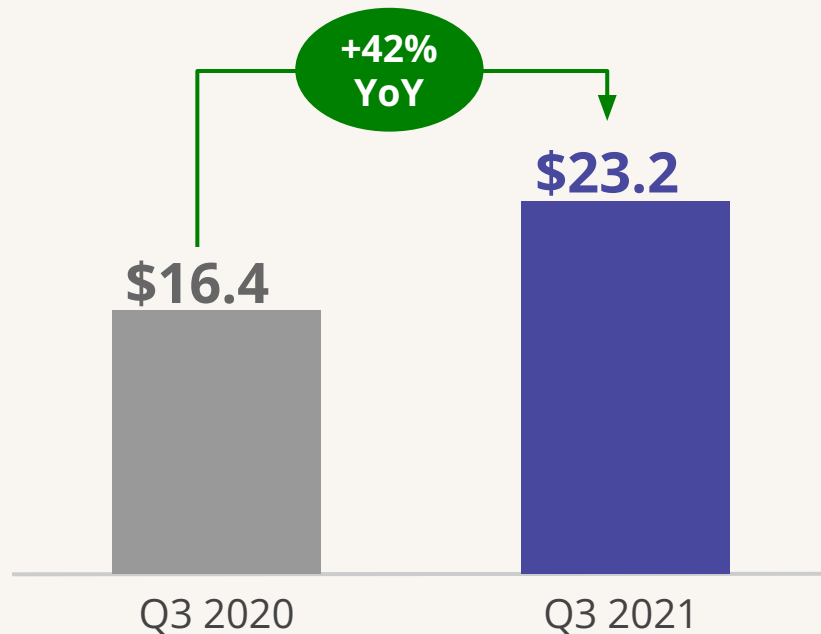
Entravision Revenue Q3-2021

USD millions



Entravision EBITDA Q3-2021

USD millions



Solid Balance Sheet

Total Net Leverage as of September 30, 2021

Actuals in USD Millions

Concept	
Cash & Marketable Securities	\$182.9
Notes	\$0.0
Other Debt	\$213.0
Total Debt	\$213.0
TTM Consolidated Adjusted EBITDA	\$87.8
Total Leverage Per Credit Agreement	1.57x
Total NET Leverage (net of accessible cash)	0.34x

Q4-2021 Pacing

Entravision Q4-2021 Pacing

As of Q4-2021 earnings call on November 4th, 2021

Q4-2021	
Digital ⁽¹⁾	+64%
TV	-24%
Radio	-6%
TOTAL	+25%

(1) Excludes 2020 revenue from Cisneros Interactive and MediaDonuts which were acquired in Q4 2020 and Q3 2021, respectively.

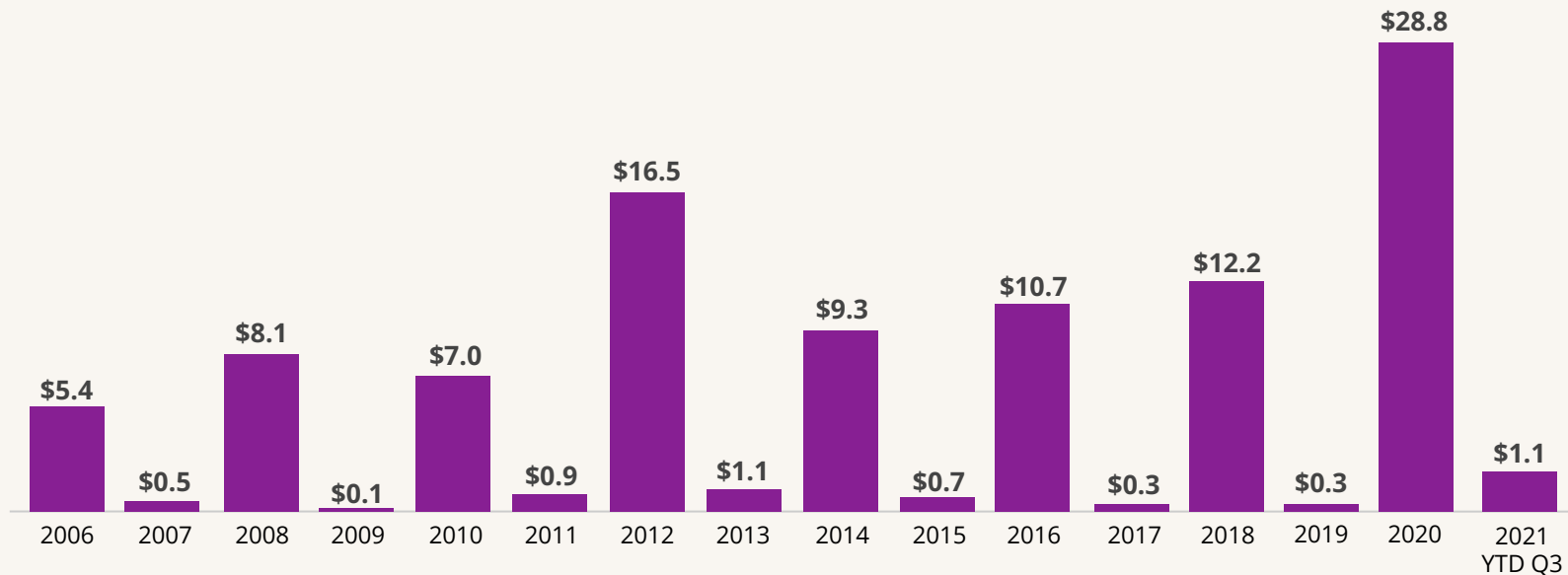


Appendix

Growth in Political Ad Revenue

Entravision Political Net Revenue, 2006-2020

USD Millions



% of Total Net Revenue:

Year	% of Total Net Revenue
2006	2%
2007	0%
2008	3%
2009	0%
2010	4%
2011	0%
2012	7%
2013	0%
2014	4%
2015	0%
2016	4%
2017	0%
2018	4%
2019	0%
2020	8%
2021 YTD Q3	0%

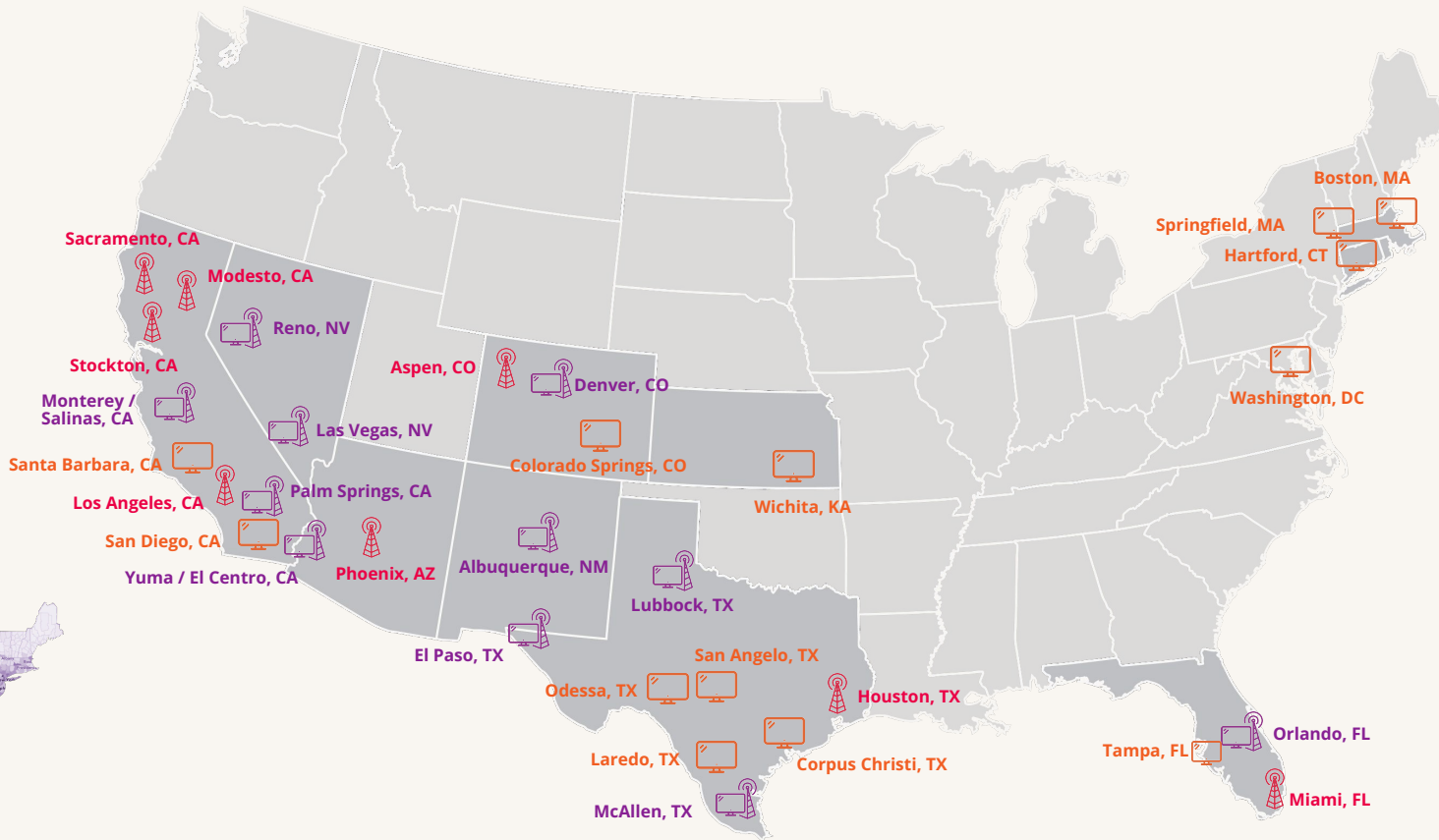
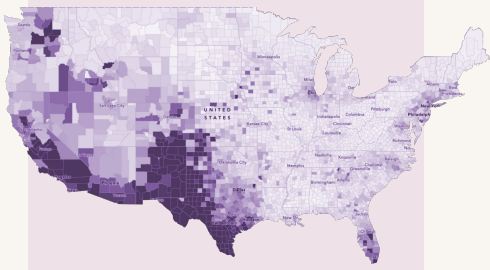
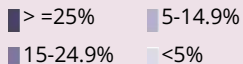
Growth of 137% and 170% vs. 2018 and 2016, respectively.

Radio & TV And Latino Population Across The US

Growing Latino Demographic

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

2019 Hispanic Share of Population by County



Top Ranked Local News

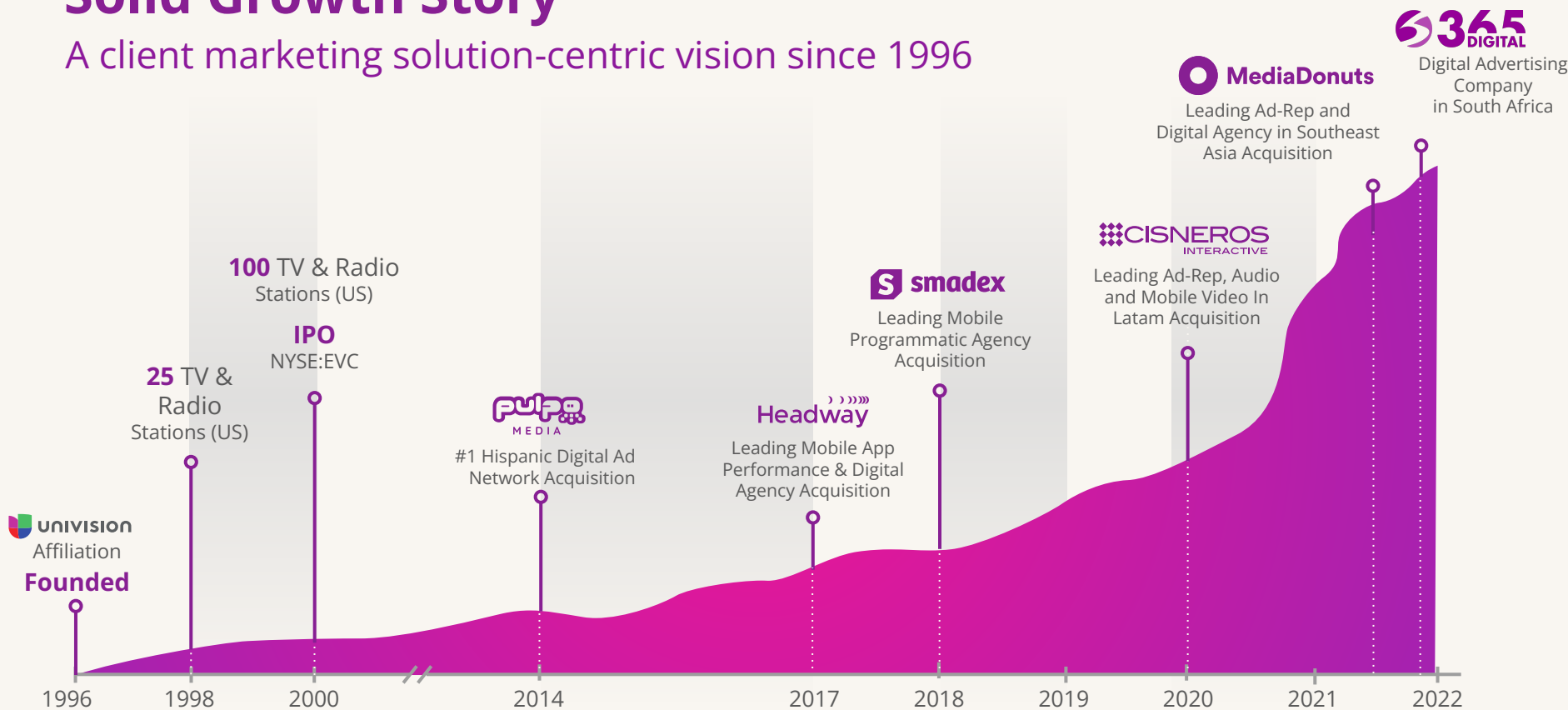
Focusing on issues relevant to Latinos, Entravision's local newscasts are #1 or #2 in 9 markets among ALL 18-49 viewers, regardless of language

HISPANIC MARKET RANK (2021-22)	DMA	STATION	EARLY NEWS NEWS TP RANK	ADULT 18-49 RATING
11	McAllen	KNVO	#1	2.0
13	Tampa	WVEA	#1	1.6
17	Washington, DC	WFDC	#2 tie	0.5
20	El Paso	KINT	#1	1.7
36	Monterey	KSMS	#1	1.6
37	Odessa-Midland	KUPB	#1	1.1
39	Yuma-El Centro	KVYE	#1	2.3
40	Laredo	KLDO	#1	2.9
49	Palm Springs	KVER	#2	1.1

Source: Nielsen, October 2021 survey, Entravision subscriber markets, Adults 18-49, ratings, Mon-Fri 6p-6:30p eastern/pacific, Mon-Fri 5p-5:30p central/mountain, includes ties . Ranks vs. head to head local news competitors.

Solid Growth Story

A client marketing solution-centric vision since 1996



Digitally Transformed at the Core

51 technology and information applications enable productivity, transparency and accountability



Back-End



Accounting



HR Management



Master Control



Service Desk



Talent Office & Documents



Infrastructure

Sales Operations



Traffic System



Sales Op. Automatization



CRM



Direct Marketing

Front-End



Data Visualization



Power BI

Data Visualization