



## **NINFA, BENJAMIN AND HUGO SALINAS SADA NAMED VICE PRESIDENTS OF THE EXECUTIVE COMMITTEE OF THE GRUPO SALINAS BOARD**

—They have solid experience in media, retail and energy sectors, as well as in public and institutional relations—

—They bring with them strong leadership and a remarkable trajectory in successful organizations, which will further boost the Group's dynamic growth—

**Mexico City, April 18, 2017** - Grupo Salinas, a group of dynamic, fast-growing and technologically advanced companies, deeply committed to the modernization of the countries where they operate, announced today that Ninfa, Benjamin and Hugo Salinas Sada —the elder children de Ricardo B. Salinas— were named vice-presidents of the Executive Committee of the Board of Grupo Salinas.

The Committee focuses on strengthening the long-term objectives and strategies of Grupo Salinas' companies, and on promoting greater synergies and operational efficiencies, to achieve increasing dynamism and further boost its strong value generation and solid competitive position.

The new members of the Committee bring with them remarkable leadership and in-depth knowledge of the management of organizations operating at high levels of efficiency, offering world-class goods and services and competing successfully in the sectors in which they participate.

Ninfa Salinas de Ripstein, 37, has extensive knowledge in public and institutional relations, and is also Senator of the Republic for the Ecologist Green Party of Mexico. She was also a Federal Deputy, being one of the youngest women who have occupied a legislative position in the Mexican Congress. Through her civil service, she has promoted decisive projects in favor of the environment, the conservation of natural resources and the fight against climate change. Mrs. Salinas is also president of Grupo Salinas' Advisory Councils, which seek to promote economic activities in the regions where they do business, and promote the inclusive progress of society. She entered Grupo Elektra to the Marketing department in 1999. She then became CEO of Promoespacio —a contact point advertising company that impacts more than 700 million people annually— and Agencia i, a leading market research and marketing company in Mexico. She is also president and founder of Grupo Dragón, a renewable energy company —wind, geothermal and solar— created in 2011, which produces 460GWh per year, saving the equivalent emission of 292,000 tons of carbon dioxide into the atmosphere every year.

As for Benjamín Salinas, 33, he has more than a decade of business experience in companies he owns in media, content production, marketing of goods and services and energy, with solid results. Since October 2015, he is CEO of TV Azteca —one of the two largest producers of Spanish-language television content in the world. Under his leadership, the company has developed agile and dynamic entertainment formats and informative proposals of the highest quality, which has allowed to further strengthen the solid positioning of TV Azteca in the media sector in the country. In 2016, under his administration, TV Azteca's net sales grew 10%, EBITDA increased 46% and operating income increased more than two times.

Finally, Hugo Salinas, 30, he is the founder and CEO of Tiendas Neto, which provides non-durable consumer goods to the base of the socioeconomic pyramid in Mexico, through more than 500 points of sale in 18 states across the country. Tiendas Neto started operations in 2009, and currently serves 10 million customers per month with access to the highest-quality basic goods, under the best market conditions, with excellent service provided by more than 4,000 employees, having a direct impact on the well-being of the communities. He is also a member of the Board of Directors of Grupo Elektra, and responsible for real-estate projects at Grupo Salinas. In addition, he is the founder and owner of Bossa Muebles, which for eight years has been creating high quality furniture and appliances for homes in Mexico, with commercial success and increasing profitability.

The new members of the Committee will be closely collaborating with Ricardo B. Salinas, Chairman of Grupo Salinas, and will join the other members —Pedro Padilla, Rodrigo Pliego and Jorge Mendoza— who are oriented to further boost solid creation of economic, social and environmental value of the companies of the Group, which strengthens the wellbeing and progress of the communities where they operate.

#### **About Grupo Salinas**

Grupo Salinas ([www.gruposalinas.com](http://www.gruposalinas.com)) is a group of dynamic, fast growing, and technologically advanced companies focused on creating: economic value through market innovation and goods and services that improve standards of living; social value, to create social capabilities to improve the communities' conditions; and environmental value, by reducing the negative impact related to its business activities. Created by Mexican entrepreneur Ricardo B. Salinas ([www.ricardosalinas.com](http://www.ricardosalinas.com)), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. These companies include: TV Azteca ([www.tvazteca.com](http://www.tvazteca.com); [www.irtvazteca.com](http://www.irtvazteca.com)) Azteca America ([us.azteca.com](http://us.azteca.com)), Grupo Elektra ([www.grupoelektra.com.mx](http://www.grupoelektra.com.mx)), Banco Azteca ([www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)), Advance America ([www.advanceamerica.net](http://www.advanceamerica.net)), Afore Azteca ([www.aforeazteca.com.mx](http://www.aforeazteca.com.mx)), Seguros Azteca ([www.segurosazteca.com.mx](http://www.segurosazteca.com.mx)), Punto Casa de Bolsa ([www.puntocasadebolsa.mx](http://www.puntocasadebolsa.mx)), Totalplay ([www.totalplay.com.mx](http://www.totalplay.com.mx)) and Enlace TP ([www.enlacetp.mx](http://www.enlacetp.mx)). TV Azteca and Grupo Elektra trade shares on the Mexican Stock Market and are part of its Sustainability Index. Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. The group of companies shares a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

#### **Press Relations:**

Luciano Pascoe, +52 (55) 1720 1313 ext. 36553, [lpascoe@gruposalinas.com.mx](mailto:lpascoe@gruposalinas.com.mx)  
Daniel McCosh, +52 (55) 1720-0059, [dmccosh@gruposalinas.com](mailto:dmccosh@gruposalinas.com)