



B #:	19772-24
Date:	02/26/2024
To:	All Participants
Category:	Dividends
From:	Supervisor, Stock Dividend Department
Attention:	Dividend Managers, Cashiers, and Reorganization Managers
Subject:	DTC Processing Event – Optional Dividend: Grupo Televisa, S.A. CUSIP: 40049J206 Rate: One (1) Newco CPO for every four (4) Group Televisa GDS Record Date: 02/23/2024 Payable Date: TBD Ex Date: 02/22/2024 DTC Election Window Opens: 02/28/2024 DTC Election Submission Cut-Off: 03/28/2024

*****WARNING TIME CRITICAL*****

PLEASE NOTE THIS EVENT IS NOT AN OPTIONAL DIVIDEND, IT IS A SPIN-OFF.

This event has special requirements which cannot be accommodated through a standard spin-off. Listed below are the details of the event and the special processing that DTC will be applying to facilitate the requirements of the distribution.

Please read thoroughly the ANNEX B-1 and ANNEX C-1 information within this important notice and participants can contact the Information Agent at (888) 815-4987 for US holders or (781) 819-2390 for non-US holders.

This notice is in connection with the demerger (*escisión*) of Grupo Televisa, S.A.B. (hereafter, “Grupo Televisa”) resulting in the formation of Ollamani S.A.B. (hereafter, “Newco”). We refer to this transaction as the “Spin-off.” Each holder of Grupo Televisa Global Depository Shares (“Grupo Televisa GDSs”) is entitled to receive one (1) Newco *Certificados de Participación Ordinarios* (each a “CPO” and collectively the “CPOs”), issued by Nacional Financiera, S.N.C., Institución de Banca de Desarrollo, as trustee of the Newco CPO Trust for every four (4) Grupo Televisa GDSs that such holder held as of February 23, 2024 (the “GDS Record Date”). The deadline for making an election to receive Newco CPOs (a “CPO Delivery Election”) will be 5:00 p.m., New York City time, on March 28, 2024 (the “Election Deadline”). The Bank of New York Mellon, as depository for the Grupo Televisa GDS program (the “Depository”), will deliver the Newco CPOS to those holders that make a valid CPO Delivery Election as soon as practicable after the expiration of the election period.

Eligible GDS record date holders will be able to elect stock and receive the CPO’s in Mexico. Those participants will need to make elections through the CAWeb Portal and also access a secondary website, www.ComputershareCAS.com/GrupoTelevisa, to enter instructions for the depository. The two instructions will need to match to be considered valid. All unelected shares will be sold and the proceeds transmitted to DTC for allocation to the participants.

DTCC offers enhanced access to all important notices via a Web-based subscription service The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

A CPO Delivery Election can only be made in multiples of four based on the Grupo Televisa GDSs held by an eligible beneficial owner as of the GDS Record Date. Any remaining unelected GDSs will be sold.

Holders of Grupo Televisa GDS making a CPO Delivery Election will be charged a fee of \$0.0025 per Newco CPO delivered. The Depository will charge your broker or security intermediary's account such fee via DTC's Special Payment Order system.

In order to make a CPO Delivery Election, please log in to www.ComputershareCAS.com/GrupoTelevisa, complete the prompts, and upload a PDF of your completed Instruction Form with valid MSG.

*For participants/brokers, to receive **login credentials** for the portal (www.ComputershareCAS.com/GrupoTelevisa), please contact the Information Agent at (888) 815-4987 for US holders or (781) 819-2390 for non-US holders.*

DTC's Special Processing:

Due to the structure of this event, DTC will deploy special processing using the Optional Dividend event type to facilitate the option for participants to elect to receive the Newco CPOs Shares or cash from the proceeds of the sale of the Newco CPOs Shares. To accomplish this, DTC will be setting up two stock options with the second stock option to pay into a contra CUSIP number to capture participants' electing to receive cash proceeds from the sale of the Newco CPOs Shares. This will allow DTC to capture participants' positions in the contra CUSIP each time there is a cash payment as a result of The Bank of New York Mellon having to sell the Newco CPOs Shares through multiple market transactions.

Option #1 Stock:

Holders who wish to receive Newco CPOs Shares in Mexico.

NOTE: Participants who are making this election must deliver valid delivery instruction(s) directly to The Bank of New York Mellon. There will be a delivery fee of \$0.0025 per Newco CPOs Share delivered in Mexico. Refer to the BROKER ELIGIBILITY CERTIFICATION AND DELIVERY INSTRUCTION FORM for additional details on the fee and delivery of shares. GDS holders who supply invalid elections or supply incorrect delivery instructions will have their Broker Election rejected and will receive a cash payment from the proceeds of the sale of the Newco CPOs shares.

Option # 2 Cash:

Holders that cannot or do not wish to receive Newco CPOs Shares will receive a cash payment. **NOTE:** The Bank of New York Mellon may elect to make multiple cash payments from the sale of the Newco CPOs Shares until all of the Newco CPOs Shares have been sold. The cash payment will be less any Mexican withholding taxes, fees and commissions as administered by The Bank of New York Mellon.

RECORD DATE POSITION INFORMATION SHOULD BE CONFIRMED THROUGH CA WEB.

CLIENTS SHOULD SUBMIT ELECTION INSTRUCTIONS THROUGH THE CORPORATE ACTION WEB INSTRUCTION TAB AND THE SECONDARY WEBSITE FOR COMPUTERSHARE LISTED ABOVE.

Participants not responding to the above options by March 28, 2024, no later than 5:00 P.M. EDT will receive the cash proceeds from the sale of Newco CPOs Shares in Mexico (default).

***Important Legal Information:** The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages. To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that may be imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction*

DTCC offers enhanced access to all important notices via a Web-based subscription service The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

[Form of Broker Letter and Broker Eligibility Certification and Delivery Instruction Form with respect to the GDSs]

**SPIN-OFF OF OLLAMANI, S.A.B.
BY
GRUPO TELEVISIVA, S.A.B.**

February 28, 2024

We are distributing the enclosed Broker Delivery Instruction Form (the “Instruction Form”) in connection with the demerger (*escisión*) of Grupo Televisa, S.A.B. (hereafter, “Grupo Televisa”) resulting in the formation of Ollamani S.A.B. (hereafter, “Newco”). We refer to this transaction as the “Spin-off.” Each holder of Grupo Televisa Global Depository Shares (“Grupo Televisa GDSs”) is entitled to receive one (1) Newco *Certificados de Participación Ordinarios* (each a “CPO” and collectively the “CPOs”), issued by Nacional Financiera, S.N.C., Institución de Banca de Desarrollo, as trustee of the Newco CPO Trust for every four (4) Grupo Televisa GDSs that such holder held as of February 23, 2024 (the “GDS Record Date”). The deadline for making an election to receive Newco CPOs (a “CPO Delivery Election”) will be 5:00 p.m., New York City time, on March 28, 2024 (the “Election Deadline”). The Bank of New York Mellon, as depository for the Grupo Televisa GDS program (the “Depository”), will deliver the Newco CPOS to those holders that make a valid CPO Delivery Election as soon as practicable after the expiration of the election period.

Only Holders of GDSs as of the GDS Record Date that certify that they are (1) a person that is not a U.S. person (“U.S. person” as defined in Regulation S (“Regulation S”) under the Securities Act) and will receive the Newco CPOs in an offshore transaction (“offshore transaction” as defined in Regulation S), or (2) a person that (i) is a qualified institutional buyer (“Qualified Institutional Buyer” as defined in Rule 144A under the Securities Act), that will receive the Newco CPOs pursuant to the exemption from registration provided by Section 4(a)(2) of the Securities Act, and (ii) is an institution of a type to which the Newco CPOs may be offered in a transaction exempt from any registration or qualification requirement under the securities laws of any state, territory, or possession of the United States in which the holder of the GDS is located, are permitted to receive Newco CPOs (such holders, “**Eligible GDS Holders**”).

CPO Delivery Elections may be made only by you pursuant to your client’s instructions, by completing, executing and uploading the enclosed Instruction Form as described more fully below. Clients for whom you do not make a valid CPO Delivery Election using the enclosed Instruction Form will receive from the Depository the net cash proceeds from the sale of the Newco CPOS to which they are entitled (after deducting for fees, expenses from the sale and currency conversion and applicable withholding taxes or other applicable taxes), which may occur in one or multiple distributions over a period beginning after the end of the election period and ending after the sale of all Newco CPOs by the Depository has been completed. Please note that the sale of Newco CPOs may take an extended period of time.

A CPO Delivery Election can only be made in multiples of four based on the Grupo Televisa GDSs held by an eligible beneficial owner as of the GDS Record Date. Any remaining unelected GDSs will be sold. Please advise your clients accordingly.

CUSIP of Grupo Televisa GDSs: 40049J206

ISIN of Newco CPOs: MX01AG080022

CPO election entitlement: One Newco CPO for every Four Grupo Televisa GDS held

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

NEWCO CPOS WILL ONLY BE DELIVERED TO A VALID SECURITIES ACCOUNT WITH A BROKER, BANK OR OTHER PARTICIPANT IN INDEVAL. IF YOU (OR YOUR CLIENT) DO NOT HAVE A SECURITIES ACCOUNT IN MEXICO, YOU SHOULD NOT MAKE A CPO DELIVERY ELECTION. IF YOU DO NOT COMPLETE AND UPLOAD THE INSTRUCTION FORM, OR IF THE DEPOSITARY CANNOT COMPLETE THE DELIVERY OF THE NEWCO CPOS TO THE SPECIFIED ACCOUNT IN MEXICO WITHIN 30 DAYS OF THE ELECTION DEADLINE, YOUR CLIENT WILL INSTEAD BE ENTITLED TO RECEIVE THE CASH PROCEEDS OF THE SALE OF THE NEWCO CPOS, NET OF ANY TAXES, FEES AND COMMISSIONS, AT A DATE TO BE DETERMINED.

INSTRUCTIONS

The Depositary must receive each Instruction Form no later than the third business day following the Election Deadline. WE URGE YOU TO CONTACT YOUR CLIENTS AS PROMPTLY AS POSSIBLE IN ORDER TO OBTAIN THEIR INSTRUCTIONS.

In order for the Depositary to deliver the Newco CPOs to your clients who elect to receive CPOs, you **MUST** list on the Instruction Form the number of Newco CPOs to be delivered, provide the requested information regarding the securities account with a broker, bank or other participant in Indeval where the Newco CPOs should be delivered, and sign the Instruction Form. You may use one Instruction Form for multiple clients provided that the relevant account and custodian information is identical. In addition, you must provide a signature medallion guaranteed by an eligible financial institution that is a participant in the Securities Transfer Association Medallion Program or the Stock Exchange Medallion Program or any other “eligible guarantor institution,” as defined in Rule 17Ad-15 under the Securities Exchange Act of 1934, as amended (an “MSG”).

In order for the Depositary to deliver the Newco CPOs, you **MUST** also enter a valid CPO Delivery Election for Newco CPOs into DTC’s Corporate Action Web Browser Instruction Tab (formerly known as the Elective Dividend System (EDS)). If this is not completed by the Election Deadline, the CPO Delivery Election will be considered invalid and the related Newco CPOs will be sold.

You will be charged a fee of \$0.0025 per Newco CPO delivered on behalf of your clients who make a CPO Delivery Election. The Depositary will charge your account such fee via DTC’s Special Payment Order system. In order for the payment transaction to settle, you must approve the charge via the Receiver Authorized Delivery system.

In order to make a CPO Delivery Election, please login to www.ComputershareCAS.com/GrupoTelevisa, complete the prompts, and upload a PDF of the completed Instruction Form with valid MSG.

In addition, your client’s Mexican custodian must enter a “receive” instruction that matches the information on the Instruction Form or the delivery of Newco CPOs will fail. You **MUST** contact your client’s Mexican custodian and provide the following account details corresponding to the account of the Depositary’s custodian in Mexico from which the Newco CPOs will be delivered:

BBVA MEXICO, S.A.
Account Name: THE BANK OF NEW YORK MELLON DR
Account Number: 92010834
SWIFT(BIC): BCMRMXMMSEC
PSET- INDEMXXMMXXX
BBVA Mexico’s Indeval Account Number: 02013 6597

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

CERTAIN TAX INFORMATION

The distribution of Newco CPOs in the Spin-off, as well as future distributions on, and proceeds from the sale or other disposition of, Newco CPOs paid to your client may be subject to backup withholding and you may be required to perform such backup withholding unless your client establishes that it is a corporation or other exempt holder, or provides an accurate taxpayer identification number on a properly completed IRS Form W-9, a copy of which is available at www.irs.gov, and certifies that no loss of exemption from backup withholding has occurred (or, for non-U.S. holders, provide a duly completed IRS Form W-8).

Future distributions on, and proceeds from the sale or other disposition of, Newco CPOs received in the Spinoff (including proceeds received by a non-electing GDS holder in respect of the Depositary's sale of Newco CPOs on its behalf) may be subject to Mexican withholding taxes at a rate of 10% (in respect of distributions) or at a rate of 10%, 25% or 35% (in respect of sales or other dispositions), depending on the circumstances surrounding the distribution, sale or other disposition (as applicable). Holders should consult with their tax advisors in respect of the Mexican withholding tax rate that would apply in their particular circumstances (including the manner of establishing any applicable entitlement to a reduced rate).

ADDITIONAL INFORMATION AND WHERE TO FIND IT

In connection with the Spin-off, Grupo Televisa filed an Information Statement on Form 6-K on February 16, 2024 containing a discussion of the Spin-off (the "Information Statement"). The Information Statement contains important information about Grupo Televisa, Newco and the Spin-off. **GDS HOLDERS OF GRUPO TELEVISA ARE URGED TO READ THE INFORMATION STATEMENT BECAUSE IT CONTAINS IMPORTANT INFORMATION ABOUT THE SPIN-OFF.** You may obtain a free copy of the Information Statement, and any and all of the information that has been incorporated by reference in the Information Statement, on the SEC's website at www.sec.gov.

If you have any questions regarding the CPO Delivery Election, please contact the Information Agent at (888) 815-4987 for US holders or (781) 819-2390 for non-US holders.

NOTHING CONTAINED HEREIN SHALL CONSTITUTE YOU AS AN AGENT OF GRUPO TELEVISA OR THE DEPOSITARY, OR AUTHORIZE YOU OR ANY OTHER PERSON TO USE ANY DOCUMENT OR MAKE ANY STATEMENT ON BEHALF OF ANY OF THEM IN CONNECTION WITH THE SPIN-OFF OTHER THAN THE STATEMENTS CONTAINED HEREIN.

**BROKER ELIGIBILITY CERTIFICATION AND DELIVERY INSTRUCTION FORM
FOR GRUPO TELEVISIA GDS HOLDERS**

***DENOTES REQUIRED FIELDS**

*Name DTC Participant: _____

*DTC Participant Number: _____

*Contact Details at DTC Participant (Name, E-Mail and Telephone Number):

*Number of Grupo Televisa GDSs held as of the GDS Record Date: _____

*Number of Newco CPOs to be Delivered: _____

*We certify that either:

A. We are a broker-dealer acting for the account of our customer; our customer has confirmed to us that it is the beneficial owner of the Grupo Televisa GDSs (as defined in Rule 144A under the Securities Act of 1933), (ii) it will receive the Newco CPOs pursuant to the exemption from registration provided by Section 4(a)(2) of the Securities Act of 1933, and (iii) it is an institution of a type to which the Newco CPOs may be offered in a transaction exempt from any registration or qualification requirement under the securities laws of any state, territory, or possession of the United States in which it is located.

OR

B. We are a broker-dealer acting on behalf of our customer; our customer has confirmed to us that it is the beneficial owner of the Grupo Televisa GDS, and (i) it is not a U.S. person (as defined in Regulation S under the Securities Act of 1933) and it is located outside the United States (within the meaning of Regulation S) and (ii) it will receive the Newco CPOs in an offshore transaction (as defined in Regulation S).

* WE CONFIRM THAT WE ENTERED A VALID CPO DELIVERY ELECTION IN DTC'S CORPORATE ACTION WEB BROWSER INSTRUCTION TAB ON
_____.

Mexican Custodian:

*Custodian Name : _____

*Indeval Number: _____

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

Account Name: _____

OR

*Custodian Name and BIC (SWIFT)

Number: _____

*Account Number: _____

Account Name: _____

AND

*Attention (at Mexican custodian):

*Name: _____

*Tel. No and E-Mail: _____

We (on behalf of our client) request delivery of Newco CPOs on a 1 for four basis of the amount of Grupo Televisa GDSs shown above and in accordance with the directions provided above. By electing to receive Newco CPOs, we, the undersigned, understand that we (on behalf of our client) are waiving a cash payment of the proceeds of sale of Newco CPOs that will be received by GDS holders that do not make this election to receive Newco CPOs.

*Signed

By: _____

Name of Signer:

Email of Signer:

Telephone No. of Signer:

PLEASE UPLOAD THIS INSTRUCTION FORM IN SUFFICIENT TIME SO THAT THE DOCUMENTS ARE RECEIVED WITHIN THREE BUSINESS DAYS FOLLOWING THE ELECTION DEADLINE OF 5:00 P.M., NEW YORK TIME, ON MARCH 28, 2024.

*MEDALLION SIGNATURE GUARANTEE

[Form of Client Letter for the Indirect Holders of Grupo Televisa GDSs]

SPIN-OFF OF OLLAMANI, S.A.B.

BY

GRUPO TELEVISIVA, S.A.B.

February 28, 2024

We are sending you this notice in connection with the demerger (*escisión*) of Grupo Televisa, S.A.B. (hereafter, “Grupo Televisa”) resulting in the formation of Ollamani, S.A.B. (hereafter, “Newco”). We refer to this transaction as the “Spin-off.” You are entitled to receive one (1) Newco *Certificados de Participación Ordinarios* (each a “CPO” and collectively the “CPOs”), issued by Nacional Financiera, S.N.C., Institución de Banca de Desarrollo, as trustee of the Newco CPO Trust for every four (4) Grupo Televisa Global Depositary Shares (“Grupo Televisa GDSs”) that you held as of February 23, 2024 (the “GDS Record Date”). The deadline for making an election to receive Newco CPOs (a “CPO Delivery Election”) will be 5:00 p.m., New York City time, on March 28, 2024 (the “Election Deadline”). The Bank of New York Mellon, as depositary for the Grupo Televisa GDS program (the “Depositary”), will deliver the Newco CPOs to those holders that make a valid CPO Delivery Election as soon as practicable after the expiration of the election period.

Only Holders of GDSs as of the GDS Record Date that certify that they are (1) a person that is not a U.S. person (“U.S. person” as defined in Regulation S (“Regulation S”) under the Securities Act) and will receive the Newco CPOs in an offshore transaction (“offshore transaction” as defined in Regulation S), or (2) a person that (i) is a qualified institutional buyer (“Qualified Institutional Buyer” as defined in Rule 144A under the Securities Act), that will receive the Newco CPOs pursuant to the exemption from registration provided by Section 4(a)(2) of the Securities Act, and (ii) is an institution of a type to which the Newco CPOs may be offered in a transaction exempt from any registration or qualification requirement under the securities laws of any state, territory, or possession of the United States in which the holder of the GDS is located, are permitted to receive Newco CPOs (such holders, “**Eligible GDS Holders**”).

If you do not make a valid CPO Delivery Election, you will receive the net cash proceeds from the sale of the Newco CPOs to which you are entitled (after deducting for fees, expenses from the sale and currency conversion and applicable withholding taxes or other applicable taxes), which may occur in one or multiple distributions over a period beginning after the end of the election period and ending after the sale of all Newco CPOs by the Depositary has been completed. Please note that the sale of Newco CPOs may take an extended period of time.

A CPO Delivery Election can only be made in multiples of four based on the Grupo Televisa GDSs you hold as of the GDS Record Date. Any remaining unelected GDSs will be sold.

If you are eligible and wish to make a CPO Delivery Election, you must notify your broker or securities intermediary through which you hold Grupo Televisa GDSs in accordance with the instructions of your broker or securities intermediary. Your broker or securities intermediary must receive your instructions with ample time to effect your election by furnishing to the Depositary a fully completed and signed broker instruction form (the “Broker Eligibility Certification and Delivery Instruction Form”) bearing a medallion signature guarantee, which the Depositary must receive within three business days following the Election Deadline. In addition, your broker or securities intermediary must instruct DTC to record a valid election to receive Newco CPOs through DTC’s Corporate Action Web Browser Instruction Tab (formerly known as the Elective Dividend System (EDS)) prior to the Election Deadline.

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

You must consult your broker or securities intermediary regarding any additional steps you will need to follow in order to ensure timely delivery of the Broker Delivery Instruction Form to the Depository. Your broker or securities intermediary has set its own cutoff dates and times to receive instructions to make CPO Delivery Elections, which will be earlier than the Election Deadline. You should contact the broker securities intermediary if you have any questions regarding the cutoff date and time that applies to you.

CUSIP of Grupo Televisa GDSs: 40049J206
ISIN of Newco CPO: MX01AG080022
CPO election entitlement: One Newco CPO for every Four Grupo Televisa GDS held

NEWCO CPOS WILL ONLY BE DELIVERED TO ELIGIBLE GDS HOLDERS OF GRUPO TELEVISIA GDSS WHO HOLD A VALID SECURITIES ACCOUNT WITH A BROKER, BANK OR OTHER PARTICIPANT IN INDEVAL. IF YOU (OR YOUR BROKER OR SECURITIES INTERMEDIARY) DO NOT HAVE A SECURITIES ACCOUNT IN MEXICO, YOU SHOULD NOT MAKE A CPO DELIVERY ELECTION. IF YOUR BROKER OR SECURITIES INTERMEDIARY DOES NOT COMPLETE AND UPLOAD THE BROKER DELIVERY INSTRUCTION FORM, OR IF THE DEPOSITARY CANNOT COMPLETE THE DELIVERY OF THE NEWCO CPOS TO THE SPECIFIED ACCOUNT IN MEXICO WITHIN 30 DAYS OF THE ELECTION DEADLINE, YOU WILL INSTEAD BE ENTITLED TO RECEIVE THE CASH PROCEEDS OF THE SALE OF THE NEWCO CPOS, NET OF ANY TAXES, FEES AND COMMISSIONS, AT A DATE TO BE DETERMINED.

INSTRUCTIONS

In order for the Depository to deliver the Newco CPOs, you must follow the instructions in the enclosed Corporate Action Notice to notify your broker or securities intermediary of your CPO Delivery Election. Your broker or securities intermediary has set its own cutoff dates and times to receive instructions to make CPO Delivery Elections, which will be earlier than the Election Deadline. Please notify your broker with sufficient time so that they receive your instructions prior to their deadline.

Holders of Grupo Televisa GDS making a CPO Delivery Election will be charged a fee of \$0.0025 per Newco CPO delivered. The Depository will charge your broker or security intermediary's account such fee via DTC's Special Payment Order system.

CERTAIN TAX INFORMATION

The distribution of Newco CPOs in the Spin-off, as well as future distributions on, and proceeds from the sale or other disposition of, Newco CPOs paid to you may be subject to backup withholding. In order to avoid backup withholding, each GDS Holder that is a United States person within the meaning of the Internal Revenue Code of 1986, as amended (a **“United States person”**), must provide its broker with such GDS Holder's correct taxpayer identification number (**“TIN”**) and certify that such GDS Holder is not subject to backup withholding by completing an IRS Form W-9 or otherwise establish a basis for exemption from backup withholding. If the broker is not provided with such GDS Holder's correct TIN or an adequate basis for exemption from backup withholding before the distribution or payment is made, the distribution or payments made to such GDS Holder may be subject to backup withholding (currently, at a rate of 24%) and such GDS Holder may be subject to a penalty imposed by the Internal Revenue Service (the **“IRS”**). Certain GDS Holders (including, among others, corporations and certain foreign persons) are not subject to backup withholding. A GDS Holder that is not a United States person may qualify as an exempt recipient for purposes of United States federal backup withholding by providing its broker with a properly completed IRS Form W-8BEN or other appropriate IRS Form W-8, signed under penalties of perjury, attesting to such GDS Holder's foreign status or by otherwise establishing an

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

exemption. IRS Form W-9 or an appropriate IRS Form W-8 may be obtained from your broker or the IRS website (www.irs.gov). Backup withholding is not an additional tax. Rather, the U.S. federal income tax liability, if any, of a person subject to backup withholding will be reduced by the amount of tax withheld. If backup withholding results in an overpayment of taxes, a payee may claim a refund or credit by timely submitting the required information to the IRS. ***You should consult your tax advisor for further guidance regarding the completion of IRS Form W-9 or Form W-8 (as applicable) to claim exemption from backup withholding.***

Future distributions on, and proceeds from the sale or other disposition of, Newco CPOs received in the Spin-off (including proceeds you received in respect of the Depositary's sale of Newco CPOs on your behalf if you do not make a valid CPO Delivery Election) may be subject to Mexican withholding taxes at a rate of 10% (in respect of distributions) or at a rate of 10%, 25% or 35% (in respect of sales or other dispositions), depending on the circumstances surrounding the distribution, sale or other disposition (as applicable). You should consult with your tax advisors in respect of the Mexican withholding tax rate that would apply in your particular circumstances (including the manner for establishing any applicable entitlement to a reduced rate).

ADDITIONAL INFORMATION AND WHERE TO FIND IT

In connection with the Spin-off, Grupo Televisa filed an Information Statement on Form 6-K on February 16, 2024 containing a discussion of the Spin-off (the "Information Statement"). The Information Statement contains important information about Grupo Televisa, Newco and the Spin-off. **GDS HOLDERS OF GRUPO TELEVISIA ARE URGED TO READ THE INFORMATION STATEMENT BECAUSE IT CONTAINS IMPORTANT INFORMATION ABOUT THE SPIN-OFF.** You may obtain a free copy of the Information Statement, and any and all of the information that has been incorporated by reference in the Information Statement, on the SEC's website at www.sec.gov.

If you have any questions regarding the CPO Delivery Election, please contact the Information Agent at (888) 815-4987 for US holders or (781) 819-2390 for non-US holders.