2024

SUSTAINABILITY REPORT

Totalplay®

Content

Message *to* readers

At Total Play, we believe that connectivity goes beyond providing good internet or television service. For us, it means opening up opportunities, bringing people together, boosting businesses and helping to build a more just and sustainable Mexico.

We reaffirmed our commitment to this idea in 2024. We further strengthened our position as leaders in speed and reliability, with a 100% fiber optic network that today connects millions of homes and businesses throughout the country. We incorporated new automation and artificial intelligence technologies that allow us to anticipate failures and offer a more agile and safe service. Shoulder to shoulder with employees and stakeholders, we launched environmental and social initiatives that prove that together we can have a positive impact on the world around us.

We know there is still much to be done, but we also know that we are not walking this path alone. Every customer, employee, supplier and partner is part of this network that we create and strengthen every day. With your trust, we will continue to innovate and

▶ Our sustainability strategy is underpinned by **three pillars: creating solid and transparent economic value; generating social value** through talent development, inclusion and the well–being of the communities where we operate; and caring for the planet through energy efficiency projects, waste reduction and actions to combat climate change.

move toward a future in which technology is a tool to improve people's lives and reduce the gaps that separate us.

Thank you for joining us on this journey. Let's stay connected. Let's keep growing. Let's keep building a Mexico where innovation and sustainability go hand in hand.

2024 ACHIEVEMENTS

5.1 million
Totalplay Residential subscribers.

3,826,457
Club Totalplay WiFi customers;
+17% vs. 2023.

$44.53 billion
in service revenues.

First place
in internet speed in Mexico
according to Netflix's monthly ISP
(Internet Service Provider) index.

Customer NPS
of 57.4%, vs. 45.7% in 2023.

Consolidated network
operations under an IT Service Management
(ITSM) scheme, conforming to the ISO/IEC
20000-1:2018 standard.

Replaced lead-acid batteries
with lithium batteries, increasing energy
efficiency and reducing emissions.

Provided 4,379 hours
of training.

Incorporated automation,
artificial intelligence and machine learning
processes in network monitoring, reducing
response times and anticipating failures.

Introduced large-scale
managed WiFi projects, including coverage
in Mexican Pacific League stadiums.

Planted +12,600 trees
with the support of more than 4,500
volunteers.

The **network** *that shape us*

About us

GRI 2-1, 2-6

Total Play is a Mexican telecommunications company that operates one of the largest fiber optic networks in the country. Through our internet, pay TV and telephone solutions, we connect millions of people and businesses throughout the country.

The operation is structured into two divisions: Totalplay Residencial, focused on homes and microbusinesses and Totalplay Empresarial, focused on companies of different sizes. In both segments, we rely on cutting-edge technology to provide advanced, reliable and safe connectivity experiences.

▶ We have over **10 years of experience** in Mexico.

We are the only company in the country with a **100% fiber optic network,** direct to the home.

In a highly competitive and constantly changing environment such as telecommunications, at Total Play we promote innovation to continuously improve the digital experience of users. Our focus is on developing and implementing disruptive technologies to respond quickly to the expectations of a constantly evolving market. The strategy is committed to more efficient, personalized connectivity geared toward entertainment and productivity, based on the following pillars:

1. Continuous innovation
2. Customer service
3. Diversified portfolio

With more than 157,000 km of fiber optic cable deployed, Total Play's infrastructure gives it a privileged position over its competitors.

We are the only company in Mexico to offer a 100% fiber-to-the-home network, with state-of-the-art Gigabit Passive Optical Network (GPON) access nodes, ready to offer IPV6, 4K and 8K services with the same quality everywhere we have coverage.

MISION & VISION

Our mission and vision are the starting point and driving force behind every action we take. They guide our strategic decisions and chart our course. Through them, we reaffirm our commitment to offering innovative, efficient connectivity focused on customer needs.

Mision

Connecting communities through innovative telecommunication services and technology.

Vision

To lead the domestic market in digital telecommunication and entertainment services through innovation and to surpass the expectations of the people and businesses we serve.

VALUES

Our mode of operation is grounded in solid principles that build trust with each of our stakeholder groups.

- ▶ Honesty
- ▶ Loyalty
- ▶ Passion for the customer
- ▶ Continuous improvement
- ▶ Teamwork
- ▶ Excellence in execution
- ▶ Mutual trust
- ▶ Respect in all its forms

▶ **+157,000 kilometers** of fiber optic network in 2024.

We connect 17.6 million homes.

Contact:

- ▸ Customer service accounts on social media.
- ▸ 24-hour telephone service, 365 days a year.
- ▸ Support via WhatsApp.
- ▸ Customer service website.
- ▸ Customer service and support via the Total Play app.

Presence and contact points

Total Play has built up one of the most robust and modern telecommunications networks in the country. We reach more than 173 cities nationwide, bringing state-of-the-art technological solutions to millions of homes and businesses. This national presence reflects not only the sustained expansion of our infrastructure, but also our commitment to democratizing access to high-performance digital services, with continuous and efficient customer service and support.

We concentrate on staying close to our customers, understanding their needs and taking every interaction as an opportunity to improve. To ensure relevant and accessible solutions, we offer multiple contact channels that facilitate agile customer service, regardless of location.

Our business

Total Play is a market-leading fixed-line telecommunications company. We provide broadband, entertainment and telephone services through one of the largest fiber optic networks in Mexico, targeting both residential and business customers. Our offering includes interactive television with a wide selection of channels and premium content, high-speed internet and landline telephone service with excellent audio quality and national coverage.

▶ Our technological infrastructure ensures a **seamless digital experience.**

We have two core business units:

Totalplay Residencial

We offer Double Play services (landline telephone / broadband internet or pay TV / broadband internet) and Triple Play services (landline telephone / Pay TV / broadband internet) to domestic consumers through a state-of-the-art Internet Protocol Television (IPTV) system. We currently have one of the most extensive fiber optic networks in the country, allowing us to connect millions of Mexican households and improve their everyday digital experience.

⤢ Learn here more.

▶ We are present in **87 cities.**

We have **5.2 million subscribers.**

Totalplay Empresarial

We offer telecommunications and information technology (IT) solutions that meet connectivity requirements from both private- and public-sector organizations to improve their operations and business processes.

⤢ Learn here more.

▶ We cover **173 cities** in all **32 states** of the Mexican Republic.

Connectivity with value

At Total Play, value creation is not limited to digital connectivity. It is reflected in how our infrastructure, operations and services drive technological transformation in homes and businesses in Mexico. In 2024, we consolidated our position as one of the country's leading telecommunications operators by offering innovative, high-performance solutions backed by a 100% fiber optic network that guarantees reliability, speed and superior quality.

▶ Our strategy is to **anticipate market needs and adapt quickly to its evolution,** committed to surpassing customer expectations at all times. This responsiveness, together with the quality of our services, positions us as leaders in speed, stability and customer service.

The fiber optic network is the backbone of this company's value proposition. Through comprehensive management that includes central network administration, robust risk management, preventive monitoring and redundancy systems, we guarantee service continuity and stability for all customers. This approach allows us to anticipate incidents, optimize transmission capacity and ensure a consistent digital experience across all our locations.

In addition, we have a redundant microwave network with more than 692 base stations and 1,934 industries that provide coverage to corporate customers in 173 cities across the country, strengthening the resilience of our services and ensuring operational continuity in the event of any contingencies[1].

The results of a 2024 nPerf study confirmed that Total Play's internet speed was greater than any of its main competitors, a finding that buttressed our commitment to innovation and continuous improvement.

1. Figures referring to Totalplay Business.

Total Play's main differentiators

1 **100% fiber optic** network that guarantees standardized, high-quality service.

2 Robust backup infrastructure that makes connectivity more reliable.

3 Integrated services that combine pay TV television, broadband internet, digital landline telephony and applications that enrich the customer experience.

4 Technological flexibility in the business segment.

In the residential market, we offer a digital ecosystem designed to provide world-class convenience, entertainment and connectivity. Key benefits include:

▸ Subscription television with 4K decoders and WiFi-6 at no additional cost, with access to more than 230 channels, video on demand and AnytimeTV.
▸ Consolidation of numerous global streaming applications such as Max, Prime Video, Disney+ and Netflix into a single IPTV system.
▸ Smart decoder with voice control via Alexa.
▸ Broadband internet optimized for streaming platforms, with speeds of up to 1Gb and services enabled for 4K and 8K.
▸ Mobile app where users can manage their accounts, administer their WiFi networks, make payments and access content anytime, anywhere.
▸ Digital landline telephone with IP protocol, more efficient than traditional analog services.

In the business segment, our solutions are designed to boost productivity and digitalization. Some of the benefits of our services are:

▸ High-availability corporate connectivity through Flexnet Software-Defined Wide Area Network (SDWAN), with dedicated internet, Local Area Network (LAN) to LAN and Multiprotocol Label Switching (MPLS), accompanied by a portal for customers to manage and monitor their services.

▸ Customized IPTV services for hotels and hospitals, incorporated with property management systems (PMS).
▸ Managed WiFi solutions for businesses, hotels and stadiums, such as our project to bring total coverage to Mexican Pacific League stadiums.

Innovation is a core pillar of our business strategy. We sustain our technology leadership by integrating emerging digital-consumption trends and forging strategic alliances with leading global streaming platforms. These initiatives strengthen our value proposition and position us as a trusted partner in driving the digital transformation of households and businesses in Mexico.

▶ At **Total Play,** we are convinced that our fiber optic infrastructure, constant network monitoring and differentiated solutions create sustainable value for our customers, employees and shareholders, and contribute to our country's digital development.

Over the years

2004
The company's creation begins, using the structure of Grupo Iusacell.

Construction of the **first fiber optic network.**

2008
Direct connection to homes in two specific areas of Mexico City.

2010
Began offering a variety of services through the fiber optic network, including broadband internet, television with on-demand content options and landline telephone.

2011
Introduction of a **100% fiber optic network for residential services.**

2014
1.5 million homes connected and service to **150,000 active users.**
Separation from Grupo Iusacell.

2016
Network coverage to 7.3 million homes in 22 cities in Mexico with 543,000 active users in the residential segment and 58,000 services in commercial locations in the business segment.

2017
Between 2017 and 2019, annual revenues growth of 38%.

2018
Joined the **United Nations Global Compact.**

2019
We were **selected by Google as its first global partner** to implement non-linear programming in targeted advertising.

2020
Awarded Cemefi's **Socially Responsible Company Distinction.**

Strengthened our nine-member **Board of Directors** with the inclusion of four independent members.

2021
Participated in various **Global Compact initiatives** such as the Women's Empowerment Principles (WEPs).

2022
Network grows to more than 130,000 kilometers with more than 149,000 services and 17.3 million homes served.

2023
The fiber optic network extends over more than **153,617 kilometers.**

Totalplay Residencial coverage exceeds **17.5 million homes passed** in 87 cities and has 4.7 million subscribers.

2024
Totalplay Residencial has **5.1 million subscribers, reaching** 17.6 million homes passed.

Fiber optic network of more than **157,000 kilometers** throughout Mexico.
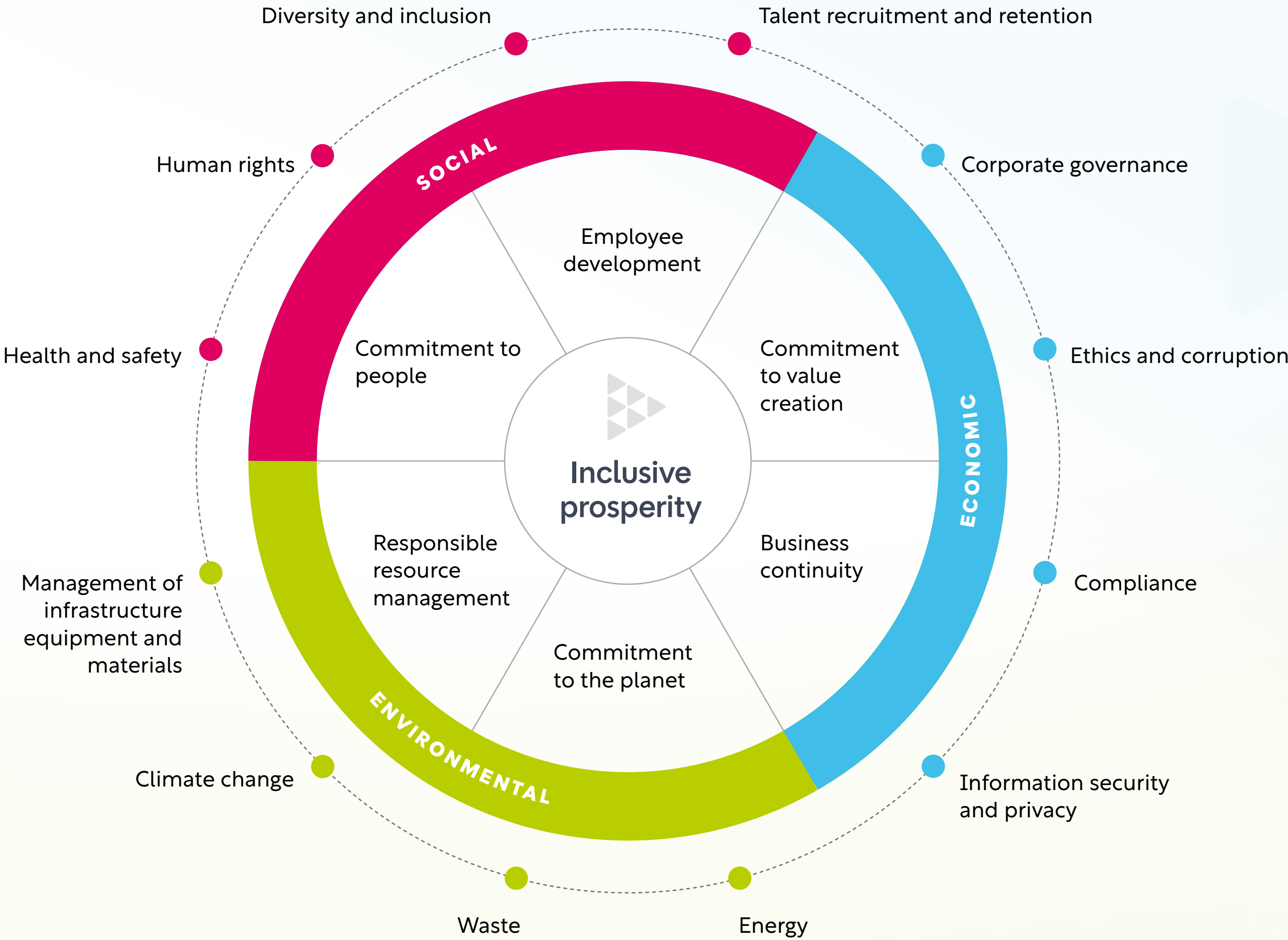
Our commitment to sustainability

At Total Play, we want to be sure our operations leave a positive mark on Mexico, so our approach to sustainability is based on the impacts and needs of the industry.

> ▶ We believe that **connectivity** not only transforms people's lives, but can also be a powerful tool for reducing social gaps, **improving quality of life and strengthening communities.**

Sustainability Model

Our Sustainability Model is underpinned by three key pillars that reflect our philosophy of inclusive prosperity: social value, economic value and environmental value. Through these, we establish actions and commitments aligned with the Sustainable Development Goals to ensure that our contributions make a difference in the communities where we operate.

Diversity and inclusion
Talent recruitment and retention
Human rights
Corporate governance
SOCIAL
Employee development
Commitment to value creation
Health and safety
Ethics and corruption
Commitment to people
ECONOMIC
Inclusive prosperity
Business continuity
Compliance
Responsible resource management
Management of infrastructure equipment and materials
Commitment to the planet
ENVIRONMENTAL
Information security and privacy
Climate change
Waste
Energy

Areas of action

Commitment to the planet
Resource stewardships

Promoting responsible management of energy use and consumption, waste, equipment and infrastructure materials in order to mitigate the effects of climate change on the environment.
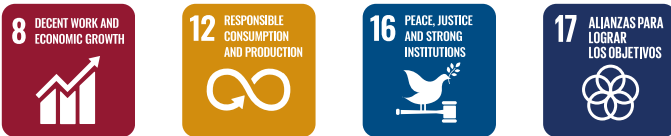
Material topics:
- Energy
- Waste
- Climate change
- Management of equipment and infrastructure materials

- Innovation and technology
- Responsible supply chain
- Risk management

Commitment to value creation
Business continuity

Ensuring business continuity, maintaining high standards of corporate governance, business ethics, regulatory compliance, information security and privacy, with the aim of building trust among our stakeholders.

Material topics:
- Corporate governance
- Ethics and anti-corruption
- Compliance
- Information security and privacy

- Innovation and technology
- Responsible supply chain
- Risk management

- Customer service

Commitment to people
Employee development

Promoting employee development by having a positive social impact on health and safety, diversity and inclusion, talent development and retention, while respecting human rights to provide quality service to customers.

Material topics:
- Health and safety
- Diversity and inclusion
- Human rights
- Talent attraction and retention

- Innovation and technology
- Responsible supply chain
- Risk management

- Customer service

Since 2018, as part of our commitment to sustainability, we have been part of the United Nations Global Compact, aligning our operations with its ten fundamental principles and four areas of action: Human Rights, Labor Standards, Environment and Anti-Corruption.

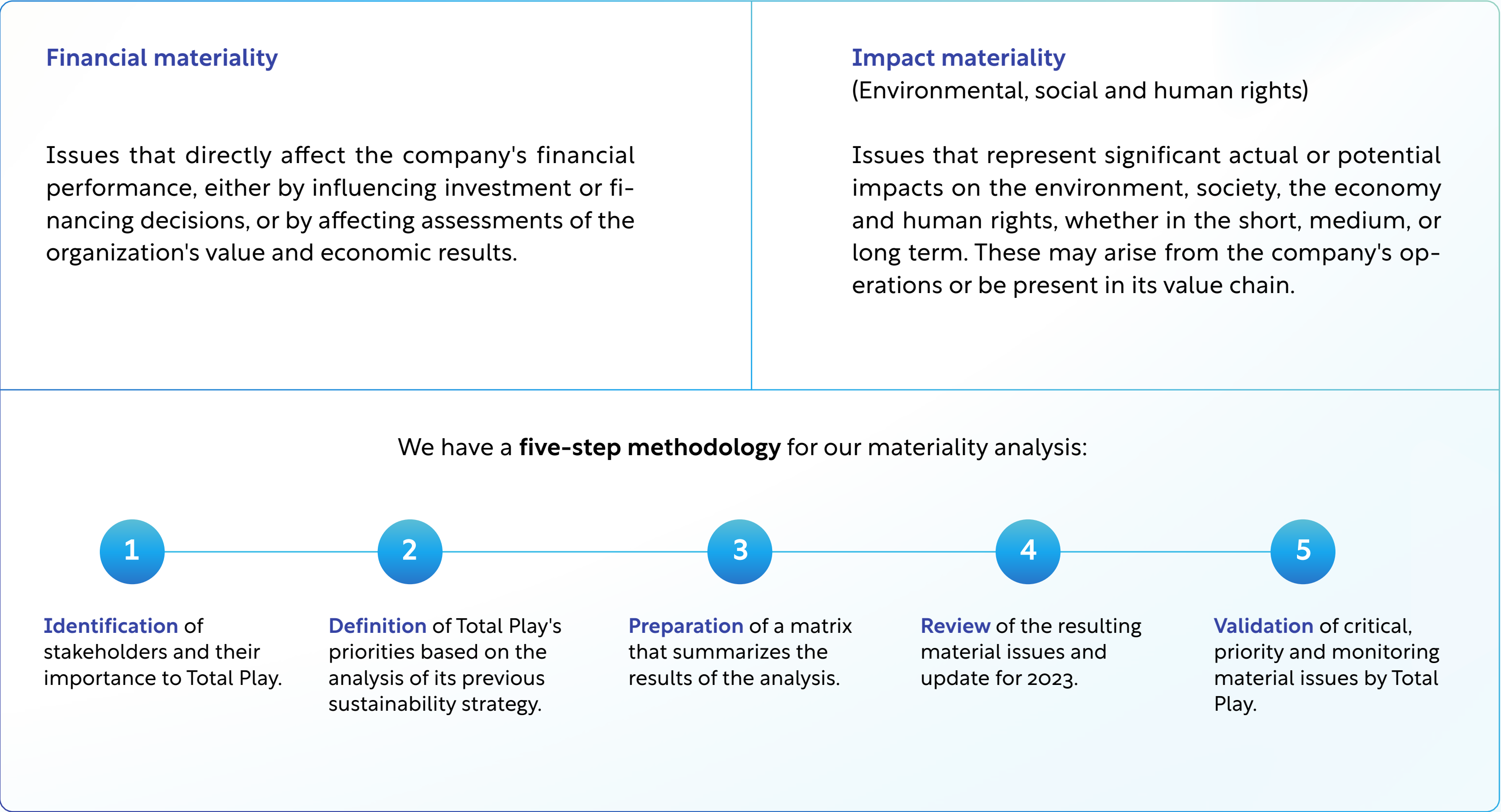↗ Learn about our commitment to the Global Compact and the 2030 Agenda here.

We have drawn up a clear roadmap so that we can channel our actions towards the company's priority issues, in partnership with governments, businesses and civil society, with the goal of moving forward together towards global sustainable development.

Double materiality

GRI 3-1, 3-2

Our materiality assessment has advanced to a double materiality approach—considering not only the financial impacts of environmental, social, and governance (ESG) issues on the company, but also the broader effects of our operations and services on society and the environment. This shift enables us to identify and prioritize the most relevant issues more comprehensively and integrate them into Total Play's strategy and Sustainability Model. We then share these priorities with our stakeholders to gauge their perspectives on their importance.

The dual materiality approach we adopted addresses two dimensions:

Financial materiality

Issues that directly affect the company's financial performance, either by influencing investment or financing decisions, or by affecting assessments of the organization's value and economic results.

Impact materiality
(Environmental, social and human rights)

Issues that represent significant actual or potential impacts on the environment, society, the economy and human rights, whether in the short, medium, or long term. These may arise from the company's operations or be present in its value chain.

We have a **five-step methodology** for our materiality analysis:

1	2	3	4	5
Identification of stakeholders and their importance to Total Play.	**Definition** of Total Play's priorities based on the analysis of its previous sustainability strategy.	**Preparation** of a matrix that summarizes the results of the analysis.	**Review** of the resulting material issues and update for 2023.	**Validation** of critical, priority and monitoring material issues by Total Play.

Materiality matrix

Four criteria were taken into account to construct Total Play's materiality matrix:

▸ **Analysis:** the information collected is processed using a specialized tool that evaluates different sources linked to the industry, identifies priority issues for stakeholders and considers the most relevant technological trends.
▸ **Scope:** the process is based on data from both internal documents and public sources.
▸ **Adaptability:** the issues are adjusted to the organization's priorities. When senior management or managers identify an issue as relevant, it is reviewed and included.
▸ **Relevance:** issues that, after evaluation, are found to be significant for the company are prioritized.

Below is the materiality matrix with the issues identified and their level of importance for Total Play, as well as the actions we are taking in relation to each one.

CRITICAL ISSUES
1 Innovation and technology
2 Waste
3 Information security and privacy
4 Ethics and anti-corruption
5 Responsible supply chain

PRIORITY ISSUES
6 Climate change
7 Attracting and retaining talent
8 Work environment
9 Employee health and safety
10 Energy

ISSUES BEING MONITORED
11 Diversity and inclusion
12 Management of equipment and infrastructure materials
13 Customer service
14 Human rights
15 Greenhouse gas (GHG) emissions

LESS RELEVANT TOPICS
16 Risk management
17 Water
18 Digital inclusion
19 Transparency
20 Compliance
21 Socioeconomic development of communities
22 Corporate governance
23 *Responsible marketing*

■ Cross-cutting ■ Environmental ■ Social ■ Governance

Communicate internally — Develop strategy and communicate successfully

Relevance for stakeholders

Relevance for Total Play

Keep under observation — Continue with internal efforts

Material topics

GRI 3-2

We are aware that material topics must be considered if we are to advance further toward sustainable development. Addressing them strategically allows us to better direct our efforts, identify the most relevant impacts of our operations and promote responsible growth in line with the expectations of our stakeholders.
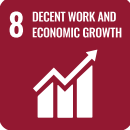
CRITICAL ISSUES

Material topic	Description	Related SDG
Innovation and technology	Promoting the development and application of advanced technologies and digital innovation, with the goal of transforming business processes and improving the experience of both customers and other stakeholders.	
Climate change	Management of risks and opportunities arising from the physical and transitional impacts linked to climate change, whether real or potential.	

CRITICAL ISSUES

Material topic	Description	Related SDG
Energy	Management of environmental and social impacts linked to energy use. Includes actions related to energy consumption, production, diversification, recovery and efficiency.	
Information security and privacy	Protection of sensitive company data, including critical information systems and networks, against threats and security breaches using specialized technologies.	
Ethics and anti-corruption	Application of ethical guidelines for all employees and stakeholders. Training in integrity, regulatory compliance, corruption, risk prevention and the existence of channels for reporting and following up on concerns is promoted.	
Responsible supply chain	Implementation of policies and commitments to assess, supervise and monitor supplier performance in environmental, social and governance (ESG) matters.	

Material topic	Description	Related SDG
Waste	Actions aimed at reducing waste generation in Total Play's operations through initiatives that promote the adoption of circular economy principles.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Attracting and retaining talent	Strategies to ensure that staff perform to their full potential and adapt to organizational changes. Includes recruitment practices, professional advancement and talent retention.	8 DECENT WORK AND ECONOMIC GROWTH / 10 REDUCED INEQUALITIES
Work environment	Employment conditions applicable to the entire value chain, both internally and externally. Considers compliance with labor regulations, employee rights, benefits, compensation schemes and social responsibility programs aimed at staff.	5 GENDER EQUALITY / 10 REDUCED INEQUALITIES
Employee health and safety	Measures taken by the company to ensure a safe and healthy work environment, as well as risk prevention mechanisms for the well-being of the team.	3 GOOD HEALTH AND WELL-BEING

Financial and impact variables

We conducted an analysis to identify the sustainability issues most relevant to the business, both those that can have a financial impact on the company and those by which the company may affect its environment. To this end, the following aspects were taken into account:

▶ **Inputs for impact variable**
External impacts of the organization:

Sustainability reports	Voluntary initiatives	Industry trends	News
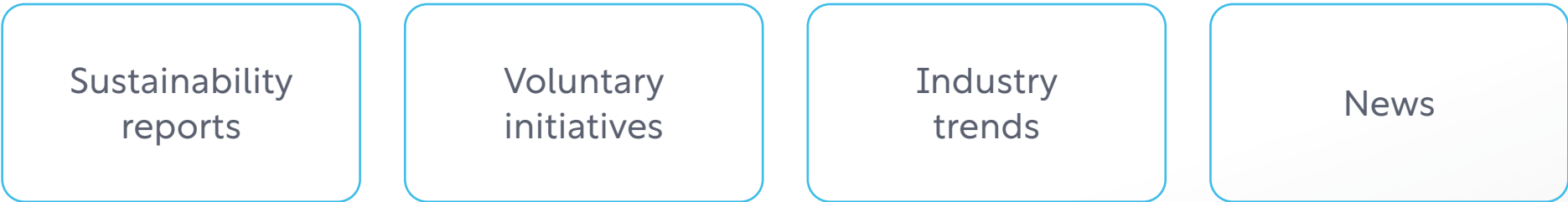
▶ **Inputs for financial variable**
External impacts on the organization:

Financial reports	Voluntary initiatives by financial markets	Financial sanctions	SASB

The results of this analysis were as follows:

Impact variable
Analyzes the probability that the organization could have a material external impact for each issue.

Financial variable
Analyzes the probability that an issue could financially affect the organization.

Issue	Impact variable	Financial variable
Responsible marketing	0.12	0.26
Work environment	0.39	0.35
Responsible supply chain	0.58	0.46
Waste	0.54	0.8
Regulatory compliance	0.62	0.21
Customer service	0.71	0.58
Corporate governance	0.29	0.69
Transparency	0.32	0.54
Employee health and safety	0.48	0.17
Socioeconomic development of communities	0.73	0.47
Ethics and anti-corruption	0.87	0.82
Water	0.59	0.66
Risk management	0.74	0.74
Employee diversity and inclusion	0.78	0.53
Talent attraction and retention	0.32	0.34
Digital inclusion	0.73	0.64
Human rights	0.52	0.51
Energy	0.23	0.47
Innovation and technology	0.2	0.41
Information security and privacy	0.44	0.52
Infrastructure equipment and materials management	0.93	0.66
Climate change	0.26	0.56
Greenhouse gas (GHG) emissions	0.62	0.36

Higher probability that the organization could have an external impact on the issue.

Higher probability that an issue could financially affect the organization.

Stakeholders

Total Play fosters innovation, responsibility and sustainability through constant dialogue with our stakeholders. Their active participation and feedback are essential to our ability to continuously improve our products and services. According to the results of the materiality study, the stakeholders most relevant to the company are:

Stakeholders
▸ Industry and competition
▸ Regulators
▸ Rating agencies
▸ Voluntary initiatives and NGOs
▸ Suppliers
▸ Media

Supply chain

Total Play understands that being agents of change involves long-term strategic partnerships to build a sustainable value chain. That is why we work to convey our principles and foster a culture of sustainability among our suppliers, who play a key role in generating positive impacts on society and the environment. By constantly supporting them in this way, we seek to promote their development and mitigate the risks that may arise from our joint operations.

We promote best **environmental, social and governance** (ESG) practices by certifying suppliers through our Supplier Circle.

918 active suppliers in 2024; 95.4% are domestic.

66 new Total Play suppliers.

The supply chain area plays a strategic role in this process, as it is responsible for defining the criteria for incorporating new suppliers and acquiring goods and services. It acts as the liaison to ensure that each supplier is aware of and adopts the guidelines established in our Code of Ethics and Conduct, as well as to promote their adherence to the Supplier Circle Certification program, an initiative that promotes continuous improvement and compliance with ethical, social and environmental standards.

This supplier certification optimizes costs and ensures the quality of products and services, and allows us to incorporate sustainability criteria into each stage of the supplier engagement process.

This area is managed under a comprehensive approach that includes the following steps:

1. Analysis of spending by category
Data collection and analysis of internal spending, with definition of strategic goals by line.

2. Detection of business needs
Identification of current and future technical specifications based on the requirements of the user areas.

3. Market analysis
Prospecting and evaluation of suppliers, as well as analysis of market trends and conditions.

4. Category strategy design
Definition of negotiation schemes aligned with the type of acquisition.

5. Strategy execution
Conducting negotiation processes to select suitable suppliers based on cost, quality and compliance criteria.

6. Formalization of agreements
Signing and implementation of contracts with selected suppliers.

7. Evaluation and development
Continuous measurement of contractual performance and design of joint development plans with strategic suppliers.

The strategy followed by the supply chain area in 2024 was aimed at the strategic sourcing process, which consists of:

1. Selecting reliable suppliers that guarantee supply, quality and business continuity.
2. Working hand in hand with users to define business and matrix requirements.
3. Providing transparency to the business and ensuring compliance with long-term contracts.

Based on this strategy, it has been possible to:
▸ Generate savings
▸ Certify suppliers
▸ Sign contracts
▸ Purchase orders on time
▸ Respond promptly to incidents in the purchasing system
▸ Organize sourcing through auctioned bids

The regulatory framework and policies applicable to suppliers are structured into two areas:

1. **Delivery of goods and services:** includes policies on receiving, delivery and warehouse management.
2. **Supplier management:** covers registration, modification, deactivation and certification processes.

In addition, to monitor supplier performance and detect opportunities for improvement, we introduced a quarterly evaluation process consisting of seven modules: one qualitative and six quantitative. The analysis covers aspects such as supplier type, delivery compliance, quality, administrative management, service level, added value and reliability. The results are communicated to the supplier and an action plan is developed to address the areas of opportunity identified.

Supplier selection

Supplier negotiations take place within a transparent and structured framework, which includes mechanisms such as quotations, unit price analysis and tenders or auctions when appropriate. Once selected, agreements are formalized through contracts and monitored through performance indicators.

We have a robust internal regulatory framework that governs our relationship with suppliers. Among the main policies are:

- Delivery and receipt of goods and services
- General warehouse management
- Registration, modification and deactivation of suppliers
- Supplier certification

Supplier certification

The supply chain area screens suppliers each year through the Supplier Circle certification program, which is handled by an outside firm.

Its goal is to strengthen supply chain management, promote partnership with customers and business partners, identify opportunities for improvement and enhance the quality of service offered. The assessment is tailored to the supplier's profile, based on their industry, volume of business and level of risk. Additionally, suppliers who follow the comprehensive model are screened for sustainability criteria.

This evaluation covers legal, fiscal, financial, operational and compliance aspects in areas such as:

- Sustainability
- Social responsibility
- Human rights
- Fair trade
- Information security

There are three levels of certification, depending on the level of risk and type of supplier:

Comprehensive	Basic	Core
Screened for operating, legal, tax, credit, information security and compliance issues, with physical visits and a check against blacklists.	Screened for operating issues as well as financial, legal and tax history.	Basic background check, including legal incorporation and tax records.

333 suppliers screened by the end of the year.

Remediation process

For suppliers with issues flagged during the evaluation process, we developed tailored remediation plans based on the type and severity of findings. This mechanism applies both to suppliers that did not meet the minimum score and to those seeking to improve their rating.

The process consists of five stages, including the delivery of the results report, feedback sessions, and the execution of corrective actions within a period of up to 90 days. In cases of critical findings, the matter is escalated directly to the Central Procurement Office.

1. Supplier receives results report.

2. Supplier requests feedback session.

3. Feedback is provided to guide the remediation process.

4. Supplier registers for the remediation process.

5. Supplier resumes the evaluation process after taking corrective measures.

Innovation and technology

GRI 3-3

We promote innovation and technological development as key elements for continuous process improvement, to strengthen the customer experience and move toward a more efficient and sustainable operating model.

(▶) Digital solutions and advanced technologies allow us to **respond quickly to environmental challenges, optimize resources** and help build **a more responsible future.**

Industry trends

The world is immersed in a dizzying transformation of digital connectivity, artificial intelligence (AI) and cybersecurity, phenomena that now shape not only the technological agenda, but also the social and economic agenda. Today, internet access is considered a human right, fundamental to ensuring equality in the digital age. However, one-third of the world's population still lacks access to the internet,[2] which is driving international initiatives such as the UN's Global Digital Compact, adopted in 2024, which seeks to ensure universal connectivity, protect digital rights and establish ethical guidelines for the use of AI.[3]

As connectivity expands and artificial intelligence is incorporated into more processes, cybersecurity becomes a critical challenge for the entire world. AI is no longer just a tool for improving productivity; it has become a central component of digital security.

Total Play is leading Mexico in taking on these challenges, with a cutting-edge fiber optic infrastructure that ensures reliable, high-speed and resilient service, backed by microwave redundancies that guarantee continuity even in critical scenarios. We incorporate intelligent monitoring systems and AI-based predictive analytics capable of anticipating failures and optimizing the customer experience, while strengthening cybersecurity protocols to address an increasingly complex and automated environment.

Innovation is also reflected in our commitment to digital equality: the expansion of the Total Play network is reducing the access gap in Mexico, aligning with international initiatives that recognize connectivity as a fundamental right. By offering advanced technological solutions for both homes and businesses and by incorporating digital services that simplify everyday life and strengthen productivity, we are taking on an increasingly central role in the country's digital development.

2. https://social.desa.un.org/sdn/global-internet-use-continues-to-rise-but-disparities-remain

3. https://www.un.org/global-digital-compact/en

(▶) At **Total Play,** we transform global and regional trends in connectivity, AI, cybersecurity and digital equality into solutions.

Our innovative infrastructure, backed by fiber optics, smart monitoring and robust security, **positions us as leaders in Mexico's sustainable digital development.**
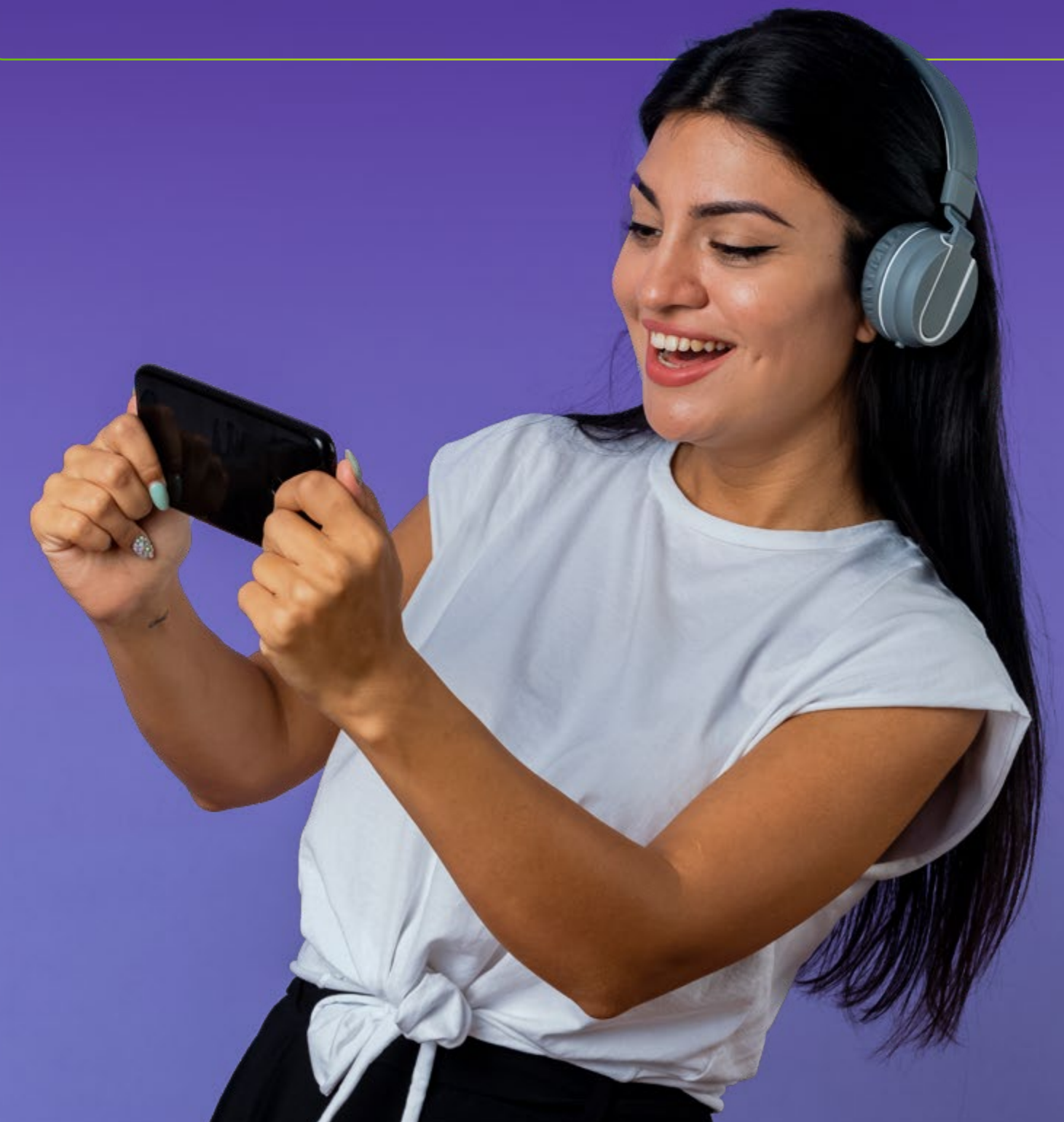
Risk management

Total Play manages risk comprehensively, so that we can anticipate potential impacts, protect business continuity and make strategic decisions with greater certainty. We have specific tools and procedures in place to identify, assess and mitigate threats that could impact our operations, such as cyberattacks, service interruptions, regulatory changes, or adjustments in market structure.

Our management includes five processes:

| Incident management | > | Request management | > | Change management | > | Problem management | > | Event management |
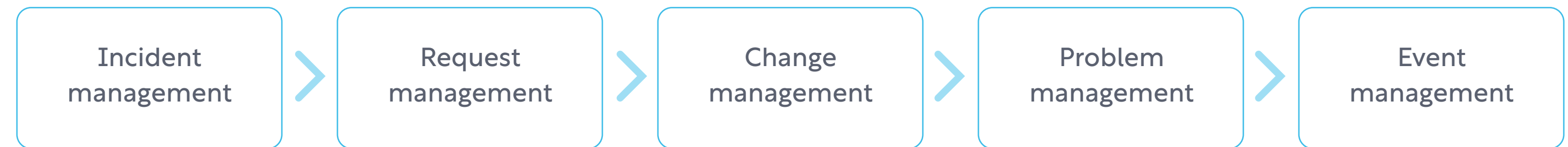
An essential part of our operation is ensuring the continuous functioning of our network and infrastructure. To achieve this, we offer personalized customer service, perform constant monitoring through our Service Desk, video walls and automated alerts, and conduct daily testing to proactively detect failures or vulnerabilities.

Furthermore, we have robust contingency and business continuity plans, which we review and update annually. This preventive and specialized approach allows us to maintain high levels of service quality and availability, strengthening our reputation and placing us head and shoulder above the rest of the telecommunications industry.

We identify and classify the risks to which we are exposed as follows:

▸ Risks related to business and operations
▸ Risks related to the telecommunications industry
▸ Regulatory risks
▸ Risks related to economic, political, social and governmental conditions in Mexico
▸ Risks related to currency fluctuations
▸ Risks related to recent events

Connectivity engine

Systems and processes

TC-TL-550a.2

The Central Network area is the pillar that ensures the availability, continuity and quality of the voice, data and video services that Total Play offers nationwide to residential, business and government customers. It is vital for ensuring that the high-capacity fiber optic network operates stably and efficiently, supporting the expansion of the digital portfolio and the incorporation of new technologies that place Total Play at the forefront of telecommunications in Mexico.

The strategic responsibilities of the area include:

Evaluating, analyzing and incorporating new technologies to expand digital services and stay competitive.

Administer and optimize the network infrastructure, guaranteeing high-capacity bandwidths and dedicated links that can support multiple services simultaneously.

Ensuring infrastructure capacity at Total Play sites, enabling expansion fo the last-mile network and supporting our vertical markets.

In 2024, this area showed an outstanding capacity to adapt to a constantly changing technological environment. The incorporation of new platforms and the consolidation of IT Service Management (ITSM) made it possible to optimize the service lifecycle, from early failure detection to restoration, ensuring measurable service levels under international standards such as ISO/IEC 20000-1:2018 and ITIL. The process for ensuring proper management of the Central Network involves the following steps:

▶ This approach has placed **Total Play at the highest level of operational excellence,** while strengthening customer confidence.

We achieve 99% service availability, backed by redundant infrastructure and validated by resilience testing.

We have **reduced detection and response times** thanks to the automation of proactive tickets.

We introduced automated redundancy tests, which confirmed immediate traffic redirection in the event of failures.

▶ One of the main advances in 2024 was the **incorporation of automation, artificial intelligence and machine learning** into network monitoring. This made it possible to reduce response times and anticipate failures, evolving toward more resilient and efficient predictive management.

30% of capacity planning is done with artificial intelligence, anticipating the risk of saturation and detecting atypical patterns.

To ensure that the network has the necessary capacity and scalability to operate the business, we must have efficient planning and management processes for monitoring probes, BI servers, network bases, Speedtest servers, and others.

Total Play is unique in its application of dynamic traffic analysis models based on behavior during peak demand hours, which provides greater flexibility in the event of saturation.

Traffic projections are made using a comprehensive approach that combines historical growth, customer usage patterns, geographic projections and internal tools with synthetic tests and data from platforms such as Speedtest Intelligence.[4]

4. Speedtest Intelligence: a platform for analyzing broadband networks and connection quality that provides companies with data based on millions of user tests.

More than 95% of the network is monitored in real time, with high end-to-end visibility. This observation capability, alongside coordination with the Network Operations Center (NOC), allows us to anticipate critical incidents and mitigate risks, ensuring resilience and continuity of operation.

The capacity management of the Central Network is developed according to a model of three planning horizons, according to the level of utilization and operational criticality:

- 🔴 **Critical (>80%):** priority attention with actions within less than 3 months.
- 🟠 **Intermediate** (61–**80%):** close monitoring and expansion or redesign within 6 to 12 months.
- 🟢 **Stable (≤60%):** medium- and long-term planning (more than 2 years).

▶ This **three-horizon planning** model allows for the efficient allocation of resources and efforts, aligning planning with actual and projected business demand.

In 2024, key strategic decisions were made to anticipate business growth, including:

- ▸ Improving internet testing speed by doubling the connection with specialized servers.
- ▸ Expanding the long-distance network to ensure greater coverage and stability.
- ▸ Bringing content closer to users by increasing the presence of storage systems and direct connections with major internet providers.
- ▸ Optimizing data traffic output by implementing a new architecture that improves network efficiency.
- ▸ Launching internet plans of up to 1200 Mbps, supported by the new WiFi 6 technology.

In addition, we brought in new technologies to strengthen network stability and efficiency, such as the deployment of WiFi 6 as a commercial standard and the development of metrics collection platforms, which improved response times and service perception. By 2025, the strategic goals of the area will focus on:

- ▸ Improving projection models with machine learning.
- ▸ Strengthening decision-making based on user experience metrics.
- ▸ Maintaining the highest levels of network performance, resilience and efficiency, keeping pace with the evolution of the commercial portfolio and customer expectations.

Engineering

Total Play's transport network and common services are planned, optimized and supported by engineering practices that range from management of strategic technologies such as WDM, Enterprise CORE, Internet CORE and microwave, to essential services such as DNS, DHCP, CDN and CGN, thus ensuring efficient, resilient, nationwide operation.

We nurture a culture of innovation through continuous process improvement and technological development, with a focus on designing solutions that respond to real market needs and enhance service quality. In 2024, we completed various projects with a significant impact on network quality and reliability, including:

- ▸ **Improvement of the Internet network:** service quality was improved by 200% in the main regions of the country.
- ▸ **Greater capacity and resilience:** the network was strengthened by expanding capacity in long-distance links and access rings, ensuring greater resilience to fiber outages.
- ▸ **Optimization of TV service**: adjustments were made to eliminate pixelation and interruptions, offering a more stable and fluid experience.

- ▸ **Internet browsing protection:** Connectivity to global content providers (such as Google, Amazon and Facebook) was strengthened, ensuring faster and more reliable browsing.
- ▸ **Connection redesign:** New schemes with autonomous POPs[5] were introduced to improve the performance and availability of Internet services.
- ▸ **Internal process optimization:** Response times were reduced and coordination with support and infrastructure teams, NOC and MDR was improved, increasing operational efficiency.

Our priority is to continue improving service quality and guarantee a stable, safe and permanent connection for users, through the incorporation of technological innovation practices and sustainability criteria into network design.

Right of way

The Right of Way area is key to the development, operation and maintenance of Total Play's infrastructure. Its main function is to efficiently and legally manage the permits necessary for the deployment of the fiber optic network on municipal, state, federal, private and communal roads. This includes everything from obtaining authorizations from authorities, individuals and agricultural communities to responding to contingencies that could interrupt operations, thus ensuring service continuity.

▶ 100% of staff receive legal and regulatory training on the subject.

100% of requests are processed using standardized procedures and templates.

The area's management strategy involves a rigorous control of procedures, timely follow-up on each application and daily planning to anticipate risks. In addition, 100% standardized processes have been established to ensure uniformity and agility at each stage, from document validation to obtaining the permit. Constant partnership with other areas such as MDI, Administration and External Plant strengthens this process, ensuring coordinated and efficient operations.

In 2024, control and traceability mechanisms were reinforced with the implementation of area-specific indicators (DDV), as well as an internal culture of daily activity logs. These actions have improved response times, reduced risks and ensured better accountability.

Regulatory compliance is a priority. All staff receive ongoing training on current legislation and internal procedures, ensuring that every action is carried out in

5. PoP (Punto de Presencia) es un punto físico, a menudo un centro de datos, donde una red se conecta al resto de Internet, permitiendo que los usuarios locales accedan a internet de forma más rápida y eficiente.

accordance with the law and in conditions of transparency. In the event of deviations or misconduct, the company has confidential channels such as Honestel, Cuéntanos and the Gender Unit, which reinforce its commitment to integrity.

In environmental matters, although the area still faces challenges—such as visual pollution associated with air infrastructure—measures such as the use of lightweight fiber optics to reduce impact have already been introduced. Likewise, environmental protocols have been incorporated into construction and maintenance activities, although still in a limited way, which represents an opportunity for improvement in the coming years.
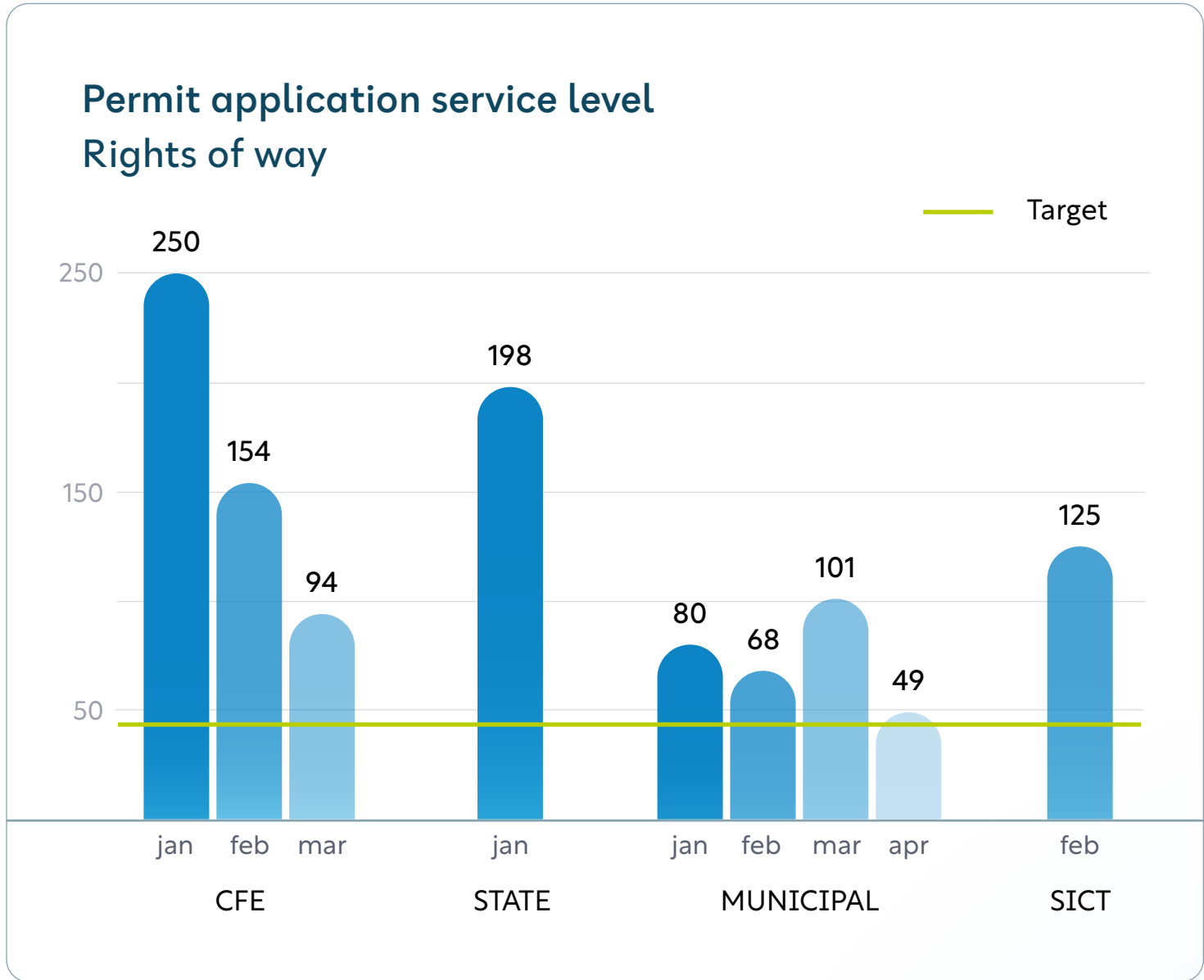
100% of voice traffic is now routed over native IP infrastructure (end-to-end VoIP[6]), which has made us a leading operator in technological modernization.

In 2024, **we handled 38,943 voice sessions,** a reduction from 55,070 in 2022 and 45,628 in 2023, attributable to the natural migration of customers to digital services, as well as routing optimization and operational efficiency.

Permit application service level
Rights of way

Voice solutions

In voice solutions, we develop and offer telephone service solutions based on IP technology, bringing quality, reliability and scalability to both residential and business customers.

Our infrastructure consists of two IP Multimedia Subsystem (IMS) platforms, which guarantee security, redundancy and smart management of voice traffic.

Traffic is routed through national and international carriers, prioritizing those with the highest completion quality and competitive rates. We currently work with eight national and five international carriers, under bilateral and multilateral agreements that allow us to manage traffic flexibly and efficiently.

In an environment of growing threats, we have strengthened our infrastructure to ensure the security of voice traffic:

▸ SBCs function as a firewall for voice calls: they hide the internal network, control incoming and outgoing traffic and protect against service saturation attacks.
▸ Anti-fraud tools, including credit limits, blacklists of fraudulent destinations and automatic alerts for unusual patterns.
▸ Real-time monitoring using specialized platforms, which allow us to detect variations in KPIs and ensure integrity in interconnections.

6. End-to-end VoIP: complete and direct transmission of voice communication over the Internet from the point of origin to the point of destination.

Creating *reliable connections*

▶ **At Total Play,** we incorporate cutting-edge infrastructure, standardized processes and human talent, by which we have become a driver of innovation and reliability in Mexico.

Network Operations

To operate the network, we design fiber optic network services tailored to our customers' needs, including logistical coordination, construction supervision, quality control, infrastructure documentation and preventive and corrective maintenance.

Infrastructure supervision covers three levels:

▸ CORE (routers, IMSs, SBCs, DWDM, among others)
▸ Access (OLTs, DNS/DHCP servers, OTT platforms, switches and microwave antennas)
▸ Support (power systems, air conditioning and sensors)

To ensure optimal network performance, we use advanced tools to monitor the network in real time and ensure its optimal functioning.

▶ **99% of transmission network** elements are monitored in real time.

80% of critical incidents are detected proactively.

60% of preventive maintenance processes are automated.

We regularly test our backup systems and maintain a robust digital security framework that includes protection filters, access controls, threat detection systems and constant reviews.

Thanks to this monitoring, we are able to proactively identify critical incidents and activate response protocols before they affect the end user. In addition, most preventive maintenance processes are automated, which improves operational efficiency and reduces the possibility of human error.

Failure response processes

Failure response processes are structured into two procedures:

1. Event management

Filtering and correlation to detect potential risk patterns. Definition of events:

- Warning
- Exception (incident) → Incident management

2. Incident Management

1. Detection: Automatic alerts, user reports or through proactive monitoring.

2. Registry: A ticket is generated with the initial classification.

3. Classification: A priority is assigned based on impact and urgency.

4. Initial diagnostic: Analysis of symptoms and collection of information.

5. Assignment to specialized support teams.

6. Resolution by the areas, which develop temporary or permanent solutions.

7. Closure: Once the solution is applied, it is monitored by call center.

The most frequent incidents involve fiber optic cuts in long-distance segments or PON (Passive Optical Network), as well as power failures at critical sites. Mitigation is based on proven redundancies, preventive maintenance plans and power backup with batteries and emergency generators.

▶ In 2024, we significantly reduced **critical incident response and resolution times,** achieving more agile and efficient response standards.

Sustained growth in demand for digital services—especially due to increased consumption of high-definition content, over-the-top (OTT) platforms and video calls—has driven a 15-25% increase in network traffic over the last year. To anticipate these peaks and avoid bottlenecks, a continuity plan is introduced with a capacity planning methodology based on historical analysis, real-time monitoring and growth projections. This has allowed us to expand the infrastructure in a timely manner and maintain high quality standards.

Network operational continuity plan

- Situation monitoring
- Addresing recurrent failure points
- Regular redundancy testing
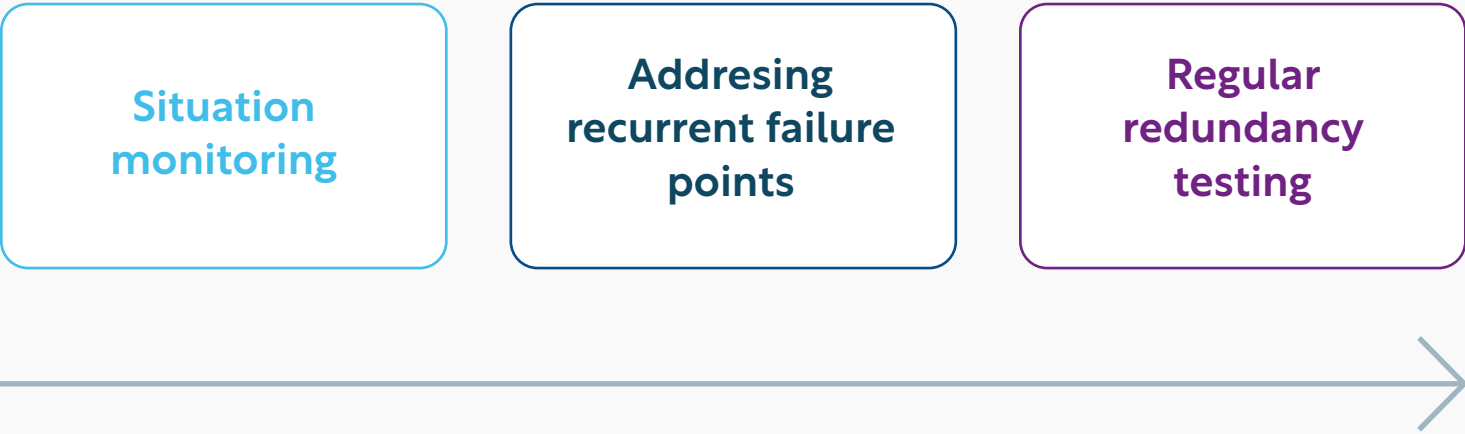
Network resilience

Around 90% of transmission links have active protection routes, backed by technologies such as ASON. In 2024, 100% of the network underwent resilience testing to validate its ability to respond to failures. In addition, dynamic protocols are applied for efficient route management.

In 2024, we made significant technological advances to maintain network continuity and resilience, such as:

▸ Process automation, such as report generation and backup testing.
▸ More efficient use of resources, with technologies that enable faster and more flexible connections.
▸ Greater operational visibility through real-time dashboards and systems that monitor channel quality.
▸ Enhanced security, with stricter access controls and monitoring of television service protection.

▶ **Total Play's network operations** not only sustain service quality, but also drive technical innovation, sustainable development and efficiency at every link in the operational process.

▶ We have a **multidisciplinary team** that turns plans and designs into real facilities, creating robust infrastructure with efficient, always-available maintenance routes.

Infrastructure

We strive to maintain a solid, reliable and constantly evolving physical network that can meet Mexico's growing connectivity needs. To this end, we perform functions ranging from site search and negotiation, site construction according to specific requirements, and preventive and corrective maintenance, to network incident response and support for engineering improvement projects. This work is the backbone of service quality we provide to homes and businesses across the country.

Infrastructure planning and expansion respond to strategic criteria, prioritizing core nodes with higher customer density and high growth potential. Key performance indicators include the completion of central network projects, network availability, incident response in accordance with established service level agreements (SLAs) and the proper execution of scheduled maintenance. Likewise, coordination with areas such as engineering, construction, planning and operations ensures the overall installment of new network sites.

In terms of innovation, in 2024 we made progress on developing site security solutions, including magnetic locks, battery monitoring and locking systems, audible alarms and deterrent voice systems, which help mitigate the risk of vandalism and strengthen network resilience.

Among the main achievements of the year were guaranteeing space and energy availability for organic growth projects, innovating aspects of site security, promptly responding to incidents and weather events and strengthening the portfolio of suppliers specializing in civil works, electromechanical infrastructure and certified equipment.

These advances have permitted the sustained expansion of Total Play's network while adhering to a high standard of quality, security and sustainability, through which we meet its commitment to customers and communities throughout Mexico.

Access network

The access network is one of Total Play's strategic pillars. It is the direct bridge between the central infrastructure and the homes and businesses we serve. Its main function is to ensure that each customer has a reliable, fast and safe connection to Internet, telephone and television services.

This area is responsible for planning and designing the FTTH access network, coordinating closely with the commercial, planning and operations areas to ensure that coverage expansion responds to real market needs. It also provides technical support, addresses coverage issues and manages operations with a focus on efficiency and quality.

Total Play's deployment strategy is to ensure that there are always enough ports available for the homes covered by the network. To prioritize new expansions, we analyze financial, operational, competitive and market potential criteria in both the residential and business segments. This results in a solid growth model based on 100% fiber optics, which even reaches rural and marginalized areas with the goal of narrowing the digital divide and offering access to information and high-speed connectivity.

Network planning is underpinned by a detailed analysis of the existing infrastructure, taking as a reference the CFE aerial network, the urban layout and INEGI information on homes per block. With this as a basis, the fiber optic route is designed and the closest access points (splitters) to homes are determined, allowing for an

▶ In 2024, **66% of network installations were completed correctly on the first visit** ("first time right" principle) and the average service installation time was just three hours.

We introduced the Automatic Origin Port Assignment (AAPO) algorithm, **an innovation that systematized service order fulfillment,** eliminating manual processes, reducing costs and materials and decreasing environmental impact by optimizing customer connections over shorter distances.

efficient, high-quality connection. All terminal equipment (ONTs, routers and decoders) is delivered preconfigured, making the activation process fully systematized and standardized through the crew management tool.

Maintenance

In order to provide a highly reliable service, we organize network health checks, which involve inspection rounds, preventive and corrective maintenance and the removal of obsolete material. As a result, in 2024 only 0.7% of weekly tickets were related to fiber outages and 80% of incidents were resolved in less than four hours, reflecting a highly reliable operation.

Information security

GRI 3-3, TC-TL-230a.2

Total Play is aware that the growth of digitalization brings new risks, particularly in terms of cybersecurity. That is why we promote comprehensive solutions to protect our customers' information and critical infrastructure, while democratizing internet access through flexible connectivity schemes for homes, businesses, hospitals, hotels and stadiums. This approach responds not only to the growing demand for bandwidth and smart services, but also to our responsibility to ensure a reliable digital environment, in view of the human right to connectivity and the highest international standards.

Guaranteeing secure handling of data and information is an essential aspect of our corporate responsibility. To this end, we implement international standards such as ISO 27001 and the Payment Card Industry Data Security Standard (PCI DSS), strengthen our security infrastructure and adopt advanced technologies to address the risks of today's digital environment.

Data protection and privacy

We have a specialized team in our Information Security Department that protects our technological ecosystems, establishes resilience protocols and prevents operational impacts. It is also responsible for safeguarding employee devices (endpoints) and maintaining a secure digital environment for information management.

On the whole, the engineering area has strengthened its coordination with Grupo Salinas' Information Security Office, applying constant vulnerability assessments and protocols aligned with the ISO/IEC 27000 standard.

Some of the information security policies and processes we have in place are: the Information Security Policy Manual, information classification policies, cloud ecosystem security operating policies, a PCI Policy Manual, vulnerability management and information asset management.

Protecting our customers' personal and confidential information is the highest priority for Total Play. We apply robust security standards and use advanced technologies that guarantee data integrity and protect against unauthorized access, loss, or misuse. Our management is governed by Mexico's federal data protection law, and is based on principles such as transparency, legality, consent, proportionality and responsibility.

We have a Personal Data Protection Management System backed by specific policies that regulate the entire data lifecycle. These include:

- Personal Data Retention and Deletion Policy
- Privacy and Personal Data Protection Policy
- Personal Data Referral and Transfer Policy
- Privacy by Design and by Default Policy
- Personal Data Breach Response Policy
- Personal Data Security Risk Management Policy
- Personal Data Inventory Management Procedure

These policies are complemented by practical measures to protect user privacy:

- Requesting express consent before collecting or using personal data
- Informing users about the specific purpose of data use.
- Using data only for authorized purposes.
- Ensuring data security through cybersecurity and information controls.
- Facilitating customer access to their personal data, with the possibility of rectifying, canceling, or opposing its use.

In addition, we have a comprehensive privacy notice available on the Total Play website, which details customers' rights regarding the use and protection of their information.

🔗 Learn more about the Personal Data Portal here

Innovation that connects

At Total Play, innovation and quality are strategic pillars for ensuring a superior experience for our customers. We take a comprehensive approach to innovation which encompasses performance indicators, support protocols, inclusive design and advanced technological developments, all to offer cutting-edge telecommunications services that respond quickly and reliably to user needs.

As part of our commitment to innovation and superior service, we monitor the performance of our IPTV services and applications, keeping constant track through monitoring reports to detect massive failures, mobile app ratings in digital stores, customer comments and calls received at the call center. This input allows us to identify trends and propose improvements. In addition, we have established processes that

In 2024, we will drive **excellence through innovation, sustainability and inclusion,** reflected in new technologies, more robust platforms and high–value products for our users.

We began a pilot project using **artificial intelligence** to promptly detect decoder failures, anticipating an evolution toward increasingly proactive and predictive services.

include WLAs and SLAs with all support areas, ensuring timely incident response and service continuity. The technical support model is organized into the following three levels to optimize response times:

Level 1:
Primary attention at a call center

Level 2:
Specialized support

Level 3:
Escalation of complex cases to quality team

▶ Around 50% of Triple Play customers have decoders compatible with voice control (Alexa), while mobile applications take advantage of native iOS and Android support. In this way, we ensure that our platforms are **usable by people with visual, hearing, motor, or cognitive disabilities.**

Customer feedback is a key input in this process. Before applying any new solutions, the user experience team conducts research and usability testing to thoroughly understand customer expectations. It also analyzes comments made in digital stores and in service calls to propose improvements. As a result, in 2024, we were able to reduce reports related to application failures (account association) and TV service (network cables), improving the customer experience.

Innovation is also reflected in inclusion and accessibility. In the development area, we work under the Web Content Accessibility Guidelines (WCAG), incorporating features such as subtitles, audio descriptions, voice navigation, keyboard control, semantic tags and contrast options.

To ensure a seamless digital experience, both for those who adopt new technologies and those who require connectivity continuity on existing devices, we constantly update our mobile applications to ensure compatibility with the latest versions of iOS and Android, while maintaining support for legacy configurations still used by our customer base.

One of the most significant innovations of the year was the strengthening of the Total Play Mobile Application, which now has a Market Place that generates relevant sales, in addition to the incorporation of re-

volving credit activation processes for purchases within the same platform. Likewise, the user experience was improved with changes to the main interface, the unification of payments from the app, facilitating the fulfillment of financial and telecommunications obligations in the same environment, access to the VOD service, Anytime, the system for managing the Wi-Fi network and the refinement of simpler and more intuitive navigation flows.

In the coming years, network innovation will focus on consolidating emerging technologies such as XGSPON, WiFi 7 and FTTR (Fiber to the Room), which will be the strategic pillars of innovation in telecommunications.

▶ Together, these actions show Total Play's commitment to **offering innovative, reliable, inclusive and sustainable solutions,** and buttress its leadership of the Mexican telecommunications industry.
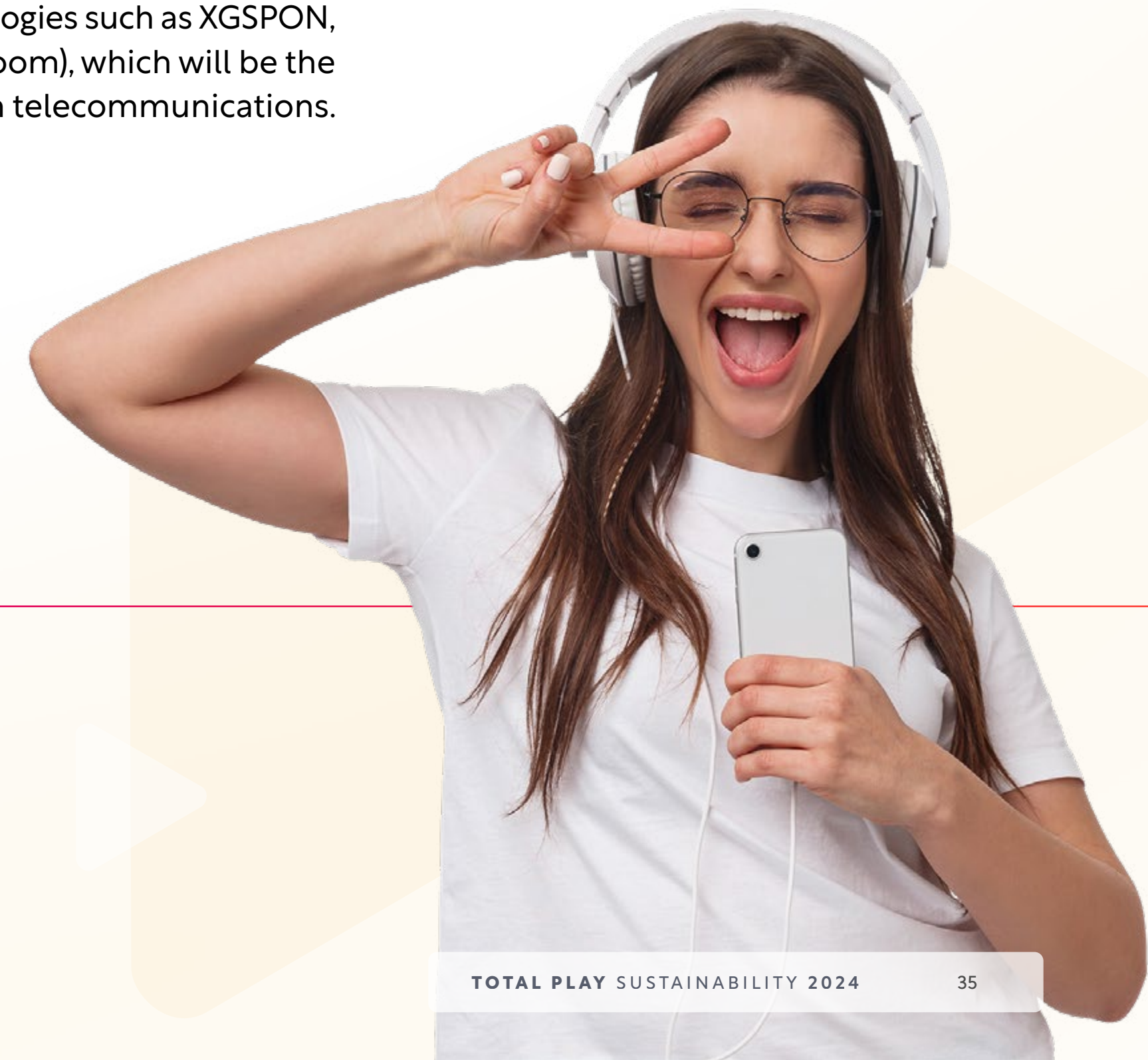
Our **solutions**

Totalplay Residencial

Our internet network is the
fastest in Mexico [7]

87 cities

5.2 millions
subscribers

17 tbps
of network traffic

500 mbps
average actual
download speed

7. According to Netflix's monthly
Internet Service Provider (ISP) index.

Through Totalplay Residencial we offer a cutting-edge IPTV (Internet Protocol Television) system, accompanied by fiber-to-the-home (FTTH) infrastructure, which has made us leaders in connectivity and home entertainment in Mexico. This business unit brings together the most innovative and highest quality services on the market into a single platform, improving the digital experience for customers and their families.

▶ **Totalplay Residencial** is our largest business unit, driven by the growing demand for efficient connectivity in the home.

We offer Double Play (Internet + Telephony) and Triple Play (Internet + Telephony + Restricted Television) service packages. In 2024, 52% of our customers had Double Play packages and 48% had Triple Play packages, an almost equal balance supported by a growing preference for comprehensive connectivity and entertainment solutions.

▶ The results prove the department's efficacy: in 2024, the average user base lifetime was 69 months, there were **5.2 million active users** and an ARPU of MXN613, exceeding the targets set.

Solutions portfolio

▶ Television

In the entertainment field, Totalplay Residencial offers the most complete and highest quality pay TV experience in Mexico. We provide state-of-the-art decoders (currently 4K) with WiFi-6 extender, allowing users to enjoy more than 230 channels, including 180 in HD and 8 in 4K, which is the only offer of its kind in Mexico. At no additional cost, we offer services such as Video on Demand (VOD), parental control and Anytime, which allows up to seven days of time-shifting on 145 channels without the need for additional equipment. In addition, we connect viewers to applications such as Max, Amazon Prime Video, Disney+ and Netflix, making Total Play a true digital entertainment hub.

▶ Internet

Internet service is one of mainstays of Totalplay Residencial value proposition. We are one of the few companies in Mexico that offer fiber-to-the-home (FTTH) coverage, through which we can deliver plans of up to 10 Gbps. Our network is ready to support IPV6, 4K and

8K services with the same quality in all locations where we have coverage. Thanks to our connections with tier one providers in the United States (Cirion Technologies, Cogent Communications and Zayo), we guarantee an optimal experience for users. And the inclusion of strategic content caches from Netflix, Google, target and Akamai ensures speed and efficiency in data transmission.

We partner with major content providers such as Amazon, Apple, Microsoft and Verizon Edgecast. Additionally, we offer WiFi coverage using video decoders, which also function as repeaters in the 5 GHz band, network extension equipment and we launched WiFi Club, improving the connectivity experience at home. In 2024, we also introduced symmetrical internet plans, which allow for the same upload and download speeds, boosting our customers' digital productivity.

▶ Interface and applications

The Totalplay Residencial digital platform has also become a key differentiator by incorporating third-party applications and services into a single space. We developed an intuitive, graphic and user-friendly television interface in-house, which incorporates applications such as Netflix, YouTube, FOXplay, Prime Video, Max, Google, Star Play and Paramount. Customers can subscribe directly from the platform and pay on their usual monthly bill. In addition, the mobile application (iOS and Android) makes it easy to acquire additional services, access VOD and Anytime, manage WiFi networks and handle payments and billing information.

▶ Telephone

Total play not only offers superior traditional telephone service, but holds a competitive advantage by expanding the fixed communication experience globally thanks to Softphone portability from the mobile app. This lets customers make and receive calls as if they were on their landline, no matter where they are in the world.

▶ Targeted advertising

In partnership with Google Ads, Total Play became the world's first targeted television advertising operator, bringing advertisers closer to their audiences through advanced ad insertion technology and behavioral analysis, optimizing their advertising investment.

▶ Residential packages

Totalplay Residencial not only serves households, but has also expanded its portfolio to micro and small businesses, providing solutions designed to ensure productivity and connectivity from home, offering optimized connectivity services that boost their competitiveness in the digital environment.

▶ Club Totalplay WiFi

At Total Play, we understand our customers require permanent connectivity. With that vision in mind, Club Totalplay WiFi was born, a strategic unit that turns our fixed network into a collaborative nationwide community, offering users a fast, safe and uninterrupted browsing experience inside and outside their homes.

▶ With Club Totalplay WiFi, we have established ourselves **as the largest WiFi community in Mexico,** with coverage in parks, plazas, airports, shopping centers, homes and our customers' businesses.

The Club operates on a collaborative model that leverages Total Play's infrastructure: every customer enables their own ONT device as an independent access point, multiplying connection sites throughout the country without compromising the security or performance of the private home network. When moving between different cities or public spaces, customers can automatically connect to the network at the same speed as their residential plan, guaranteeing an unlimited experience, without advertising and with the highest standards of security and privacy.

In 2024, we strengthened our privacy, data security, service continuity and congestion prevention mechanisms in high-demand areas. These efforts, together with a strategy of investment in public infrastructure and constant monitoring, ensure that the customer experience is always superior to that of traditional public WiFi.

Monthly active customers increased by 51%, reaching almost 690,000 users, while average consumption per active user rose from 12.1 GB to 17.5 GB per month, reflecting more intensive use of the network for activities such as social media and video consumption, which accounted for more than 70% of total traffic.

▶ In 2024, **Club Totalplay WiFi reached 3,826,457 customers,** with a presence in 87 cities and 24 states in Mexico, a 17% increase over 2023.

Totalplay Empresarial

▶ In 2024, Totalplay Empresarial was present in 173 cities in the 32 states of the Mexican Republic, with a total of **104,371 service locations:**

90,932 locations
corresponding to private companies.

13,539 locations
for government clients.

Totalplay Empresarial designs telecommunications and IT solutions that meet connectivity requirements to improve the operations and business processes of private companies and public sector institutions.

Thanks to a robust, flexible and scalable portfolio of services, we serve industries with critical connectivity needs such as hospitality, commerce, educational institutions, financial institutions and government entities.

These figures include multiple connections for the same customer in different locations, a sign of how reliable they find our infrastructure. In addition, we guarantee customers 100% redundancy in available traffic, ensuring operational continuity and maximum reliability in service delivery.

Portfolio of solutions

Internet and Voice Solutions

- ▸ Broadband Internet or Best Effort: shared bandwidth, flexible and adapted to availability.
- ▸ Dedicated Internet: guaranteed, symmetrical and unshared bandwidth.
- ▸ Voice Services: global connectivity via analog, digital, or IP lines.
- ▸ Integrated Internet and Voice Packages: fiber optic solutions with physical switch or cloud-based telephony.
- ▸ Microwave and 4G backup: redundant connectivity in the event of network contingencies.

Private Network Solutions

- ▸ UNNO: telecommunications ecosystem based on virtualized network functions.
- ▸ FlexNet: secure connection between offices and branches using SDWAN technology.
- ▸ MPLS / RedIP: dedicated links for critical high-security transactions.
- ▸ LAN to Cloud: direct connection to public clouds such as AWS, Azure and GCP.
- ▸ LAN to LAN: interconnection of offices in different geographic locations.
- ▸ Monitoring: comprehensive visibility of network traffic and performance to ensure efficiency and prevent failures.

Cybersecurity Solutions

▸ Through TotalSec, our affiliate company, we offer a comprehensive security ecosystem that includes:
  - We have protection tools such as firewalls, workstation security, defense against massive attacks, content filters and DNS protection.
  - We also offer specialized services including a security monitoring center (SOC), controlled security testing, compliance reviews such as PCI and regulatory consulting.
▸ IT and public cloud solutions with incorporation into AWS, Azure, Huawei Cloud, Google Cloud and IBM Cloud.
▸ Managed and consulting services based on world-class architecture frameworks.
▸ Managed WiFi solutions: implementation of comprehensive projects, including WiFi in all Mexican Pacific League baseball stadiums, ensuring massive, high-quality connectivity.

Solutions for the hospitality industry

▸ Interactive IPTV: incorporation with hotel PMS and complementary services (spa, restaurants, etc.).
▸ Distributed video: reuse of existing coaxial infrastructure for greater efficiency.

Digital transformation solutions

▸ Internet of Things (IoT): automation of buildings and homes to optimize resources such as water, gas and electricity.
▸ Smart CCTV: video surveillance with advanced analytics managed in the cloud.
▸ Digital Signage: deployment of interactive content on screens and kiosks, with incorporation to ERP, CRM and PMS.
▸ Observability: monitoring of physical, hybrid and cloud networks to ensure end-to-end visibility and security.

Our value proposition focuses on accompanying each client in their digitalization process through specialized consulting services, after-sales support, permanent monitoring and managed administration, always under international standards of security and efficiency. With this, Totalplay Business reaffirms its role as a strategic ally for the sustainable growth and digital transformation of companies and institutions in Mexico.

Incident response

We have a specialized response model that allows us to respond quickly, efficiently and with security to any technical incident, ensuring service continuity and customer satisfaction.

Thanks to our support ecosystem, Total Play maintains a high level of availability and quality in its infrastructure, with trained teams working under strict protocols to resolve any situation with agility and precision.

Our response strategy is based on three key components:

1 **Strategic Network Service Center (SNSC):** Monitors and tracks incidents from first contact with customer till closure of the ticket. Follows preset processes that guarantee a full and timely solution.

2 **Network Operation Center (NOC):** Constantly monitors the network, detects failures, assigns responsibilities, handles programed events and receives reports 24/7 throughout the year. Its goal is to minimize the impact of incidents on services and applications.

3 **Intelligent Network Operation Center (iNOC):** Responds in real time to critical events, analyzes and diagnoses problems, and manages software updates to maintain operating stability. Also generates control scorecards by analyzing historic records, supporting data-based decisions.

Digital experience

Experience (app)

Total Play strengthens relationships with users and enriches the commercial offering through agreements with recognized brands, enhancing the Totalplay Go ecosystem and building loyalty as a driver of retention and differentiation in the telecommunications industry.

In 2024, we partnered with highly recognized brands such as Samsung, Cinemex, KidZania, Six Flags, KFC, Cinépolis and Disney, offering tangible benefits for both customers and Total Play. With Samsung, Cinemex and KidZania, we offered exclusive benefits to subscribers and incorporated them into the marketplace; with Cinépolis and KFC, we incentivized redemptions and began negotiations for additional projects; while with KidZania, Six Flags and Disney, we developed experiential activities that strengthened the brand's positioning.

More than **1,500,000 customer redemptions** in the Total Play Rewards app.

Customer experience

Customer satisfaction is one of the fundamental pillars for Total Play, not only as an indicator of commercial performance, but also as a reflection of the quality, reliability and innovation of its services.

To ensure effective customer service, Total Play uses platforms such as Service Desk—currently in transition to ServiceNow—to manage requests and incidents with traceability, efficient resource allocation and a better experience for users and technical staff.

Call Center

Total Play's call center is a strategic pillar of customer service, accompanying users from the time they first sign up, through all stages of their experience, even if the time comes that they wish to cancel their service. The operation is organized by specialized campaigns, each with a manager, supervisors and service agents, allowing for timely and efficient follow-up on customer needs. Among the main campaigns are payments and balances, technical support, social media, additional sales and retention.

In 2024, the call center recorded 7.6 million calls, reflecting the level of interaction and closeness that Total Play maintains with its customers. The most frequent reasons for contact were:
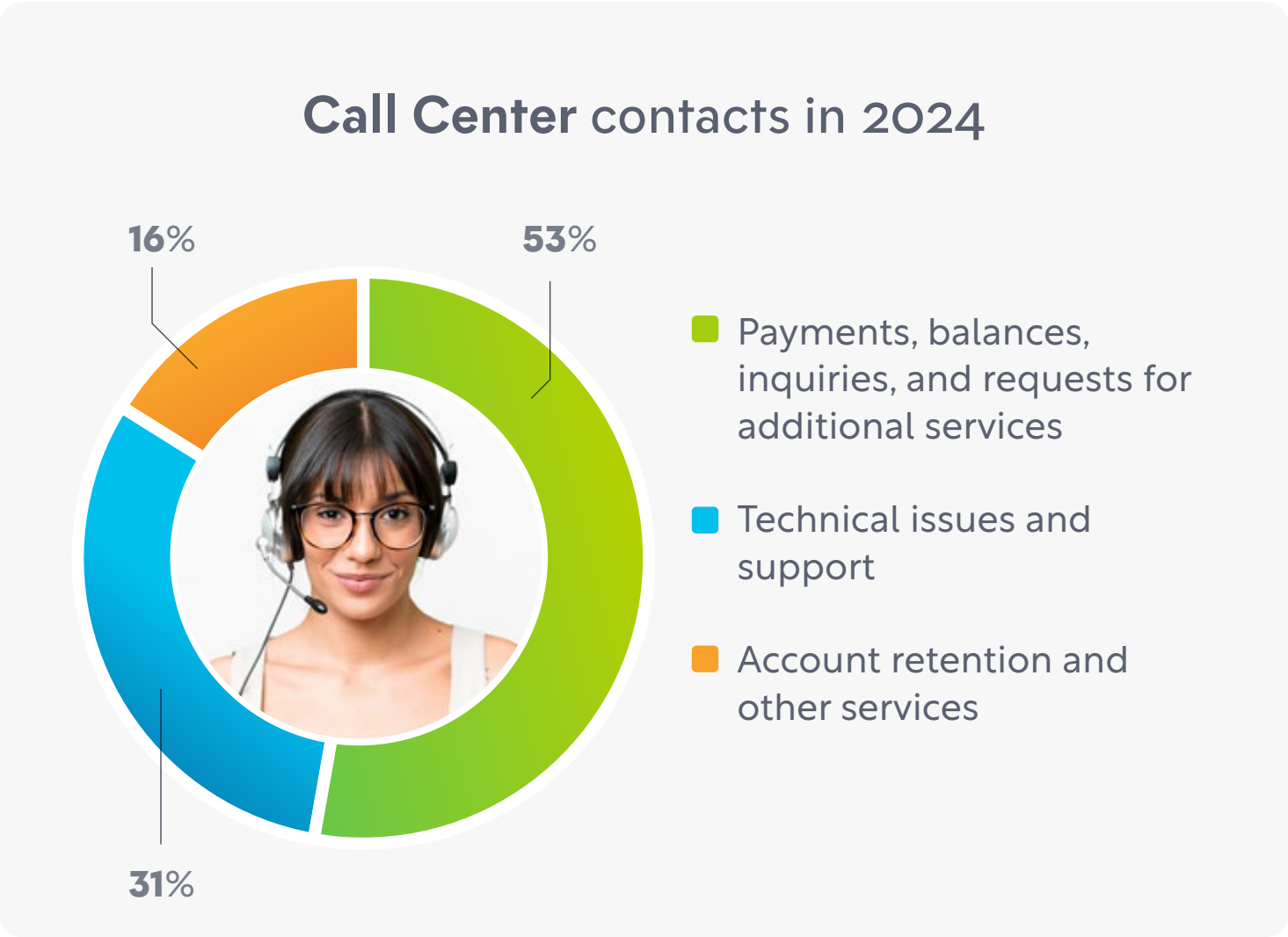
Net Promoter Score (NPS)

To accurately measure user perception, the company tracks its Net Promoter Score (NPS). It does so through surveys via WhatsApp and telephone, during which customers are asked to rate the likelihood of recommending the service to a family member or friend on a scale of 0 to 10, as well as the reasons behind their rating.

Based on their responses, we classify customers into three categories:

- ▸ **Detractors (0-6):** Dissatisfied customers who could affect our reputation.
- ▸ **Passive (7-8):** Satisfied customers, but without a high level of loyalty.
- ▸ **Promoters (9-10):** Highly satisfied customers who may recommend our brand.
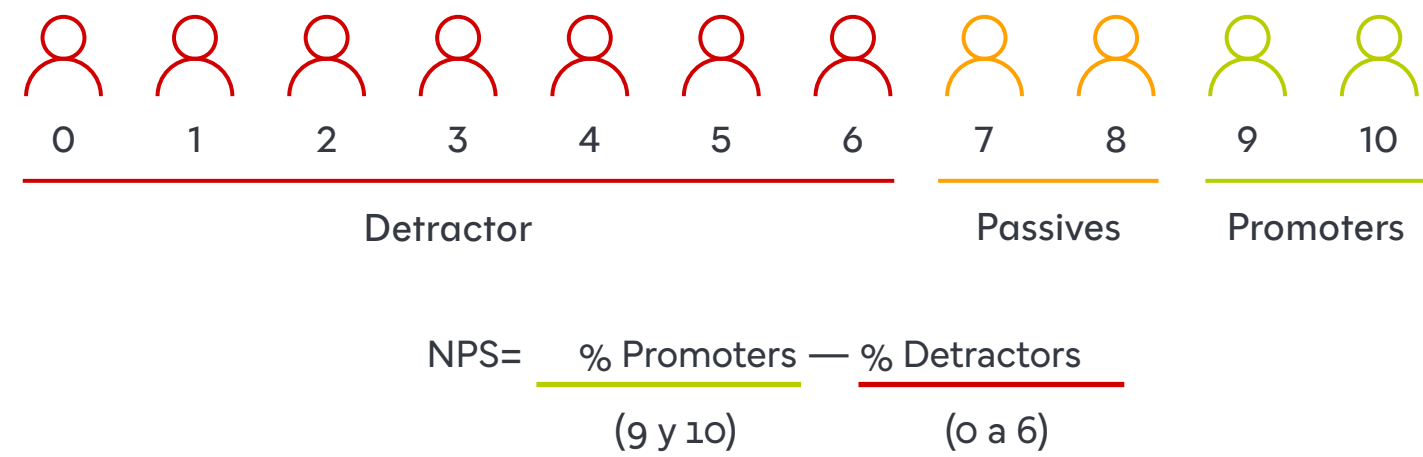
During 2024, Total Play strengthened this measurement process with substantial improvements in its application. In conjunction with Algorithia, a Grupo Salinas company focused on AI and Advanced Analytics, new technological developments were implemented to obtain fresher input from the customer experience, and the coding of responses was redesigned to give greater clarity and depth to the reasons expressed by users. Progress was also made on a project with Meta that seeks to optimize the survey application, making it more agile, intuitive, and user-friendly for participants.

This not only attests to Total Play's commitment to service quality, but also our ability to listen, adapt and respond proactively to users' needs and expectations, strengthening our position as leaders in connectivity and digital experience in Mexico.

Call Center contacts in 2024

16%

53%

31%

- ■ Payments, balances, inquiries, and requests for additional services
- ■ Technical issues and support
- ■ Account retention and other services

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Detractor   Passives   Promoters

$$NPS = \frac{\text{\% Promoters}}{(9 \text{ y } 10)} - \frac{\text{\% Detractors}}{(0 \text{ a } 6)}$$

In 2024, **Total Play's NPS was 57.4%, compared to 45.7% in 2023,** signaling a notable improvement in customer perception and loyalty.

*United by one network of **ethics** and **transparency***

Corporate governance

GRI 2-9, 2-10, 2-11

Through our corporate governance, we ensure regulatory compliance, operational efficiency, timely risk management and the creation of sustainable long-term value. This approach makes us more competitive and supports our commitment to sustainable development.

Total Play's governance is structured around the Shareholders' Meeting, the Board of Directors, the Audit and Corporate Practices Committee and the Management Team. These bodies coordinate to ensure solid operations are aligned with the company's strategic goal.

General Shareholders' Meeting

Total Play's General Shareholders' Meeting protects the interests of shareholders and is responsible for appointing or replacing members of the Board of Directors and Committees, overseeing financial matters and making observations or recommendations.

Board of Directors

The Board of Directors plays a fundamental role in the strategic management of the company. According to the bylaws, the Board must have a maximum of 15 regular members, at least 25% of whom must be independent. Board members serve for one year and may be re-elected, but in any case will remain in office until their designated replacements take office. In 2024, the Board was made up of nine board members, 44% of whom were independent. Meetings were held at least once every three months.

The Board acts as the legal representative of the company and its powers include:

▸ Authority to pursue legal actions and collections.
▸ Authority to carry out acts of administration.
▸ Authority to carry out acts of ownership and disposition of assets.
▸ Authority to issue, subscribe, guarantee, and otherwise negotiate all types of negotiable instruments.
▸ Authority to open and close bank accounts.
▸ Power to call ordinary, extraordinary, or special shareholders' meetings.
▸ Power to adopt internal labor regulations.

- Authority to appoint and remove external auditors.
- Authority to establish branches and agencies.
- Power to approve transactions outside the ordinary course of business entered into by the company or its subsidiaries with shareholders or with members of management of the company or its subsidiaries, always seeking the prior opinion and/or report of the Audit and Corporate Practices Committee.
- Authority to issue securities or to carry out transactions resulting in the issuance of shares representing the company's capital stock.

Name	Position
Ricardo B. Salinas Pliego	Chairman
María Laura Medina Espinosa	Regular member
Pedro Padilla Longoria	Regular member
Jorge Mendoza Garza	Regular member
Benjamín F. Salinas Sada	Regular member
Sergio M. Gutiérrez Muguerza	Independent member
Gonzalo Brockmann García	Independent member
Héctor M. Gómez Velasco y Sanromán	Independent member
Miguel Irurita Tomasena	Independent member

⬀ For more information, click here.

Board members are appointed by the Ordinary General Assembly on the basis of their experience, professional background and ability to contribute to the company's development. Appointments are annual, and members may be reelected.

At Total Play, we value diverse backgrounds as a strategic asset. Therefore, our board is composed so as to incorporate a variety of experiences, perspectives and talents, allowing us to address the challenges of the industry from multiple approaches. We are proud to have leaders with extensive experience whose vision has made us pioneers in connectivity services in Mexico.

Audit and Corporate Practices Committee

This Committee's main responsibility is to ensure transparency, accountability and responsible management of the company's operations. Its functions include: overseeing transactions with related parties, reviewing the annual internal audit plan and its results, supporting the Board of Directors in the analysis of operational risks, and proposing compensation schemes for directors and executives.

It is also responsible for preparing an annual report on salient transactions. The Committee must be composed of at least four members, which are appointed by the Board of Directors, and the majority must be independent. Additionally, it is responsible for determining the compensation of the Board and senior management based on their achievement of goals, the results obtained and overall performance.

Name	Position
Sergio Manuel Gutiérrez Muguerza	Member
Gonzalo Brockman García	Member
Héctor Marcelino Gómez Velasco y Sanromán	Miembro
Miguel Irurita Tomasena	Member

Management team

The members of our senior management are selected, voted on and appointed by the Board of Directors. They are distinguished by their high level of expertise and leadership in their respective areas, which enables them to effectively meet the organization's strategic goals. Their compensation package is made up of a base salary supplemented by performance-based bonuses.

Name	Position
Eduardo Kuri Romo	Chief Executive Officer
José Luis Rodríguez López	Chief Technology Officer
Alejandro Enrique Rodríguez Sánchez	Chief Financial Officer
Eduardo Ruiz Vega	Chief Legal Officer

Responsibility and transparency

GRI 2-15, 3-3, 205-1, 205-2

Everyone at Total Play is expected to conduct themselves on the basis of transparency, responsibility and compliance, which are essential pillars for building relationships of trust with our customers, employees and stakeholders. As a telecommunications industry company, maintaining an ethical and committed organizational culture is key to ensuring sustainable and reliable operations.

Ethics, Integrity and Compliance Program (PEIC in spanish)

The PEIC establishes clear guidelines for preventing, detecting and addressing corruption risks, as well as for encouraging ethical conduct in all areas of the company. Compliance is mandatory for all Total Play employees, who must apply it in the performance of their daily activities.

The PEIC is aligned with national and international regulatory frameworks and is based on key policies in areas such as human rights, anti-corruption and integrity, internal fraud prevention, free competition, personal data protection, relations with third parties, due diligence and conflicts of interest. It also encourages effective self-regulation and compliance with global standards established by organizations such as the United Nations, the United States Department of Justice and the OECD, among others.

Our institutional commitment is reflected in our zero tolerance policy against bribery and corruption, which is embraced by both our executives and the stakeholders with whom we interact. This commitment reinforces the importance of detecting, preventing and addressing any corruption risks that may arise. In this regard, all Total Play employees are responsible for complying with the provisions of the PEIC in their day-to-day work, ensuring that their actions are aligned with the ethical values we promote.

We are convinced that communicating our practices and policies clearly and honestly strengthens the company's reputation and allows our stakeholders to make informed decisions. Therefore, we invite employees, partners, suppliers, customers and distributors to act ethically and share our values in every interaction.

For further guidance on the PEIC or to file a complaint or report, please send an email to: peictotalplay@dialogus.com.mx or call 55 9337 2167.

⬀ For more information, see the PEIC

Code of Ethics and Conduct

▶ All our decisions and actions are aligned with the principles established in the **Code of Ethics and Conduct**, which is a comprehensive part of the Ethics, Integrity and Compliance Program (PEIC).

Our Code of Conduct sets clear standards on critical issues such as human rights, compliance with the law, workplace safety, and anti-corruption. It also establishes guidelines to prevent conflicts of interest, manage gifts and donations responsibly, and safeguard against money laundering and internal fraud. In addition, it ensures the proper handling of confidential information and protection of personal data. Above all, it promotes respectful labor relations, environmental stewardship, and transparency in every interaction with our stakeholders.

All of us at Total Play, as well as those with whom we interact, can report possible breaches of the Code or PEIC policies through our reporting channel: Honestel. This system ensures the anonymity of whistleblowers and protects their identity at all times.

⬀ For more information, see the Code of Ethics and Conduct

Communication channels and whistleblower system

At Total Play, we have confidential and accessible mechanisms through which stakeholders can express concerns or report any possible breaches of the Code of Ethics and Conduct, as well as situations that violate their rights. These channels guarantee anonymity, identity protection and proper follow-up by specialized teams.

We pay special attention to cases related to situations of violence or discrimination based on gender, disability, sexual orientation or identity, religion, age, marital status, physical appearance, language, culture, pregnancy, or psychosocial conditions, among others.

Honestel

Honestel is Total Play's official channel for receiving confidential reports on possible acts of corruption, violations of the Code of Ethics, or inappropriate behavior. It is available to employees, suppliers, business partners and anyone else involved in our operations.

This system guarantees the anonymity and protection of whistleblowers, ensuring that the information is treated with strict confidentiality and that there are no reprisals or undue consequences for the reporting party.

Any proven misconduct is sanctioned as provided for in the Code, ranging from internal corrective measures, such as warnings or administrative proceedings, to termination of the employment or business relationship. If the case requires it, the competent authorities are also notified. All disciplinary actions are governed by the EICP Integrity Committee's Sanctions Catalog.

Complaints through **Honestel**

1 Discrimination **7** Conflict of interest

92 Others **2** Theft **6** Work environment **6** Dishonesty

114 complaints received by Honestel in 2024.

Contact
HONESTEL

- ▸ www.honestel.com.mx
- ▸ honestel@gruposalinas.com
- ▸ Grupo Salinas internal portals
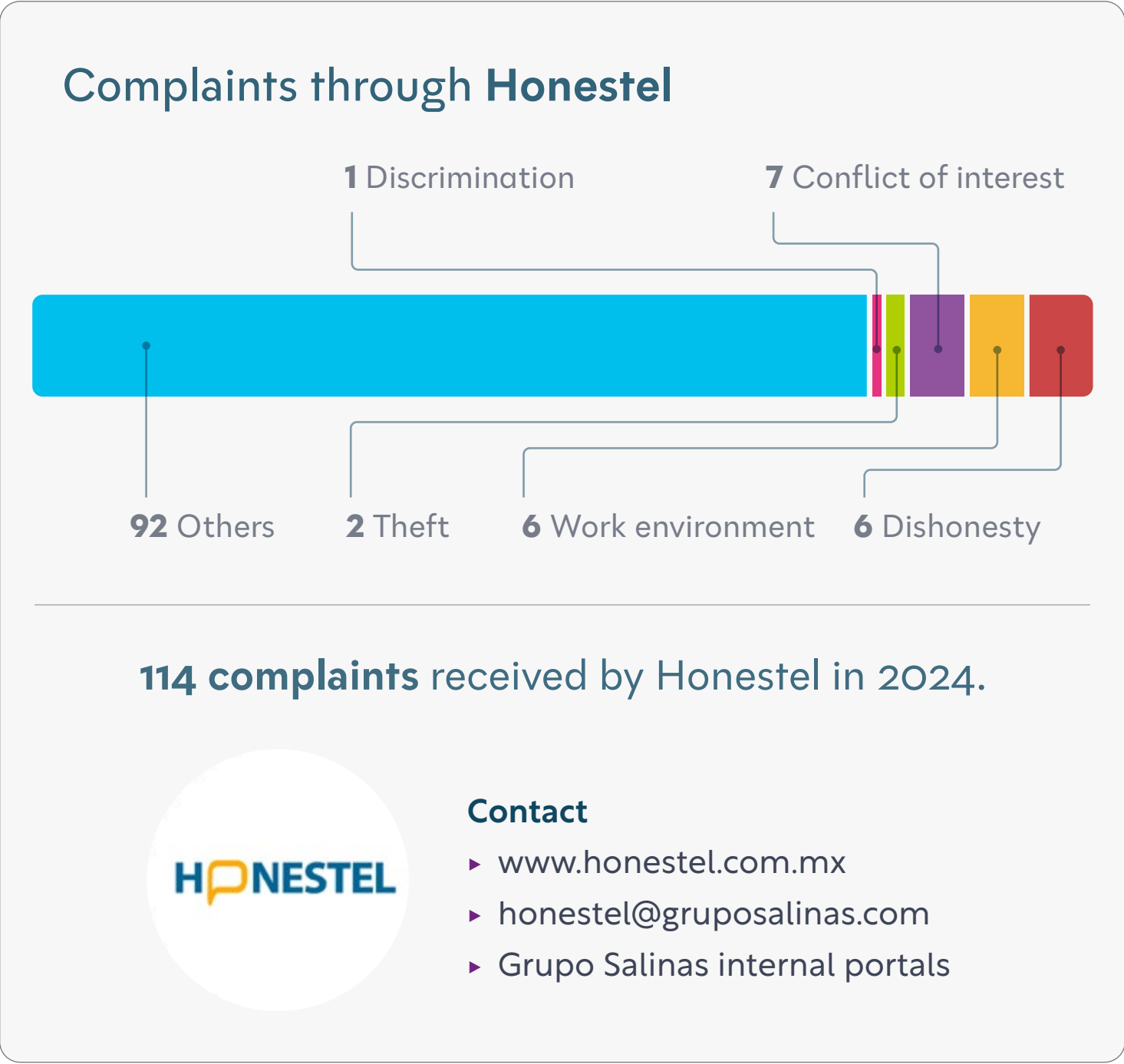
Cuéntanos

We have a communication channel called Cuéntanos (Tell us), which gives voice to the concerns, passions and experiences of all employees. Through this channel, we foster a sense of belonging and promote personal, professional and family development. Cases are handled efficiently and on a one-on-one basis, through a process that involves receiving, classifying and addressing cases sent through the Cuéntanos mailbox and other means.

Cuéntanos guarantees a response and notifies users of the status of their cases by email, Zeus Chat message, or telephone. Access to this communication channel is diverse, using forms on the company website, the Geography portal, links, Zeus Chat, and the email address bienestar@elektra.com.mx. All of this is concentrated in the Cuéntanos Policy on the Socio Pro platform.

Contacts by topic

32%
5%
5%
58%

- Well-being
- Business
- Sensitive or special cases
- Human conflicts

154 inquiries received through **Cuéntanos** in 2024.
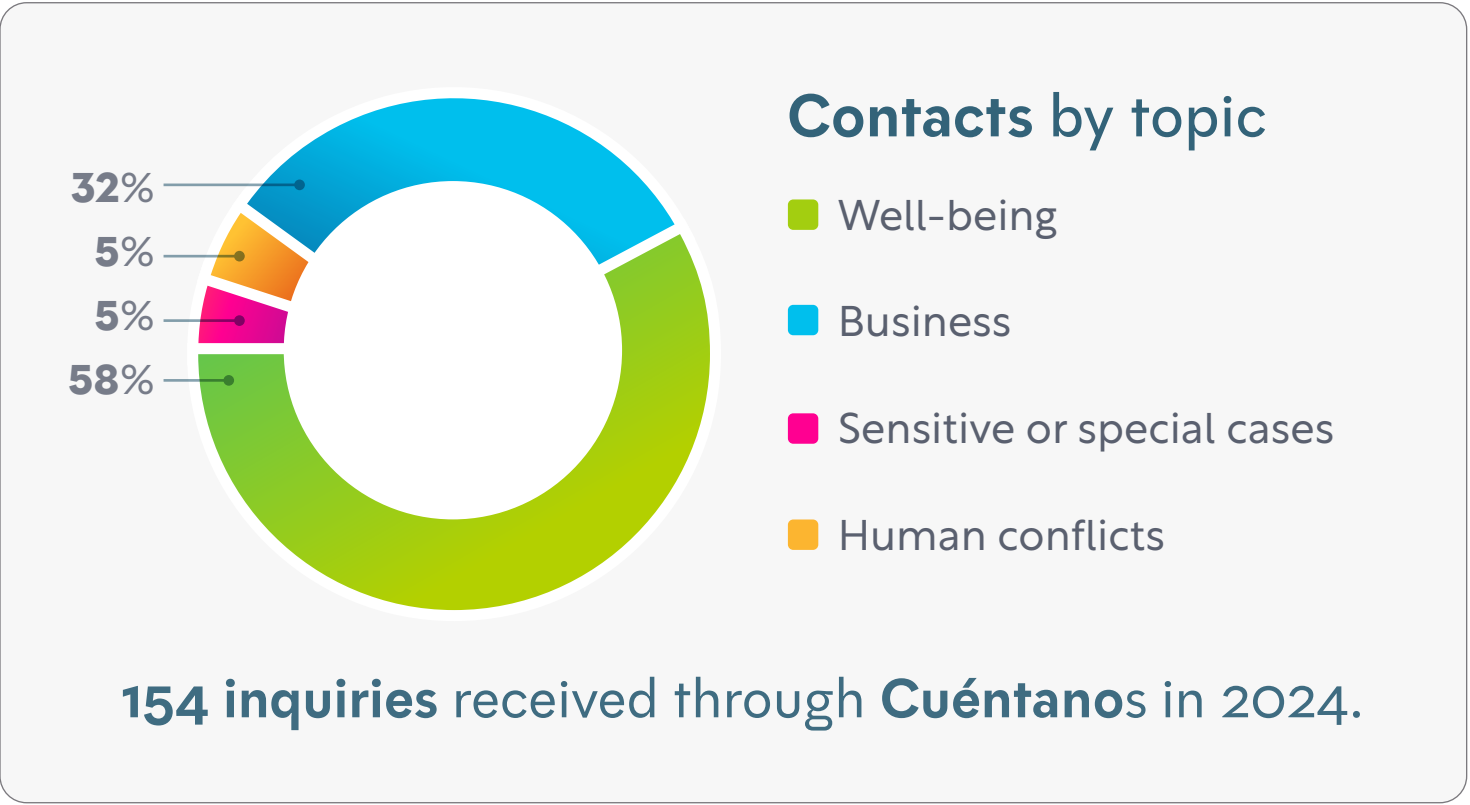
Ideas GS

This is a communication channel for employees to submit their proposals on optimizing or improving products, processes, or services in any area of our operations.

With this, we invite employees to pitch in and turn their creativity into solutions that add value to our business units.

Human Rights

Total Play offers its people a work environment based on equality, inclusion and respect. These principles guide both our internal relationships and our interactions with customers, suppliers and communities. From the hiring process to professional advancement, respect for human rights is embedded at every stage of our operations.

Our actions are based on ethics, integrity and equality, and we prohibit all forms of prejudice based on ethnicity, religion, gender, age, sexual orientation, marital status, nationality, health status, disability, socioeconomic status, or ideology.

We stand firmly against any form of discrimination, harassment, violence, child or forced labor, human trafficking and acts that violate human dignity. We also condemn expressions of physical or verbal violence and have mechanisms in place to address and punish such behavior in accordance with our internal policies. In addition, we have adopted standard NMX-R-025-SCFI-2015 on Workplace Equality and Non-Discrimination, which reinforces our commitment to fairer, more collaborative workplaces with a positive impact both inside and outside the organization.

Due diligence

Total Play follows due diligence processes as part of our commitment to ethical, responsible management aligned with human rights. We can thus anticipate and mitigate potential adverse impacts arising from our operations, protecting both our staff and the communities with which we interact.

By acting with transparency and foresight, we not only strengthen the trust of our customers and stakeholders, but also contribute to consolidating a corporate reputation based on integrity. These actions allow us to maintain a sustainable operation, focused on prevention and respect for the fundamental principles that guide our corporate culture.

Due diligence actions

We embed principles of social responsibility and respect for human rights into our internal policies, operating processes and management mechanisms.

1. We continuously assess the potential risks arising from our activities, business relationships and supply chain through tools such as Honestel, internal reporting channels and legal, financial and socio-environmental analyses.

2. We implement preventive and corrective measures to minimize any adverse impact on the health, safety, or integrity of our employees and related groups.

3. We track compliance with these actions through Grupo Salinas' Social Responsibility Committee, ensuring effective implementation.

4. We communicate progress, results and areas for improvement through our Sustainability Report and channels aimed at investors and stakeholders.

Economic performance

Total Play significantly increased its penetration in 2024, allowing it to bring world-class triple play services to more and more homes, with faster internet and more advanced entertainment options.

▶ The brisk growth in our subscriber base has translated into a **solid increase in revenues,** EBITDA and operating income since the third quarter of 2024.

Revenues closed 2024 at MXN44.53 billion, 10% above the MXN40.50 billion reported in the previous year. Total costs and expenses were MXN23.58 billion, compared to MXN22.14 billion the year before. As a result, EBITDA grew 14% to MXN20.95 billion; the EBITDA margin in 2024 was 47%, up from 45% in 2023. In addition, we recorded operating income of MXN3.84 billion, compared to MXN2.32 billion the previous year.

Financial results

	2023	2024	Change (%)
Revenues from services	$40,503	**$44,530**	10%
EBITDA	$18,361	**$20,952**	14%
Operating income	$2,316	**$3,844**	66%

*Figures in millions of pesos.

Totalplay Residencial saw an 8% increase in revenues to MXN37.47

billion, compared to MXN34.59 billion the previous year, which is directly related to a 9% increase in the number of subscribers to the company's services, to 5.2 million subscribers.

At the end of 2024, revenues from Totalplay Business grew to MXN7.06 billion, compared to MXN5.92 billion the preview us year, largely as a result of higher revenues from government customers.

Demand for Total Play's high-capacity internet, video surveillance, cloud and management solutions has growing steadily among a large number of business, public and private customers. The total number of locations with services provided to Business segment customers increased by 7% to 104,371 at the end of 2024, compared to 97,721 at the end of the previous year.

Credit and collections

In order to ensure Total Play's financial strength and offer customers competitive and responsible credit schemes, we have Credit and Collections departments, which work in coordination to balance operational efficiency, cordial customer service and financial risk mitigation.

The Collections Department's mission is to recover the total amount billed in the shortest time possible, while always maintaining a positive relationship with customers. On the other hand, the Credit Department's goal is to establish, administer and su-

pervise credit granting policies, particularly for the purchase of products in the Total Play marketplace.

The responsibilities of this area include key tasks such as credit assessment prior to opening accounts, allocation and control of credit lines, timely collection monitoring, risk management and delinquency prevention, as well as recovery of past-due accounts in coordination with the Banco Azteca team. The past-due portfolio is managed through a mixed strategy that combines home management by district managers, collection agencies and specialized support from the Banco Azteca team. This structure keeps account delinquency levels under control, protecting the company's liquidity and avoiding adverse impacts on the customer experience.

In 2024, the Collections Department achieved a net invoice recovery rate of 98.6%, with an involuntary churn rate of 1.1%. In the Credit Department, the delinquency rate stood at 6%, well below the established target of below 10%. Likewise, the inactive account rate (that is, accounts that do not generate revenues) was less than 4% and the delinquent credit portfolio did not exceed 7%. These indicators not only show effective execution of processes, but also continuous improvement in the quality of the portfolio and in Total Play's financial discipline.

We connect with *people*

Our team

GRI 3-3, 401-1, 401-2

Total Play employees are the driving force behind our innovation, growth and business transformation. That is why we focus our efforts on recruiting, promoting and retaining the best talent through solid strategies, wellness programs and inclusive labor policies that guarantee a fair, safe and motivating environment.

We have a robust structure of labor policies published on our corporate Business Transformation portal, which are reviewed annually and remain in effect until updated. Among the main ones are:

- ▶ Change of residence. Support for employees whose relocation is necessary for operational reasons.
- ▶ Major medical and life insurance. Benefits granted to certain employees upon hiring.

- ▶ Job posting. Standardized and mandatory process for leaders who need to fill positions.
- ▶ Corporate social responsibility. Guiding framework for our social actions.
- ▶ Safety and hygiene. Guidelines that ensure safe and healthy work environments.
- ▶ Hiring policy. Mandates non-discrimination and equal opportunities based on skills and potential.

Our hiring policy states that we do not discriminate on the basis of gender, age, origin, disability, religion, sexual preference, or any other condition.

5,224 employees in 2024.

Workforce by **gender**

Mujeres	Hombres
1,611 / **31**%	3,613 / **69**%

▶ **Turnover rate:**

Voluntary: **61%**

Involuntary: **23%**

291 vacancies were filled by internal candidates

▶ **80% of engineering staff** participate in **training programs** on emerging technologies in partnership with manufacturers, strengthening the team's technical capabilities.
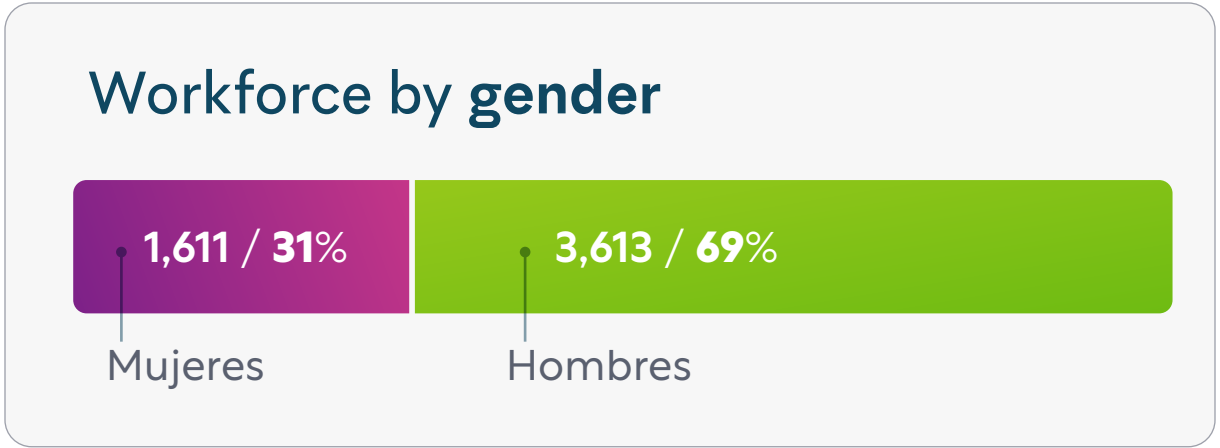
In 2024, we introduced a comprehensive talent recruitment strategy based on the use of digital platforms, as well as our own internal development tool, Reclutalia. At the same time, we strengthened our internal referral program, "Refer and Earn" inviting employees to participate in the recruitment process.

One of the main challenges of the year was to ensure the retention of key talent in the face of budget constraints. To address this, we reinforced internal mobility programs, annual salary raises and constant comparison of the labor market with industry pay scales. Meanwhile, more than 80% of recruitment processes were carried out through Reclutalia, achieving a coverage of over 95%. In the coming years, we will gradually migrate to Reclutalia as the only channel for executing the entire recruitment cycle through to final hiring, in addition to automating recruitment and retention programs such as "Refer and Earn."

Talent development

GRI 404-1, 404-2

We firmly believe that continuous learning is a fundamental tool for the growth of our people and the strengthening of our organizational culture.

Our training strategy has three main goals: enhancing the professional advancement and personal development of each employee, improving the quality of customer service and building an ethical, innovative and socially responsible organizational culture.

This area is managed in a structured and strategic manner by the Organizational Development and Training Department, which identifies needs, designs training programs and monitors their progress and impact, including regulatory processes that originate from Grupo Salinas.

We have specific processes and policies for this purpose, such as onboarding, mobility and training, which ensure efficient management aligned with our organizational targets.

Continuous training is another essential component of our operations. We have training plans that are adapted to each new technology, given internally by specialists or through a partnership with suppliers. This ensures that staff are prepared to manage, monitor and support advanced platforms, including artificial intelligence and machine learning—tools that are already an important part of automatic event correlation, troubleshooting and redundancy testing.

We added programs focused on emotional well-being and developed differentiated training paths for leaders and general teams. We not only succeeded in training more people, but more importantly, we were able to connect training with happiness and a sense of belonging. Thanks to these efforts, we managed to increase participation in training programs for both regulatory and soft skills.

In 2024, we developed two structural programs:

- **Competency-based training plans:** strengthening specific skills and measuring individual progress and its impact on productivity.
- **"Hand in hand with you":** building leadership skills for team trainers, with an emphasis on communi-

▶ **299 employees, 70 women** and **229 men,** participated in these training programs.

cation, motivation and emotional well-being. As part of our commitment to sustainability, we incorporate content on ethics, transparency and social responsibility across our training programs. Our Mobility Policy and other documents promote clear ethical practices; and through regulatory courses on human rights and the environment, we foster a culture of respect and socio-environmental awareness throughout the company.

In addition, we distribute a wide range of content, including:

- Service attitude, effective communication, stress management, teamwork, neuro-sales and empowerment.
- Emotional strengthening and leadership courses such as Emotional Intelligence, Cultivating Resilience and Your Charisma and the New Dimension of Leadership, among others.

Total hours of training	Women	Men
Senior management	48	70
Middle management	178	355
Operational and administrative staff	1,570	2,158
Total	**1,796**	**2,583**

We support professional advancement for our people through career plans that nurture internal talent through performance evaluations, 360-degree reviews and productivity analyses. This mapping feeds into our succession plans so that we can prepare future leaders using objective and transparent tools. We also implement a replacement grid system to anticipate strategic vacancies, ensuring operational continuity and constant development.

▶ **4,379 hours** of training in 2024.

Performance evaluation

GRI 404-3

We offer a structured process of performance evaluations each year, with a comprehensive approach that strengthens the organizational culture based on continuous feedback. This covers all levels of employees.

This evaluation is carried out in three phases:

1. Goal setting: January-March. The employee and trainer meet to set individual goals based on business priorities and strategies, which must be achieved by the end of the year.

2. Mid-year review: July-August. The employee and trainer evaluate progress toward the goal and rethink strategies, when necessary, to achieve them.

3. Annual evaluation: January-February. They meet again to reflect on successes, failures and areas for development. The employee is given an evaluation on individual and behavioral goals.

At each stage, continuous feedback and performance discussions are encouraged, as the process consists of a self-assessment by the employee, a part by the trainer and a performance discussion. Evaluations are conducted using the internal Zeus platform for employees and Talento GS for other staff.

The results are rated on a scale of one to five:

Insufficient	Fair	Satisfactory	Excellent	Outstanding
1	2	3	4	5
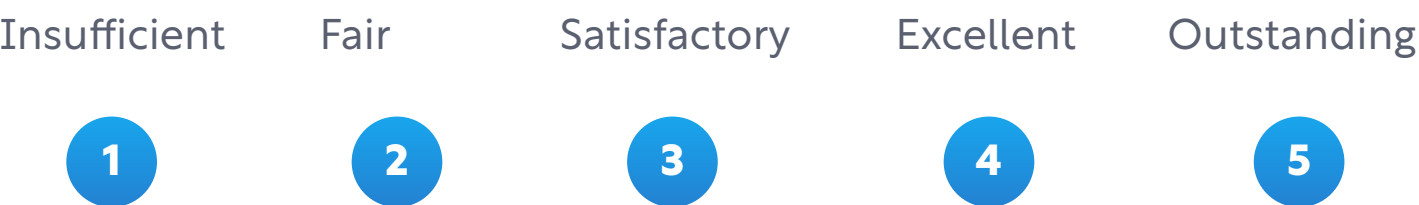
Our evaluation strategy for operational staff ensures that every employee receives an annual performance review, reinforcing fairness and consistency across our talent management processes. Beyond compliance, this approach fosters a culture of continuous feedback, recognition, and professional growth, aligning individual development with the long-term success of the organization.

▶ **4,451 employees** received performance evaluations.

Diversity and inclusion

GRI 3-3, 405-1

We recognize that diversity is a catalyst for innovation and sustainable performance. By promoting an inclusive workplace where all individuals—regardless of gender, race, sexual orientation, disability, or other characteristics—have equal opportunities to grow, we harness a plurality of perspectives that enrich our culture and sharpen our ability to deliver creative, client-focused solutions.

We remain steadfast in our commitment to offering equal opportunities to all our employees. We will continue to strengthen our internal policies, strategies and platforms, fostering a culture based on inclusion, merit and well-being as essential pillars of human development at Total Play.

▶ **53 women** in management positions and one female senior officer.

Gender Unit (Unidad de Género)

At Total Play, we actively work to keep the work environment safe, respectful and free of violence, based on our commitment to human rights and gender equality. Since 2021, the Grupo Salinas Gender Unit concept has been introduced to Total Play and every other company in the group, where it has become a key space for preventing and addressing situations of harassment, discrimination, or gender violence.

The Gender Unit is designed to ensure equal, inclusive and respectful working conditions. We have an institutional protocol that establishes clear guidelines for preventing and responding to any form of violence, protecting all members of the organization and ensuring their professional advancement under fair conditions.

One of the central pillars of this strategy is prevention, something we reinforce through workshops, training and awareness-building spaces. Among the topics we address are: sexual harassment, gender violence, Mexico's "Olimpia Law"—which deals with digital violence--, racism, discrimination, domestic violence, sisterhood, sexualization, culture of peace and safe work environments. These activities seek to raise awareness, transform attitudes and empower our staff to foster working relationships based on empathy, justice and shared responsibility.

We also align our actions with international standards such as the ILO principles and Convention 190, contributing to the creation of violence-free and more equitable workplaces for all.

77 complaints from Total Play employees handled by the Gender Unit in 2024.

Unidad de GÉNERO | GRUPO SALINAS DESDE 1906
RESPETO, SEGURIDAD, INCLUSIÓN

Report to:
unidaddegenero@gruposalinas.com.mx
5517201313 Ext.39473
Zeus / In person

Admitted
• Gather evidence
• Request from department

Report dismissed
• No evidence found
• Not within the Unit´s jurisdiction
• Other parties
• Other reasons

Concluding meeting
• Sanction
• Preventive measures

Appropriate actions
• Guidance
• Awareness
• Referrals
• Others

Investigation
• Audit / Security

Closure

Direct invention
• Alternative solutions

Wellness and safety

GRI 401-2

The comprehensive wellbeing of our employees is a priority. In addition to offering competitive salaries and the benefits required by law, in 2024, we developed various initiatives that enhanced their quality of life:

- Fitness center subsidies: 2,715 beneficiaries, including family and friends, with 50% support.
- GS Health: 24/7 virtual medical care, nutrition, pediatrics and on-demand health content.
- Summer course: we welcomed a total of 75 employees' children for three weeks of educational and recreational activities led by teachers.
- Medical and dental clinics: free or affordable care.
- Promotion of recreation and socializing: loan of bicycles, board games, books and access to a video game area.
- Yoga classes: as a space for mental and physical health, we offer classes three times a week.
- Parental leave. All our employees had access to parental leave in accordance with the law. In 2024, 53 women took advantage of this benefit and 37 of them returned to work at the end of their leave.
- Breastfeeding room: a space with safety for breastfeeding mothers.
- Encouraging employees to socialize and eat healthier: we have a cookout area and offer multiple food options.
- Safe and comfortable transportation: we offer corporate transportation on four routes, including a new one in 2024.

We work to foster a sense of belonging by giving out awards for seniority (5, 10 and 15 years) and developing an awards app within Grupo Salinas to motivate and strengthen the development of our team. This project is currently in the implementation phase.

Happiness Survey

In order to ensure that our teams have the best working environment to carry out their activities, we developed the Happiness Survey. This survey, which is conducted three times a year, is designed to measure employee happiness and satisfaction; it analyzes the factors that create happiness at work and the impact that leaders have on creating a good working environment.

The happiness score is obtained using a mathematical model called random forests with decision trees, on a scale of 1 to 5 with the following ranges:

Happy teams: Rating of 4.34 to 5.0

Satisfied teams: Rating of 3.72 to 4.33

Dissatisfied teams: Rating of 3.0 to 3.71

Unhappy teams: Rating from 1.0 to 2.9

Happiness Survey

2023   2024

	Happy	Satisfied	Dissatisfied	Unhappy
2023	4,807	6,675	2,234	1,310
2024	6,295	7,769	2,399	1,347
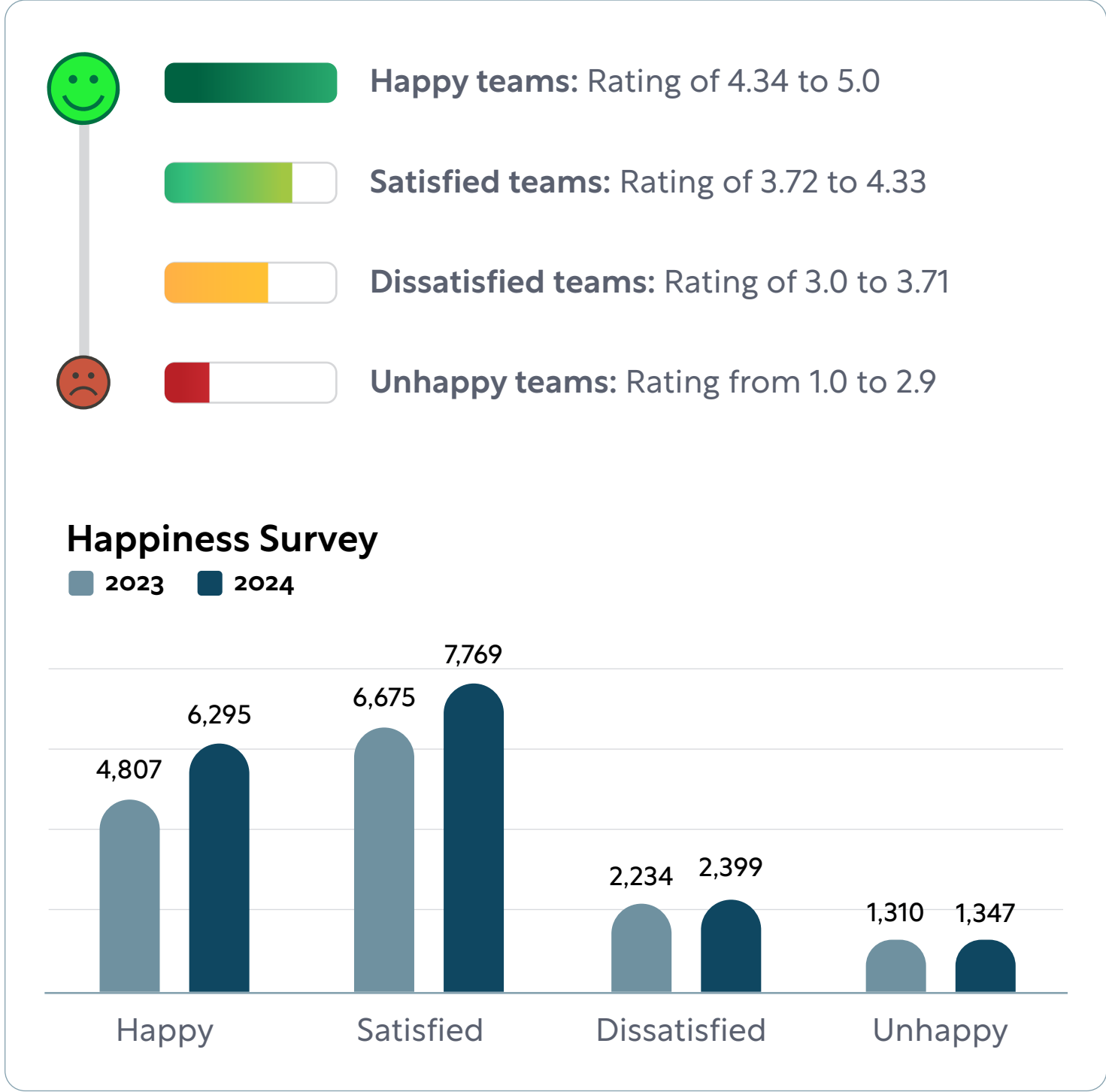
In addition, we measure employee satisfaction through the NPS survey, in which we classify employees as promoters, passives, or detractors. The results for 2024 are:

▶ We achieved an employee **NPS of 55% in 2024,** compared to 49.1 in 2023.

Health and safety

GRI 3-3, 403-1, 403-3, 403-5, 403-6, 403-9

We make it our highest priority to avoid workplace accidents, but when they materialize, we have a clear protocol for care and follow-up. Employees must notify both Human Resources and their direct supervisor and go to the IMSS to receive medical attention. If a disability certificate is issued, it is delivered to Human Resources for proper processing.

In 2024, 110 workplace accidents were reported (69 women and 41 men), representing a total of 773 lost workdays. We continue to reinforce the importance of our prevention campaigns and promote a culture of comprehensive health and safety.

245 women and **177 men** trained in Civil Protection.

We provide mandatory Civil Protection training courses to ensure safety at work. In the year, we trained 422 employees, who underwent 10.5 hours of training each, on average.

The physical and emotional health of our employees is a vital concern for Total Play. We offer continuous medical care services, preventive campaigns and wellness spaces that promote a safe, healthy and accessible work environment for our entire team.

We have a comprehensive health plan that covers general medical care, dental care and alternative medicine, available directly at our corporate offices:

- ▸ In-house medical service. General care from Monday to Friday for consultations, symptom checks and treatment follow-ups.
- ▸ 24/7 emergency care. A team of paramedics is available at all times to provide immediate care in the event of any emergency.
- ▸ Corporate dental clinic. Accessible service for basic and specialized dental consultations.
- ▸ Chinese medicine clinic. Complementary alternative that promotes physical and emotional well-being.

In 2024, we organized two Health Weeks, one in June and one in October, with nationwide coverage through traveling modules. During these events, employees had free access to:

- ▸ General clinical studies
- ▸ Blood tests
- ▸ Dental check-ups
- ▸ Eye exams
- ▸ Sale of vitamins and supplements

To broaden the scope of our medical services, we carry out quarterly campaigns focused on promoting healthy habits, disease prevention and early detection. We also have agreements with external laboratories, which allows our employees to access specialized tests at preferential rates.

300 free check-ups provided to employees

Social impact

For more than two decades, Fundación Azteca has served as the social arm of Grupo Salinas, supporting programs that improve the lives of thousands of people in Mexico. Working alongside various partners, it funds educational, environmental and social projects that reflect a constant commitment to collective well-being. In 2024, the Foundation reinforced this work with a vision focused on generating a tangible and lasting impact in communities, with education as the driving force for change.

Our actions are organized around three strategic pillars: **Youth, Environment and Society.** Each of these pillars focuses efforts on responding to urgent challenges and building a more just, inclusive and sustainable future.

Youth

We support the comprehensive development of children and young people, providing them with the tools to reach their full potential. Through the Azteca Educational Model, we promote personalized training that strengthens academic, emotional and social skills. We complement the experience with mentoring, professional internships, workshops and extracurricular activities.

In 2024, we had 17 educational campuses open, with more than 7,300 students enrolled. Through the Mentoring Program, 270 students were linked with Grupo Salinas leaders and more than 300 young people participated in the AZTECMUN Model United Nations.

We also formed high-impact alliances during the year, such as the Clinton Global Initiative, under which we will strengthen the Azteca Educational Model, access international knowledge and position ourselves as leaders in pedagogical innovation.

In the cultural sphere, the Esperanza Azteca program continued to foster musical talent in children and young people. This model, based on symphony orchestras, choirs and music training, seeks to achieve social transformation through art. In the year, more than 4,900 students participated in 110 concerts organized by 28 orchestras and choirs. In addition, 98 young people joined the Instituto Superior de Música and 83 master classes and lectures were offered during the Sinfónica Azteca's 2024 season, in partnership with the Orchestra of the Americas.

Environment and animal welfare

Through educational programs, awareness campaigns and volunteer days, we foster a culture of respect for nature and animals. This approach translates into concrete actions with environmental and social impact.

With *Huella Azteca* (Azteca Pawprint), we promoted the adoption, sterilization and donation of food for stray animals. In the year, we held more than 10 events that resulted in 2,406 sterilizations. The *Un Nuevo Bosque* (A New Forest) initiative called on the community to participate in reforestation days, planting more than 12,600 trees with the support of more than 4,500 volunteers.

We also supported the *Cultivadoras de Agua y Clima para Brindar Un Mundo Mejor* (Women Cultivators of Water and Climate for a Better World) program, in partnership with Heineken Mexico and GIZ. This initiative supported women who lead environmental projects related to water conservation and biodiversity, receiving more than 150 applications and selecting 28 proposals that reached more than 1,200 people via streaming.

As part of the Sustainable Tourism and Market Ready Call for Proposals, in partnership with Elektra, Aeroméxico, La Mano del Mono and SUSTENTUR, we rewarded the most outstanding tourism projects with a trip to the International Tourism Fair (FITUR) in Madrid.

Finally, we held an Earth Gala, a virtual event for reflection and learning that brought together environmental specialists and leaders, reaching more than 5,500 people.

Society

We strengthen civil society organizations and cause-driven projects through support, training and the creation of collaborative networks. Our goal is to expand the reach and impact of initiatives that seek to improve quality of life in vulnerable contexts.

With *Vive Sin Drogas* (Drug-Free Life), we promote healthy, addiction-free lifestyles through informational sessions and physical activities. These actions have impacted more than 50 million people.

Through the *Juguetón* toy drive, we continue to bring smiles to communities across the country. With more than 49,000 hours of volunteer work and the partnership of more than 580 strategic allies, we have reached 8,633 communities in 32 states. In 2024, we inaugurated the second *Juguetón* toy library at the La Raza National Medical Center.

▶ Through actions such as these, Fundación Azteca reaffirms its commitment to Mexico's sustainable development, **joining forces to build a more just, supportive and resilient society.**

Connecting with the *planet*

Energy

GRI 3-3, 302-1

As part of our commitment to operating more efficiently and sustainably, Total Play has strategies for optimizing energy consumption and reducing emissions. These include the use of electromechanical equipment certified and validated by the Energy and Environment area, selected as compliant with international and local standards such as ROHS, AHRI and NOM.

Our transmission network is composed primarily of energy-efficient equipment that incorporates intelligent energy management systems, optimized ventilation and low-consumption modes. Likewise, we prioritize technological upgrades based on environmental criteria, such as automation to avoid unnecessary use of paper and investment in state-of-the-art infrastructure that combines energy efficiency with greater traffic capacity.

In addition, Total Play's Infrastructure Department developed energy efficiency measures, such as consumption analysis, service disconnections at unused sites and load and rate adjustments. These initiatives contribute to optimizing resources, reducing costs and decreasing the environmental footprint.

One particularly important project in this area was the modernization of nodes in various metropolitan areas, where high-energy-consumption equipment was replaced with more efficient devices. This initiative not only optimized network performance but reduced the environmental footprint. This modernization, together with a more seamless integration of monitoring tools and support systems, also made it possible to shorten incident response times.

In 2024, we reached significant milestones in mitigating the environmental footprint of our operations, including:

▸ We began migrating ATCA platforms to virtualized solutions, which will reduce energy consumption and rack space.
▸ We achieved 80% of VoIP traffic routed through energy-optimized infrastructures, such as green data centers.
▸ We introduced the automation of critical alarm tickets, reducing response times and resource consumption in operation.

In addition, all decoders meet European energy efficiency standards and are designed for a useful life of more than seven years. In 2024, we introduced new features to improve the energy efficiency of equipment, such as idle mode, which reduces energy and data consumption.

To ensure the correct application of these measures, we developed a set of technical specifications called the Energy Seal, which categorizes the equipment evaluated and approved according to its use and efficiency. This document serves as a reference for operational areas when purchasing or renewing equipment at our facilities.

The Energy Seal covers aspects such as:

▸ Air conditioning
Efficient design and operation of air conditioning systems at Total Play sites, including specifications such as optimal temperature (24°C), humidity control (50%), air movement, and efficient distribution, which ensures appropriate thermal conditions with lower energy consumption.

▸ Lighting
Sets rules for lighting systems in company properties, in compliance with standards NOM-001-SEDE-2012 and NOM-025-STPS-2008. The goal is to ensure adequate lighting levels in workplaces while maintaining functional, safe and energy-efficient environments.

▸ **197,094.94 GJ** of fuel consumed in 2024; 8% less than in 2023.

Lithium batteries

As part of our technological modernization program and in line with our sustainability targets, in 2024 we reinforced the energy autonomy of our communication equipment by installing lithium batteries at strategic nodes. These batteries provide backup power in the event of power failures, with an average autonomy of up to four hours, ensuring continuity of service.

We also manage the waste generated by this equipment through certified suppliers, who are responsible for collecting and ensuring the safe transfer of batteries to recycling centers authorized by SEMARNAT.

Climate change

GRI 3-3, 305-1, 305-2, 305-3

At Total Play, we understand that the energy we consume in our operations is one of the main sources of greenhouse gas (GHG) emissions. The application of Energy Seal requirements ensures efficient use of equipment and technologies in corporate offices and branches, optimizing electricity consumption and ensuring that infrastructure is properly maintained.

We have classified our emissions according to the three scopes suggested by international reporting standards:

▸ **Scope 1:** Direct emissions derived from the combustion of gasoline and diesel in activities and equipment controlled by the company.
▸ **Scope 2:** Indirect emissions associated with electricity consumption, calculated based on the total annual electricity used in our operations.
▸ **Scope 3:** Indirect emissions from sources not controlled by Total Play but linked to our activities, such as flights related to our operations. These are estimated based on the distance traveled in kilometers.

This comprehensive approach allows us to identify areas for improvement and guide our decisions toward lower-carbon operations, in line with our climate commitment.

GHG inventory
Figures in tCO_2e

Scope 1	Scope 2	Scope 3
3,720.07	**18,648**	**648.14**
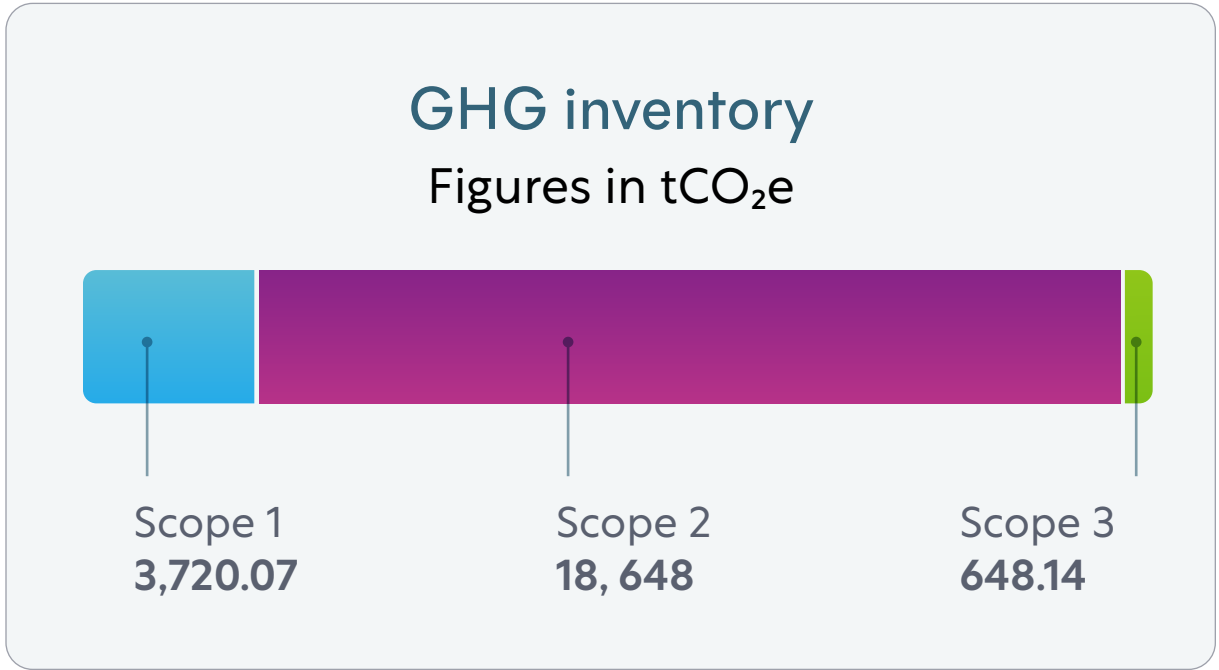
Water

8,972.21 m³ consumed in 2024.

Waste

GRI 3-3, 306-4

Sustainability is embedded in Total Play's DNA. Extending the useful life of technological components, adoptitng circular economy practices and working together with the operational areas to optimize resources demonstrate our commitment to innovation and environmental responsibility.

We are firmly committed to the responsible management of devices and materials. Between 3% and 5% of the components of our external plant network are recycled or reused and backup batteries are collected by the Fixed Assets department for safe disposal.

In addition, we have a comprehensive management system for recoverable waste, from sorting and storage within each corporate office. The waste is then collected by an external supplier, weighed and sent for recycling.

2,370 tons of cardboard and 1,135 tons of PET were sent for recycling.

Total Play sites infrastructure has **ISO 9001:2015** certification.

Sustainable performance

Operating data

▶ **Performance indicators**

	2022	2023	2024
Kilometers of fiber optics	130,407	153,617	157,004
Access nodes	780	797	800
Average revenues per user (ARPU)	$616	$619	$613
Homes passed (millions)	17.3	17.6	17.6
Penetration	25.2%	27.2%	29.7%
Subscribers (millions)	4.4	4.8	5.2
Customer churn rate	1.5%	1.8%	1.5%

Type of supplier	Total	% of total suppliers
Technology	594	48.5%
Services	177	14.4%
Inventory	151	12.3%
Supplies	78	6.4%
Equipment	42	3.4%
Electromechanical	37	3.0%
Construction	36	2.9%
Broadcast	25	2.0%
Print and advertising	16	1.3%
Transport	14	1.1%
Other commissions Total Play	12	1.0%
Professional fees	12	1.0%
SPS	12	1.0%
Gifts and hospitality	6	0.5%
Promotional services	6	0.5%
Production	4	0.3%
Awards	1	0.1%
Prizes and promotions for Elektra store customers	1	0.1%
Recruitment press	1	0.1%
Transportation assistance service	1	0.1%
Grand total	**1,226**	**100%**

Governance

	2024
Substantiated complaints regarding violations of customer privacy by regulatory authorities	One complaint was received from a customer regarding alleged improper treatment of personal data; however, the relevant authority (INAI) determined that there had been no violation of the regulations and therefore concluded the proceedings without imposing fines or penalties.
Customer data leaks	0
Theft of customer data	0
Customer data losses	0

Complaints received through Honestel

Sexual harassment	0
Dishonesty	6
Theft	2
Conflict of interest	7
Abuse of power	0
Work environment	6
Non-compliance with regulations	0
Other issues	92
Discrimination	1
Total	**114**

Employees

GRI 2-7, 401-1, 405-1

▸ Breakdown by gender and year

Employment category	2022	2023	2024
Women	2,088	1,691	1,611
Men	4,578	3,848	3,613
Total	**6,666**	**5,529**	**5,224**

▸ Breakdown of employees by gender and job type

Employment category	Mujeres	Hombres
Senior management	55	227
Middle management	318	702
Operational staff	1,238	2,684
Total	**1,611**	**3,613**
Total men and women	**5,224**	

▸ Breakdown of employees by gender and age

WOMEN	
Under 30	413
Between 30 and 50	1,116
Over 50	82
MEN	
Under 30	684
Between 30 and 50	2,558
Over 50	371
Total	**5,224**

▸ Diversity and equal opportunities

Representation of women in the workforce	Number	Percentage
Women in senior management	1	0.06%
Women in management positions (second and third line)	54	3%
Women in revenues-generating positions (such as sales)	869	54%
Women in support positions that do not generate revenues (such as Human Resources, Legal, IT, etc.)	742	46%
Women in middle management positions	318	20%
Women in operational positions	1,238	77%
Women in STEM (Science, Technology, Engineering and Mathematics) positions	75	5%

▸ Breakdown of hires by gender and age

	Number of new hires	Rate of new hires
WOMEN		
Under 30	165	17%
Between 30 and 50	201	20%
Over 50	10	1%
MEN		
Under 30	234	24%
Between 30 and 50	348	35%
Over 50	26	3%
TOTAL	**984**	**100%**

▸ Breakdown of departures by gender and age

	Number of departures	Departure rate
WOMEN		
Under 30	117	10%
Between 30 and 50	293	24%
Over 50	14	1%
MEN		
Under 30	176	14%
Between 30 and 50	547	45%
Over 50	75	6%
TOTAL	**1,222**	**100%**

▸ Employee NPS
GRI 404-1, 404-3

Gender	Participants	Promoters	Passive	Detractors	NPS	Chge. 23 to 24
Women	5,369	3,276	1,554	539	51.0%	7.0%
Men	12,441	8,201	3,094	1,146	56.7%	5.3%
Total	**17,810**	**11,477**	**4,648**	**1,685**	**55.0%**	**5.9%**

▸ Breakdown of employees trained by year, position and gender

Job category	2022		2023		2024	
	Women	Men	Women	Men	Women	men
Senior management	37	144	44	131	62	89
Middle management	289	356	322	373	401	202
Operational and administrative staff	1,420	2,996	1,651	3,750	1,621	3,800
Total number of employees trained	**1,746**	**3,496**	**2,017**	**4,254**	**2,084**	**4,091**

▸ Breakdown of training hours by year, position and gender

Job category	2022		2023		2024	
	Women	Men	Women	Men	Women	Men
Senior management	51	58	45	55	48	70
Middle management	166	271	182	348	178	355
Operational and administrative staff	1,124	1,995	1,584	2,111	1,570	2,158
Total training hours	**1,341**	**2,324**	**1,811**	**2,514**	**1,796**	**2,583**

▸ Ethics training programs

Topic	Number of employees trained	Number of hours taught
Human rights	260	3,344.4
Non-discrimination	2	3
Harassment	375	1,835.5
Environment	1	0.6
Values and behaviors	159	5,431.5
Women's leadership	26	5

▸ Breakdown of performance evaluations by gender

Job category	Women	% of workforce	Men	% of workforce	Total
Senior management	51	84%	194	82%	245
Middle management	260	90%	707	92%	967
Operational and administrative staff	1,015	76%	2,224	79%	3,239
Total	**1,326**	**78%**	**3,125**	**82%**	**4,451**

Environmental

▸ Breakdown of energy consumption
GRI 302-1, 305-1, 305-2, 305-3

Source	Liters	GJ
Gasoline	1,317,669	44,713.12
Diesel	29,183	1,108.12
Electricity	38	137,789
Total	**1,346,852**	**45,821.24**

▸ Total energy consumption from renewable sources

Source	GWh	GJ
Wind (renewable)	4	13,485

▸ Breakdown of GHG emissions (tonCO₂e)

	2022	2023	2024
Scope 1	12,341	5,383	3,720.07
Scope 2	13,920	16,206	18,648
Scope 3	–	381.56	648.14

About this **report**

This 2024 Sustainability Report is the third non-financial report focusing on ESG issues presented by Total Play Telecomunicaciones, S.A.P.I de C.V. In it, the company reports on its performance and achievements in terms of sustainability and in accordance with Grupo Salinas' vision of Inclusive Prosperity. The information presented here corresponds to the period from January 1 to December 31, 2024.

This report was prepared based on the highest global standards of sustainability and reporting and is structured according to Total Play's material issues. It also refers to the standards proposed by the Global Reporting Initiative (GRI) and complies with the criteria proposed by the Sustainability Accounting Standards Board (SASB). Finally, it describes the company's performance with respect to the Ten Principles of the UN Global Compact and Sustainable Development Goals.

GRI content index

GRI Standard		Disclosure	Page, direct response or reason for omission
		GRI 1 FOUNDATIONS 2021	
GRI 2 Content			
GRI 2 General disclosures 2021	2-1	Organizational details	5
	2-2	Entities included in the organization's sustainability reporting	Total Play Telecomunicaciones S.A. de C.V.
	2-3	Reporting period, frequency and contact point	64, 65
	2-4	Restatements of information	There were no restatements of information in 2024.
	2-5	External assurance	This report has not been subject to external assurance.
	2-6	Activities, value chain and other business relationships	5, 8, 19
	2-7	Employees	62
	2-8	Workers who are not employees	None
	2-9	Governance structure and composition	43

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 2 General disclosures 2021	2-10	Nomination and selection of the highest governance body	43
	2-11	Chair of the highest governance body	43
	2-14	Role of the highest governance body in sustainability reporting	Sustainability reports are prepared under the responsibility of the Sustainability Department of Grupo Salinas and the Investor Relations area of Total Play.
	2-15	Conflicts of interest	45
	2-16	Communication of critical concerns	46
	2-22	Statement on sustainable development strategy	3, 12
	2-23	Policy commitments	12
	2-26	Mechanisms for seeking advice and raising concerns	46
	2-29	Approach to stakeholder engagement	19

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 3 Material topics 2021			
GRI 3 Material topics 2021	3-1	Process to determine material topics	14
	3-2	List of material topics	14, 16
Innovation and technology			
GRI 3 Material topics 2021	3-3	Management of material topics	22
Waste			
GRI 3 Material topics 2021	3-3	Management of material topics	60
GRI 306 Waste 2020	306-2	Management of significant waste-related impacts	60
	306-4	Waste diverted from disposal	60
Information security and privacy			
GRI 3 Material topics 2021	3-3	Management of material topics	32
GRI 418 Customer privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	One complaint was received from a customer regarding alleged improper treatment of personal data; however, the relevant authority (INAI) determined that there had been no violation of the regulations and therefore concluded the proceedings without imposing fines or penalties.
Ethics and anticorruption			
GRI 3 Material topics 2021	3-3	Management of material topics	45

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 205 Anticorruption 2016	205-1	Operations assessed for risks related to corruption	45
	205-2	Communication and training about anti-corruption policies and procedures	45
	205-3	Confirmed incidents of corruption and actions taken	There were no instances of corruption in 2024.
GRI 206 Anti-competitive behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	There were no legal actions of this type in 2024.
GRI 408 Child labor 2016	408-1	Operations and suppliers at significant risk for incidents of child labor	This type of risk was not present in 2024.
GRI 409 Forced or compulsory labor 2016	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	This type of risk was not present in 2024.
Supply chain responsibility			
GRI 3 Material topics 2021	3-3	Management of material topics	19

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 204 Procurement practices 2016	204-1	Proportion of spending on local suppliers	19
GRI 308 Supplier environmental assessment 2016	308-1	New suppliers that were screened using environmental criteria	21
GRI 414 Supplier social assessment 2016	414-1	New suppliers that were screened using social criteria	21
Climate change			
GRI 3 Material topics 2021	3-3	Management of material topics	59

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 305 Emissions 2016	305-1	Direct (Scope 1) GHG emissions	59, 63
	305-2	Energy indirect (Scope 2) GHG emissions	59, 63
	305-3	Other indirect (Scope 3) GHG emissions	59, 63
Talent recruitment and retention			
GRI 3 Material topics 2021	3-3	Management of material topics	49
GRI 401 Employment 2016	401-1	New employee hires and employee turnover	49, 62
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	49, 54
GRI 402 Labor/Management relations 2016	402-1	Minimum notice periods regarding operational changes	Four weeks' notice is provided to employees regarding any significant changes.
GRI 404 Training and education 2016	404-1	Average hours of training per year per employee	50, 63
	404-2	Programs for upgrading employee skills and transition assistance programs	50
	404-3	Percentage of employees receiving regular performance and career development reviews	52, 63
Work environment			
GRI 3 Material topics 2021	3-3	Management of material topics	52

GRI Standard		Disclosure	Page, direct response or reason for omission
GRI 405 Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	52, 62
Employee safety and health			
GRI 3 Material topics 2021	3-3	Management of material topics	55
GRI 403 Occupational health and safety 2017	403-1	Occupational health and safety management system	55
	403-3	Occupational health services	55
	403-5	Training of workers in occupational health and safety	55
	403-6	Promotion of the health of the worker	55
	403-9	Work-related injuries	55
Energy			
GRI 3 Material topics 2021	3-3	Process to determine material topics	58
GRI 302 Energy 2016	302-1	Energy consumption within the organization	58, 63

SASB content index

Topic	Metric	Category	Unit of measure	Code	Page or direct response
Environmental Footprint of Operations	(1) Total energy consumed (3) percentage renewable	Quantitative	Gigajoules (GJ), percentage (%)	TC-TL-130a.1	214,688 GJ, of which 6.3% comes from renewable energy.
Data Privacy	Description of policies and practices relating to targeted advertising and customer privacy	Discussion and Analysis	n/a	TC-TL220a.1	We have a Data Privacy Management System, which is comprised of five policies and one procedure. The General Policy on Privacy and Personal Data Protection establishes the applicable guidelines to ensure compliance with the principles and obligations established in the Law (purpose, information, quality, proportionality, etc.).
	Number of customers whose information is used for secondary purposes	Quantitative	Number	TC-TL-220a.2	None
	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	Quantitative	Presentation currency (MXN)	TC-TL-220a.3	MXN0.00
	(1) Number of law enforcement requests for customer information, (2) number of customers whose information was requested, (3) percentage resulting in disclosure	Quantitative	Number, Percentage (%)	TC-TL-220a.4	In 2024, a complaint was received from a client alleging improper handling of his personal data; however, the relevant authority (INAI) determined that there was no regulatory violation and therefore concluded the procedure without imposing any fines or sanctions.
Data Security	(1) Number of data breaches, percentage that are personal data breaches, (3) number of customers affected	Quantitative	Number, Percentage (%)	TC-TL-230a.1	0 No cases recorded.

Topic	Metric	Category	Unit of measure	Code	Page or direct response
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	TC-TL-230a.2	32 The BAA methodology issued by the authority is used for identification, based on the type of data, accessibility, and level of anonymity. Likewise, risks are managed based on security standards such as ISO 27001:2022 and the cybersecurity framework of the National Institute of Standards and Technology (NIST).
Competitive Behavior and Open Internet	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	Quantitative	Presentation currency (MXN)	TC-TL-520a.1	MXN0.00
	Average actual sustained download speed of (1) owned and commercially-associated content and (2) non-associated content	Quantitative	Megabits per second (Mbsp)	TC-TL-520a.2	500 Mbps
Managing Systemic Risks from Technology Disruption	(1) System average interruption duration, (2) system average interruption frequency and (3) customer average interruption duration	Quantitative	Customer average interruption duration	TC-TL-550a.1	In 2024, only 0.7% of weekly tickets were related to fiber outages, and 80% of incidents were resolved in less than four hours, reflecting a highly reliable operation.
	Discussion of systems to provide unimpeded service during service disruptions	Discussion and Analysis	n/a	TC-TL-550a.2	24
Activity Metrics	Number of broadband drops	Quantitative	Number	TC-TL-000.C	5,163,950
	Network traffic	Quantitative	Petabytes	TC-TL-000.D	17 Tbps

Contact

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