



El Puerto de Liverpool, S.A.B. de C.V

September, 2017



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Investment highlights

A small magenta shopping bag icon with a black handle, containing the number '1' in white.

One of the leading department store retailers with national presence in prime locations

A small magenta shopping bag icon with a black handle, containing the number '2' in white.

Highly recognized brand, consistently in the top of mind of consumers

A small magenta shopping bag icon with a black handle, containing the number '3' in white.

Unique and proven integrated business model

A small magenta shopping bag icon with a black handle, containing the number '4' in white.

Distinctive customer-centric, family-oriented product offering

A small magenta shopping bag icon with a black handle, containing the number '5' in white.

Experienced management team with proven track record and strong corporate governance

A small magenta shopping bag icon with a black handle, containing the number '6' in white.

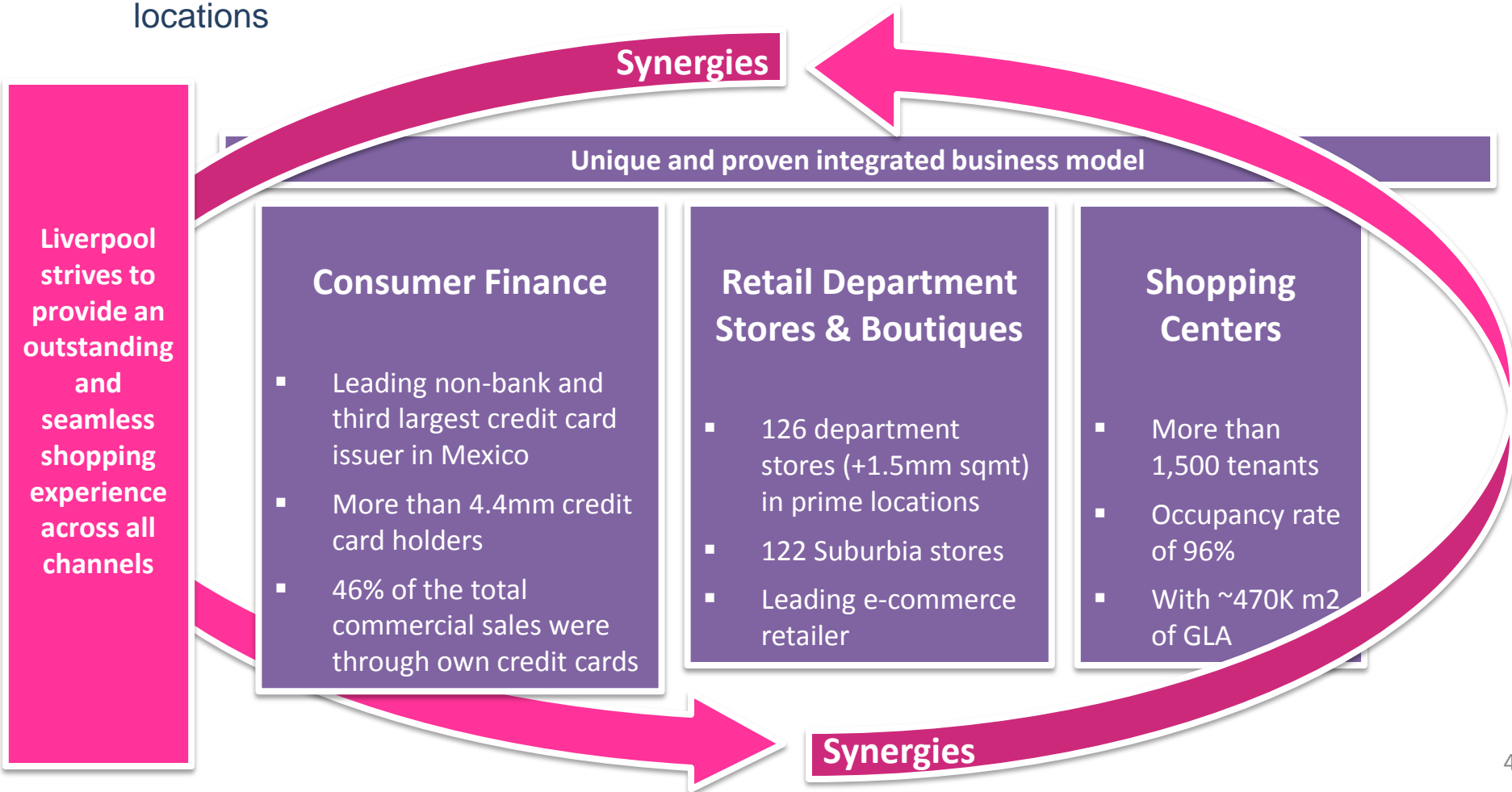
Strong financial performance with robust cashflow generation and a disciplined leverage policy

A small magenta shopping bag icon with a black handle, containing the number '7' in white.

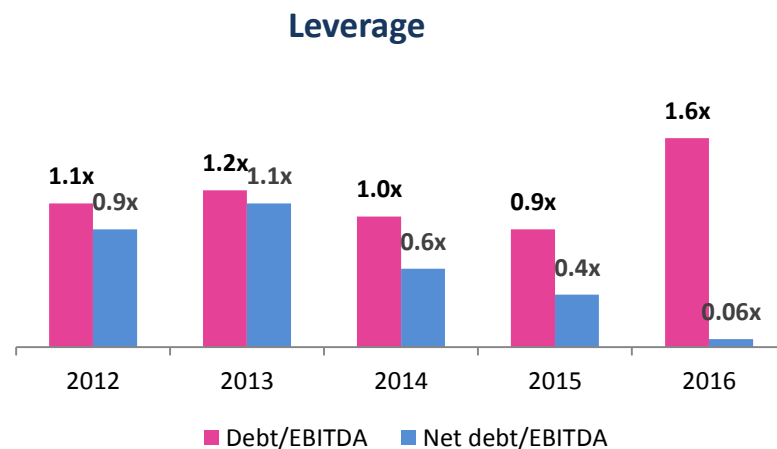
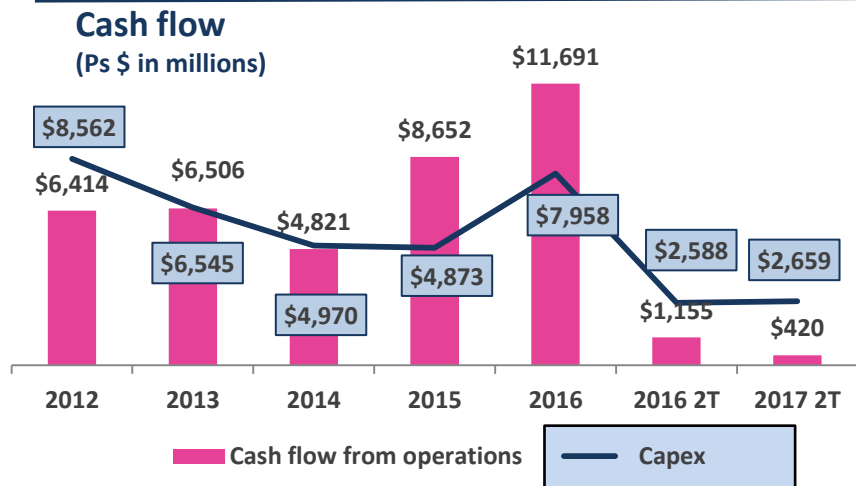
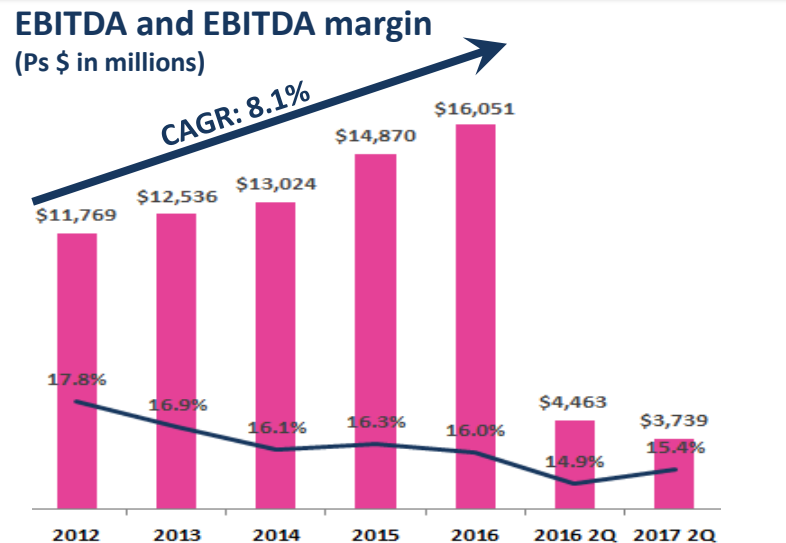
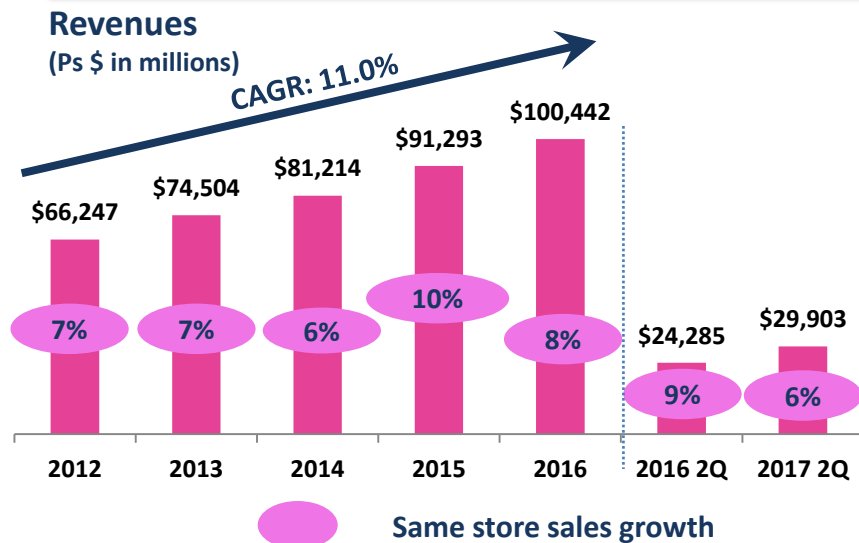
Attractive macroeconomic and retail sector fundamentals in Mexico for continued growth

Liverpool at a glance

- Founded in the 19th century, with 170 years of successful track record
- Highly recognized brand, consistently in the top of mind of consumers
- One of the leading department store retailers with national presence in prime locations



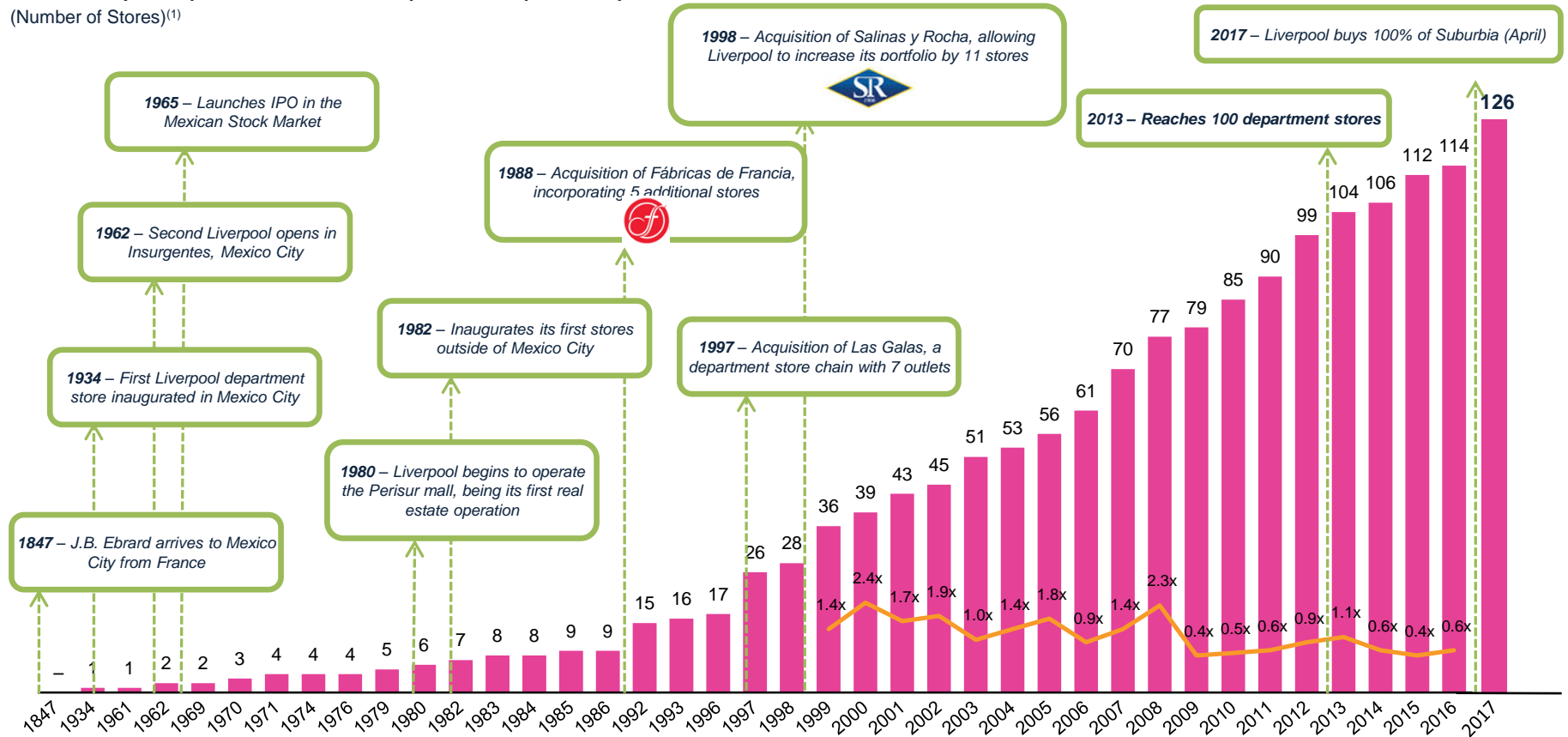
Strong financial performance with robust cash flow generation and disciplined leverage policy



Liverpool has been a consistent performer, delivering solid results throughout the years

Compelling story of disciplined growth for the last 170 years

Historically, Liverpool has reinvested its profits to expand its operations
(Number of Stores)⁽¹⁾



- Profitable growth and significant value creation through the development of a dense network of stores across Mexico and selected acquisitions

Source: Company website and annual reports.

(1) Includes Liverpool and Fábricas de Francia formats. Does not include Suburbia

Net debt / EBITDA calculated in local currency.

Strategy going forward



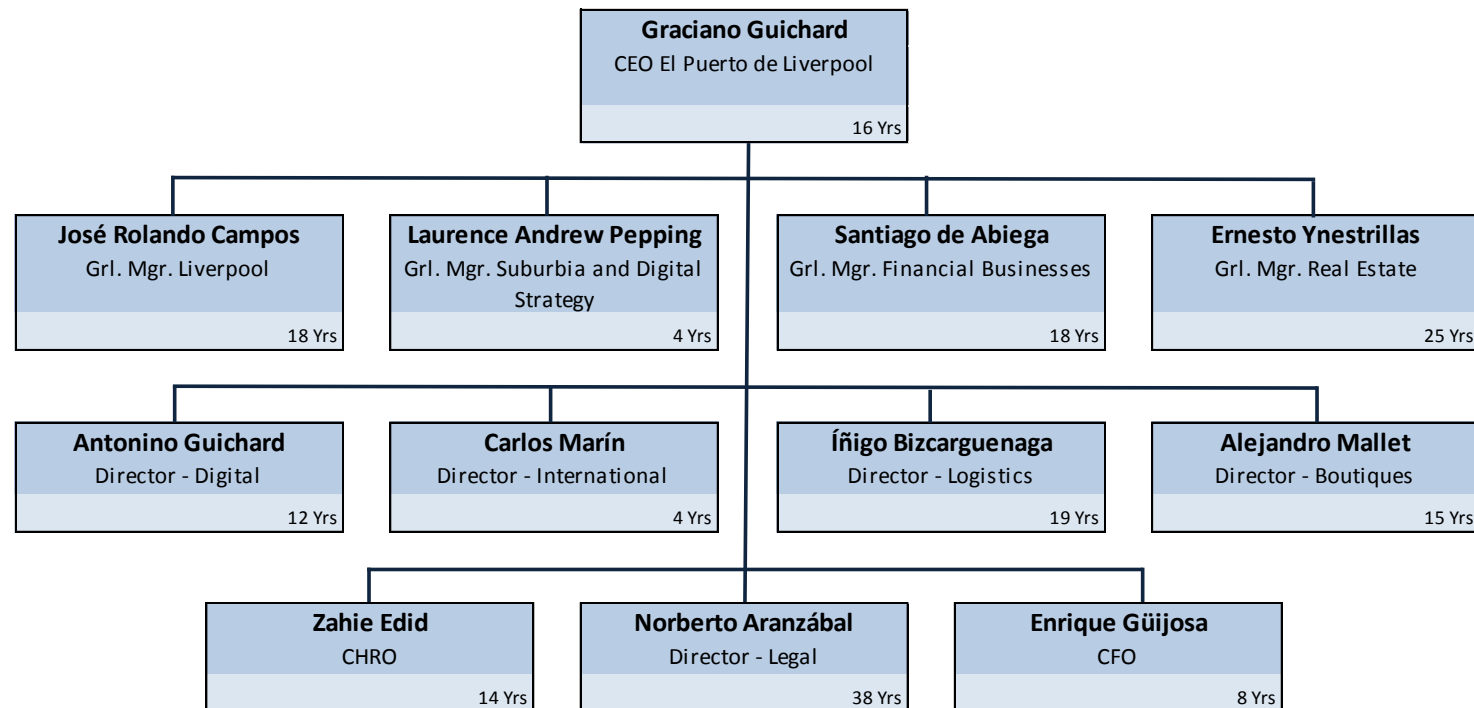
Experienced management team with proven track record and strong corporate governance

Proven management team skills

- ✓ Significant retail industry expertise
- ✓ Ability to manage through difficult economic / industry conditions
- ✓ Delivered solid results: growth and profitability
- ✓ Successful integration of consumer credit and shopping center operations
- ✓ Disciplined strategy of capital allocation
- ✓ Focus on value creation for all stakeholders
- ✓ Recruitment, retention and training of skilled and capable executives

Corporate governance

- ✓ Internal committees ensuring world-class practices
- ✓ All information generated by the Company is reviewed by each responsible area, then by the Comptrollership Directives and the Internal Auditing Directive and finally by the internal committees
- ✓ More than half of the members of the Board of Directors are independent
- ✓ Transparent communication



More than 190 years of combined accumulated experience

Founded in 1970

Suburbia

- Leader in the apparel specialty retail sector in Mexico
- One of the top brands in México
- The company has ~8,800 employees
- Positioning: Affordable fashion for the whole family
- Private labels represent 60% of total sales
- Strong management team
- High potential for growth in categories such as shoes, jewelry and cosmetics
- Sound financial results and attractive margins
- Solid operational model: CATMex, PUC, low cost focus.





National presence in Mexico

(122 Stores)

Seven stores fully owned



Consolidated Key Financial Figures

				
Revenue	100,442 ⁽¹⁾	14,468 ⁽¹⁾	114,910	+14%
EBITDA	16,051 ⁽¹⁾	1,977 ⁽³⁾	18,028	+12%
As % of Revenue	16.0%	13.7%	15.7%	-30 bps
Sqmt (thousands)	1,608 ^(1,2)	461 ^(1, 4)	2,069	+29%
# stores	118 ^(1,2)	122 ^(1, 4)	240	+103%

(1) Actual results 2016

(2) 10 new stores (Buenavista 2017). Boutiques excluded (129)

(3) 3Q16 U12M EBITDA.

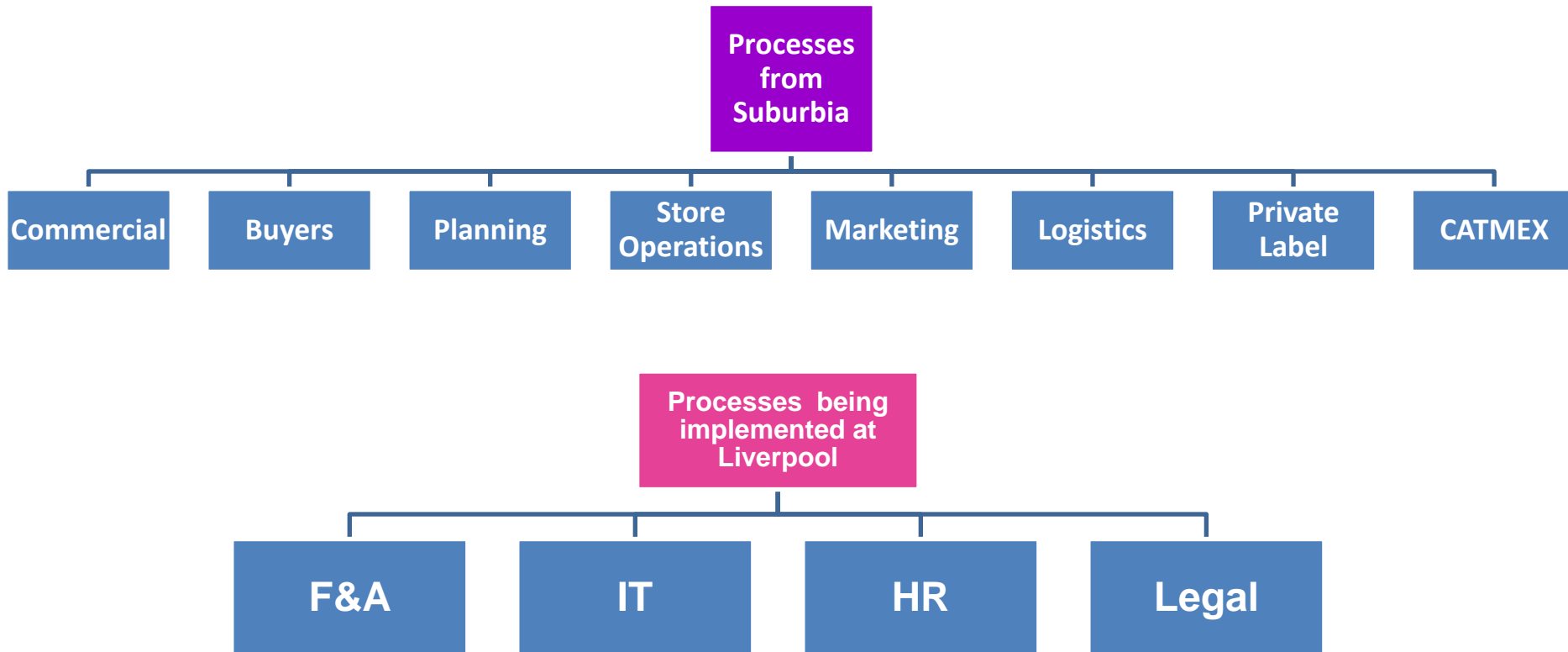
(4) 5 new stores

As of this quarter, Suburbia is being included in our report.

- Effective April 4th, Liverpool acquired 100% of four legal entities that integrate Suburbia, the intellectual properties and other assets related to this business.
- The total size of the transaction was \$19 billion pesos, including debt of \$1.4 b. pesos (financial leases).
- We also paid approximately Ps 400 million for working capital and income tax adjustments agreed with Wal-Mart last August.

Suburbia Incorporation Strategy

- Suburbia will be operated as a separate business unit maintaining its own DNA.
- The focus of integration is to provide back office support from Liverpool.

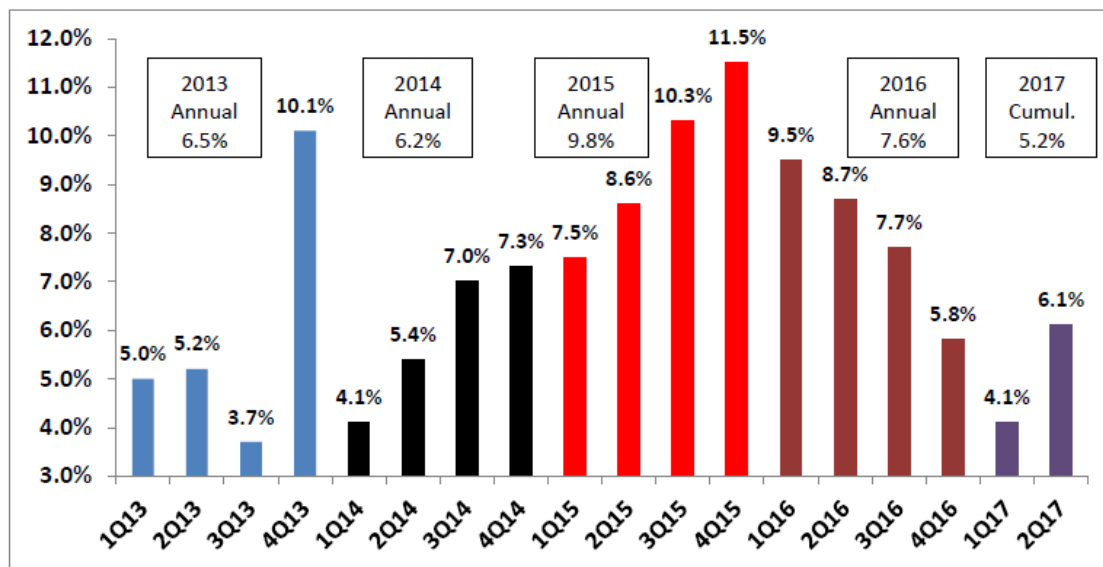


Suburbia – Incorporation Strategy

- Back-office incorporation is being carried out without any disruption to the day-to-day operation.
- We have already incorporated the following back-office processes: finance, accounting, treasury, payroll and human resources, imports, maintenance and audit.
- Retail Management is still being incorporated.
- In early June, Suburbia's headquarters team moved to their new offices right next to Suburbia Cuajimalpa.

2nd Q2017 Release - Highlights

- SSS in the second quarter increased 6.1%, 200 bps ahead of the first quarter. On a cumulative basis SSS grew 5.2%. For perspective, Suburbia sales grew 4.7% in this quarter.
- During the first semester, our average ticket increased 6.9% while traffic was negative 1.5%. Traffic in the second quarter was flat vs YA, compared to -3.4% in JFM.
- Total Retail Sales w/o Suburbia increased 9.2% in the quarter and 9.0% in the semester.
- For perspective, Total ANTAD SSS: 4.7% and ANTAD Department Stores SSS: 4.4%



Overall business results - Highlights

The following information includes Suburbia:

- Total revenue increased 23.1% in the quarter, 16.6% on a cumulative basis.
- Commercial gross margin increased 102 bps both, for the quarter and at cumulative basis. Out of this, Suburbia contributed with 70 bps in the 2Q and 40 bps cumulative.
- Consolidated gross margin is 25 bps below 2Q2016 while an improvement of 33 bps is being reported for the first six months compared to 2016. These are businesses mix effects.
- Operating expenses increased 24.3 in the quarter and 18.8% cumulative. Suburbia explains almost 65% of this increase as acquisition related expenses are being booked in: legal, investment banks and audit.

Overall business results - Highlights

- Operating Profit grew 18.2% this quarter and 14.1% for the first half of the year.
- EBITDA Margin for the quarter was 14.9%, 47 bps below YA. For the first semester, EBITDA margin was 14.0%, 19 bps below YA. The following table shows Suburbia's incorporation effect in EBITDA:

EBITDA	2Q2017			Cumulative 2017			Last 12 mos.		
(MxPs Thousands)	MPs	Increase	Margin	MPs	Increase	Margin	MPs	Increase	Margin
Organic growth	4,142,194	10.8%	15.6%	6,733,590	9.8%	14.3%	16,652,317	7.9%	16.0%
Suburbia	320,772	n/a	9.4%	320,772	n/a	9.4%	320,772	n/a	9.4%
Total	4,462,966	19.4%	14.9%	7,054,362	15.0%	14.0%	16,973,089	10.0%	15.8%

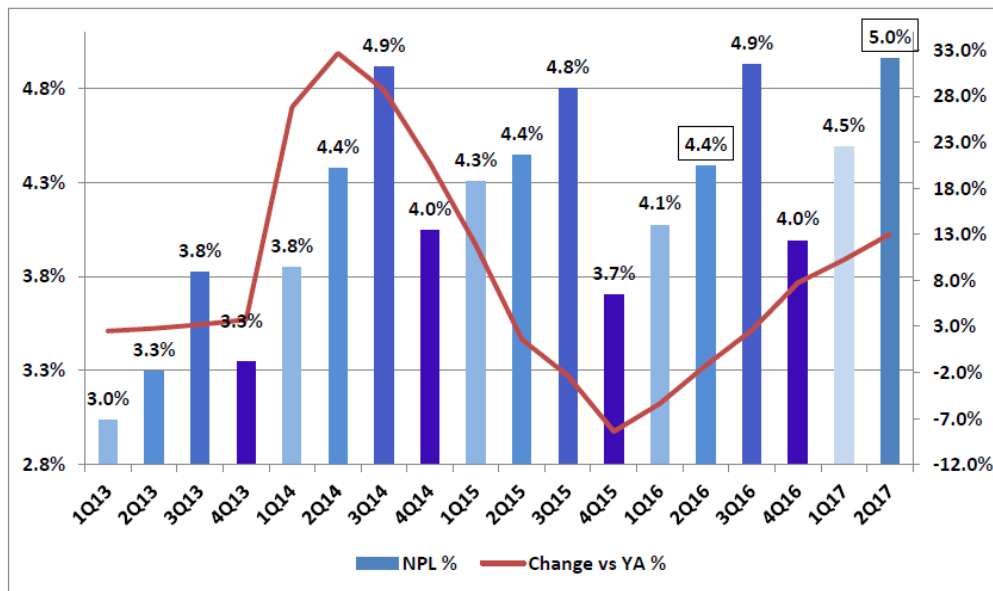
- Net Profit decreased 2.3% during the quarter and 17.7% on a cumulative basis reflecting higher interest expense and the significant FX loss reported in the first quarter. For perspective, if we exclude FX losses Net Profit for the first semester grew 0.9%.
- Net debt / EBITDA 12 months basis is 1.42x
- New stores plan for the year is: four Liverpool and seven Fábricas de Francia, five have already been opened. This will be a record year for the company.

Highlights Credit Card Division

- In order to improve NPLs, measures have been taken related to collections and credit granting.
- A few examples are: credit scoring adjustments, credit behavior analysis in conjunction with the Credit Bureau, tightening on cash disposals and in increases in credit limits.

Reserves as of June the 30th:

(Pesos Thousands)	Jun 17	Jun 16	Dif %
Initial balance of reserve:	2,516,143	2,219,573	13.4%
(+) New reserves:	1,590,877	1,219,393	30.5%
(-) Write off:	(1,138,025)	(966,118)	17.8%
Ending balance of reserve	2,968,995	2,472,848	20.1%



Income Statement

	Reported Quarter			Cumulative		
	2Q17	2Q16	VAR %	2017	2016	VAR %
Total Income	29,903	24,285	23.1%	50,555	43,369	16.6%
Retail & Services	26,487	21,155	25.2%	44,086	37,342	18.1%
Consumer Finance	2,671	2,392	11.7%	4,923	4,530	8.7%
Leasing	745	737	1.0%	1,546	1,497	3.3%
COGS	17,908	14,483	23.7%	29,768	25,679	15.9%
as % of Total Income	59.9%	59.6%		58.9%	59.2%	
Gross Profit	11,995	9,802	22.4%	20,786	17,689	17.5%
Gross Margin	40.1%	40.4%		41.1%	40.8%	
SG&A	8,337	6,709	24.3%	15,207	12,799	18.8%
as % of Total Income	27.9%	27.6%		30.1%	29.5%	
Net Profit	3,657	3,093	18.2%	5,579	4,891	14.1%
EBITDA	4,463	3,739	19.4%	7,054	6,132	15.0%
as % of Total Income	14.9%	15.4%		14.0%	14.1%	
Same stores growth	6.1%	8.7%		5.2%	7.6%	
Customer's Portfolio	30,171	28,725	5.0%			
Net Debt/EBITDA 12 mos.				1.42	0.44	

Balance Sheet

(million MxPs)	Mar 17	Mar 16	Chg	% vs YA
Cash / cash equivalent	6,587	5,581	+1,006	18.0%
Loan portfolio	30,171	28,725	+1,446	5.0%
Inventories	19,240	15,778	+3,462	21.9%
Investment in associates	7,486	7,041	+445	6.3%
Fixed assets	43,199	32,956	+10,243	31.1%
Investment properties	17,789	16,822	+967	5.7%
Other	25,572	10,260	+15,312	149.2%
Total assets	150,044	117,163	+32,881	28.1%
Suppliers	16,837	19,107	-2,270	-11.9%
Short term loans	-	2,100	-2,100	N/A
Long term loans	29,241	12,361	+16,880	136.6%
Other liabilities	21,831	9,063	+12,768	140.9%
Total liabilities	67,908	42,631	+25,277	59.3%
Stockholders equity	82,135	74,532	+7,603	10.2%

Cash Flow

(Million MxPs)	2016	2015	2014
Operating Profit	13,406.4	12,655.3	11,113.3
Depreciation and amortization	2,644.5	2,215.1	1,910.3
EBITDA	16,050.9	14,870.4	13,023.6
Interests paid	(1,020.2)	(970.0)	(1,164.8)
Income Tax	(3,678.2)	(4,645.2)	(2,834.7)
Working Capital	(1,552.5)	(4,776.6)	(5,436.9)
Other	1,891.4	4,173.3	1,234.1
Cash flow from Operations	11,691.4	8,651.9	4,821.3
Capex	(7,958.2)	(4,873.1)	(4,970.3)
Free Cash flow	3,733.2	3,778.8	(149.0)
Dividends	(1,288.4)	(1,087.1)	-
Net Cash flow	2,444.8	2,691.8	(149.0)
Debt	14,546.2	-	4,422.4
Increase / (Decrease) in Cash	16,991.0	2,691.8	4,273.4

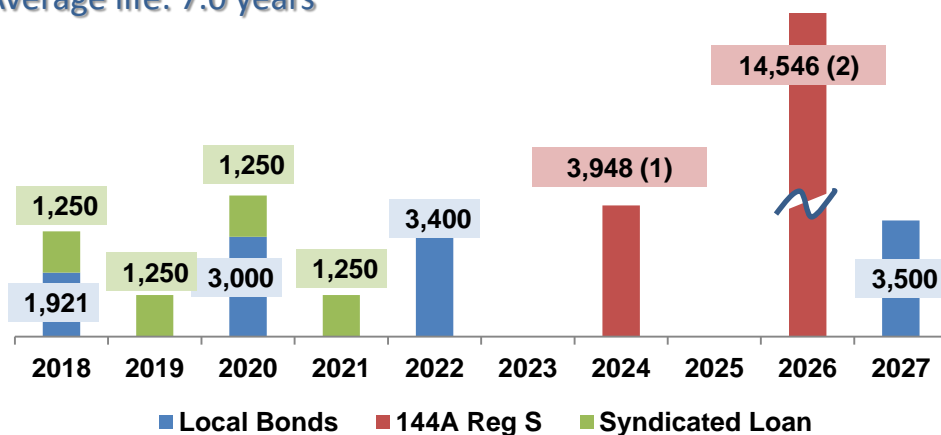
Liverpool has a conservative debt structure with a very manageable maturity profile

Million Pesos

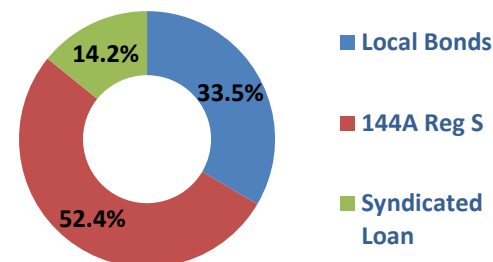
Total Debt: Mx\$35,315.6

Average interest rate: 8.03%

Average life: 7.0 years

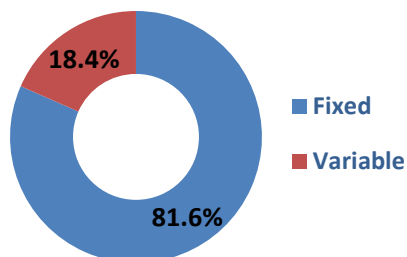


By Instrument:

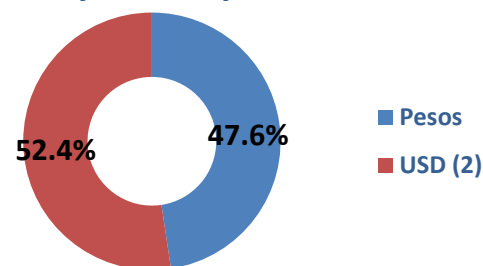


- (1) LIVEPOL24 144A Reg S US\$300 million, fixed exchange rate 13.15 MxPs/USD
 (2) LIVEPOL26 144A Reg S US\$750 million, fixed exchange rate 19.39 MxPs/USD

By interest type:



By currency:



(2) Fully hedged in Pesos

Company Earnings Calendar 2017

Reporting Quarter 2017	Stock Market Report	Earnings Call (Mexico City time)
First	April 26 th	April 27 th 9am
Second	July 26 th	July 27 th 9am
Third	October 18 th	October 19 th 9am
Fourth	TBD	TBD

Appendix

Omni-channel and social networks strategy

Omni-channel sales strategy and superior customer service

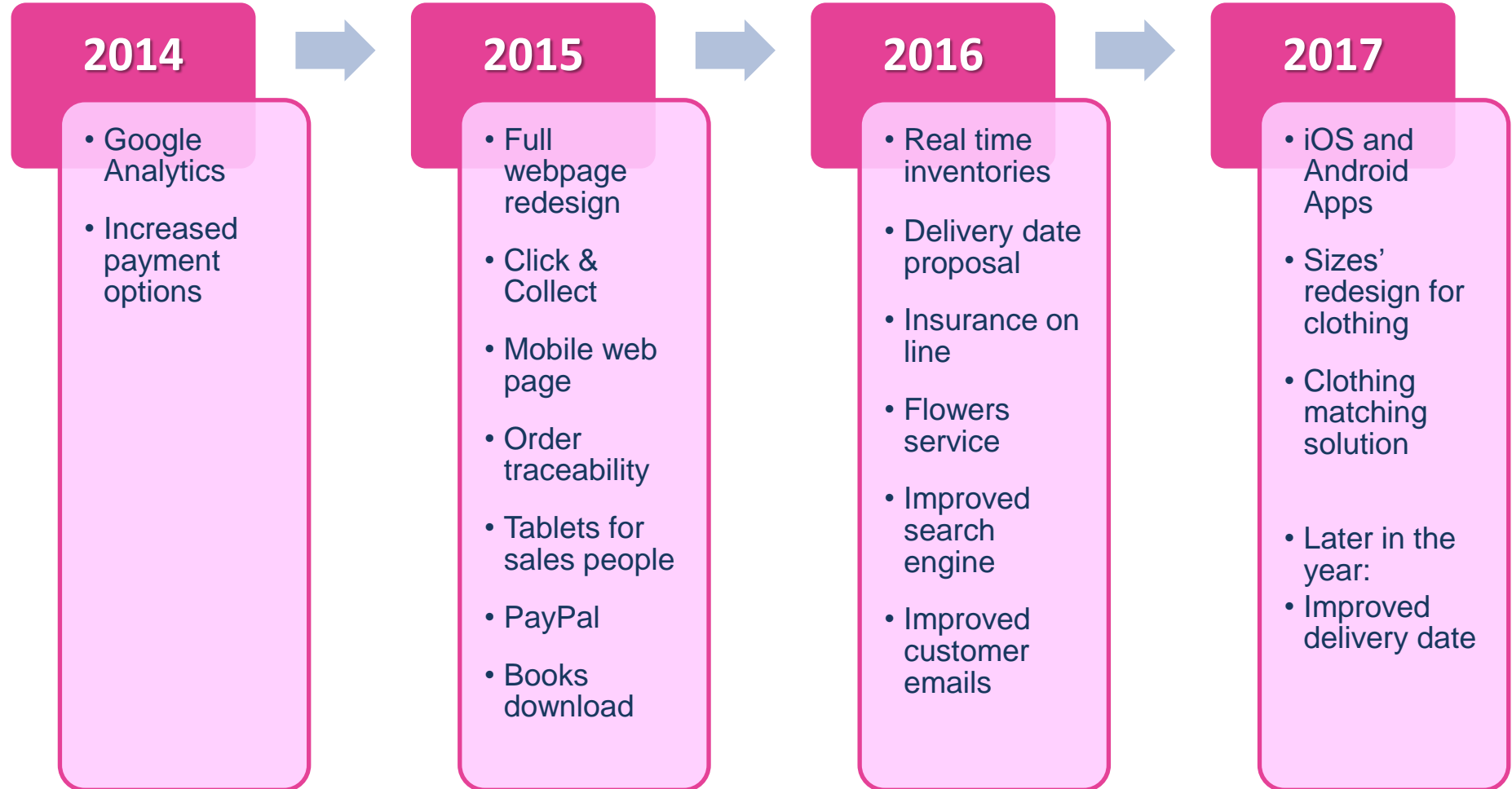


Social networks and web page Summary 2016

- Over 119 million visits to www.liverpool.com.mx
- Ecommerce sales increased 61%, accounting for 2.8% of retail sales. P3Yr CAGR: 80%.
- Social media had 565 million hits
- Liverpool's social media network has over 4.1 million followers, a 51% increase over 2015



Omni-channel evolution

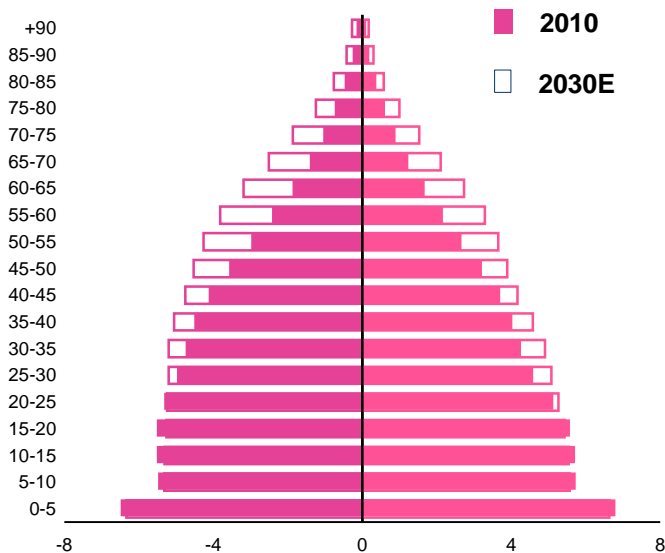


NAFTA renegotiations start and will give some volatility



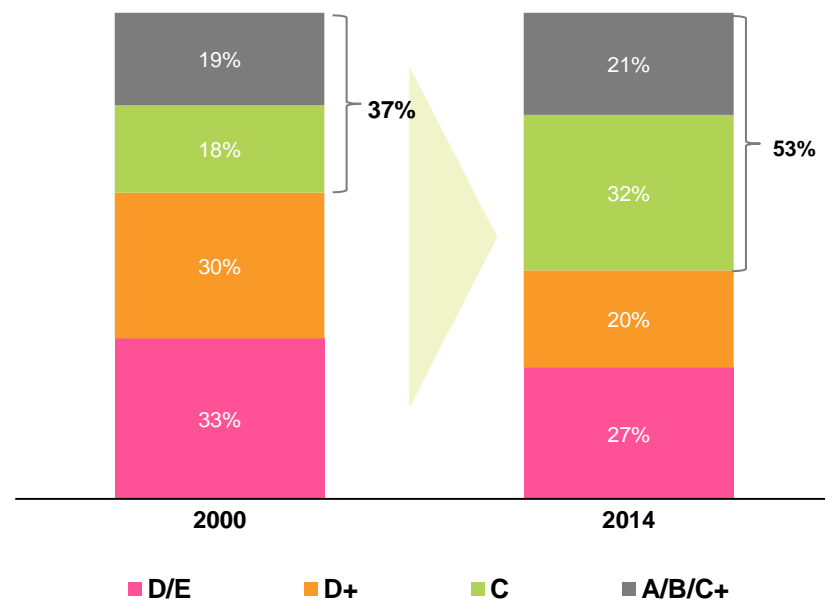
Attractive macroeconomic and retail sector fundamentals in Mexico for continued growth

Growing young population...



Source: CONAPO.

Coupled with a rising middle class...



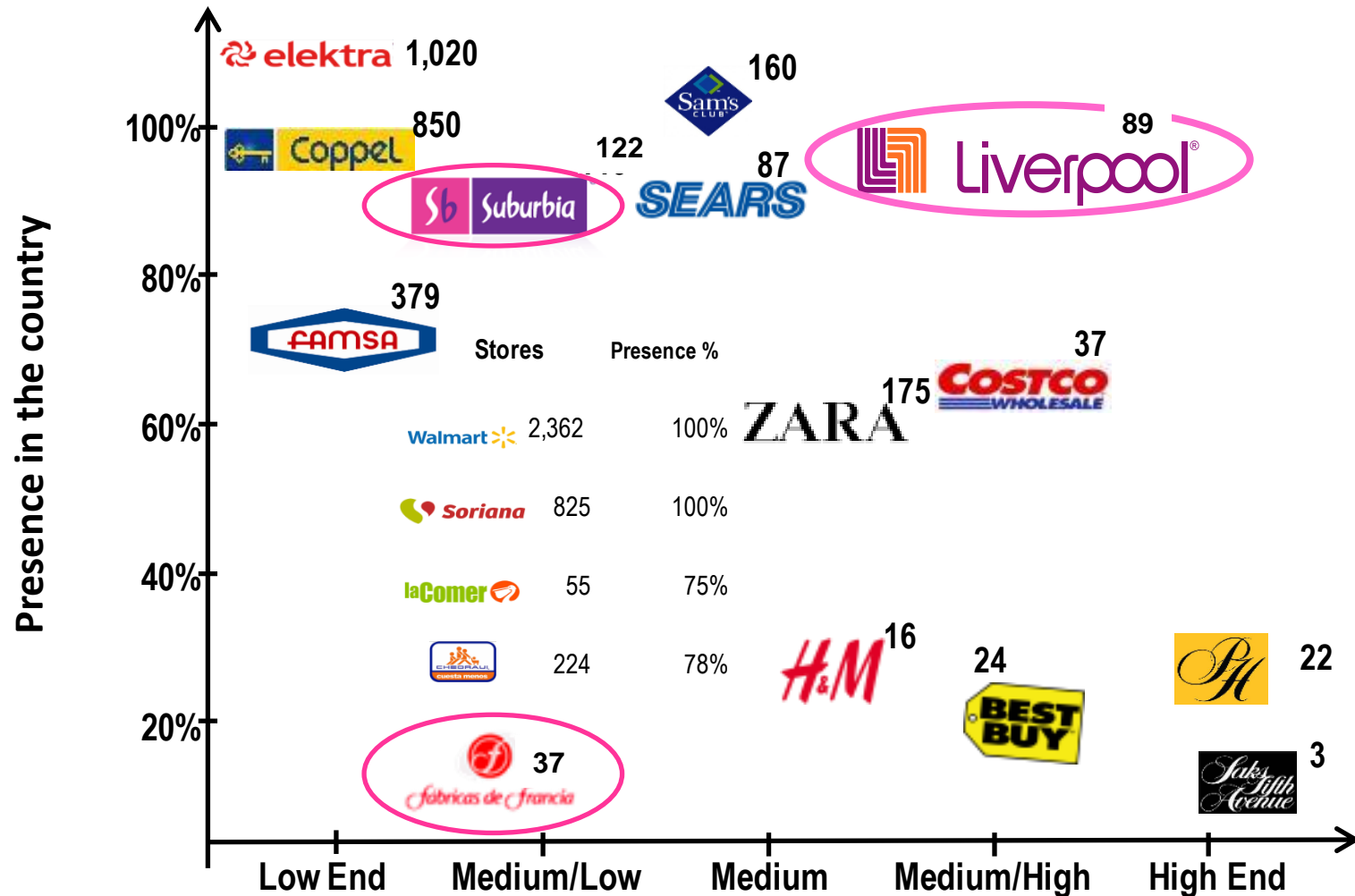
Source: AMAI.

Strong market fundamentals make the retail sector an attractive investment

- Customers demand faster, more convenient services at any time through any channel and device.
- Retailers investing in optimizing productivity, improving the retail experience and increasing shopper engagement.
- Leveraging technology to deliver personalization.
- Omnichannel is changing the retailing landscape, brick-and-mortar stores are evolving becoming a place for experiential shopping.
- Retailtainment: adding an element of entertainment to the retail shopping experience.

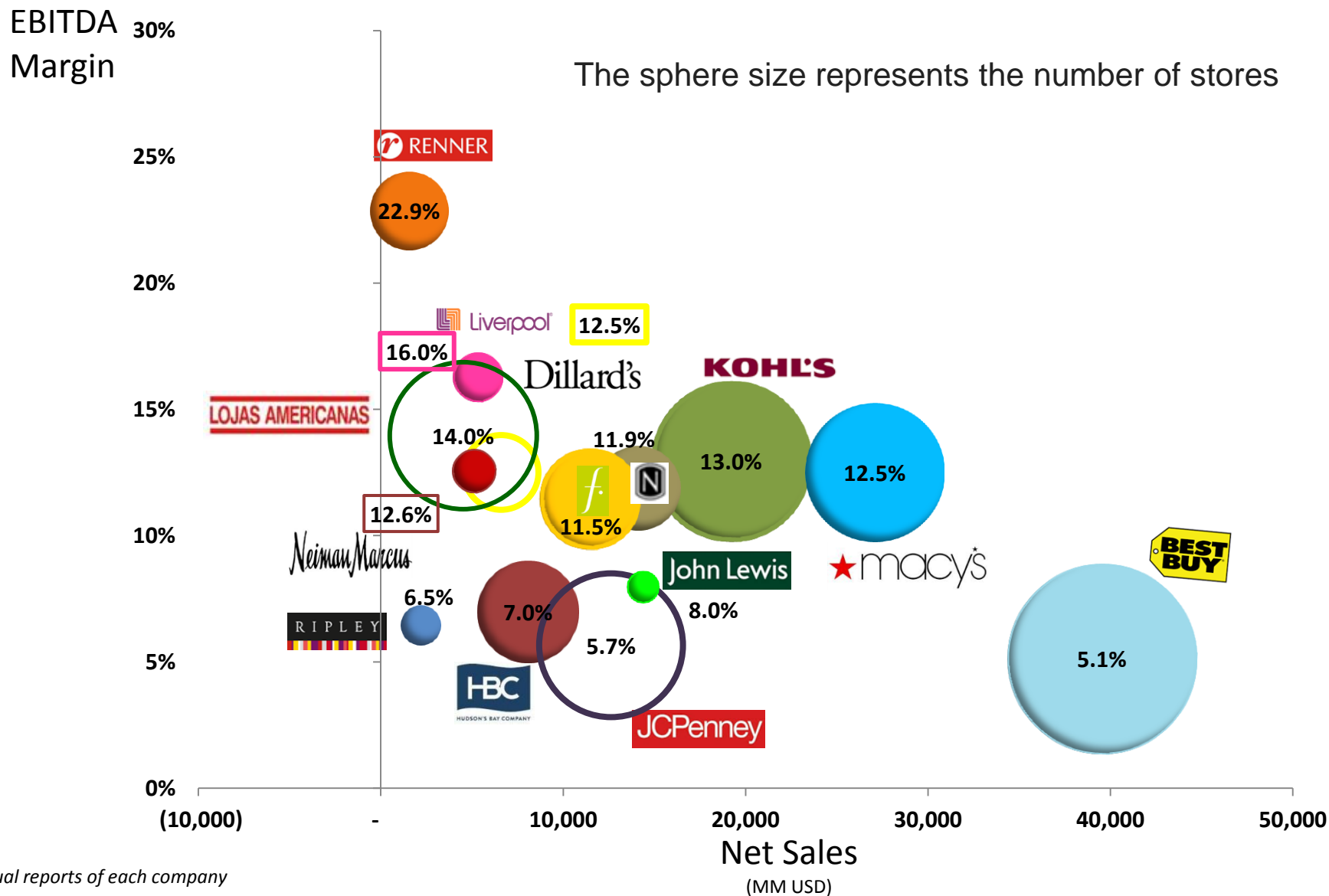


Highly competitive and fragmented landscape



Company Highlights

Liverpool is a best in class retailer globally





■ **Total stores:** Liverpool 89 / FdF 21

■ **Avg. store size:** Liverpool ~16K m² / FdF ~8K m²



■ **Total stores:** 16

■ **Average store size:** ~5K m²

**Higher income
segment
A/B/C**

**Population target
segment**

**Lower income
segment
C/D**

Leading retailer in Mexico

Strong Presence Across Multiple Socioeconomic Sectors

Full line department store

Over 180,000 SKU's

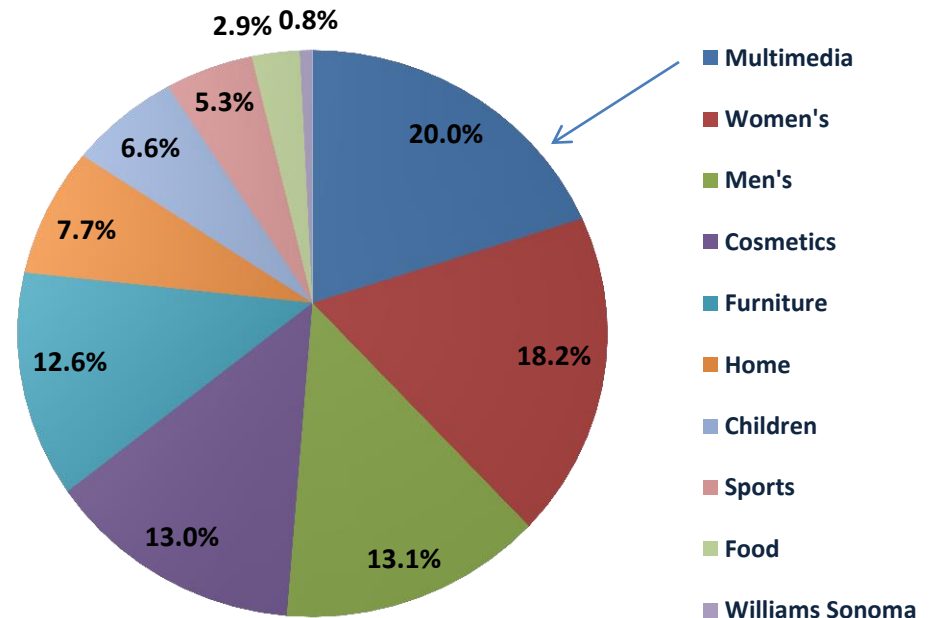
~20% of sku's directly imported from China, Europe and USA
~30% of sku's imported by third parties mainly in consumer electronics, furniture and appliances

Private labels to target specific economic sectors

Sales mix with no product category above 25% of total sales

Our stores are a destination point for our customers

Liverpool's sales by product category 2016



Overview of consumer finance division

- Leading non-bank and third largest credit card issuer in Mexico
- More than 4.4mm credit card holders
- Credit card sales account for ~46% of total sales
- NPLs of 5.0% as of 2Q17
- Average duration of 9 months
- Liverpool has the flexibility to scale down its credit offerings when market conditions deteriorate
- Provides insurance services to its credit card holders

Liverpool / Fábricas de Francia Credit Card



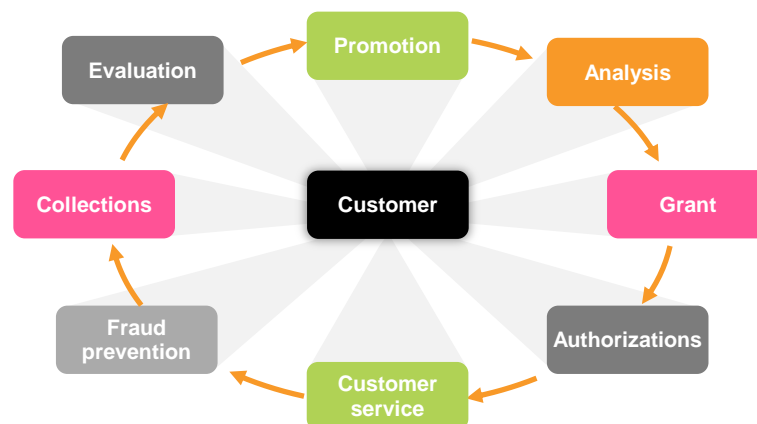
Liverpool Premium Credit Card (VISA)



Constitution of provisions

- Historical creation of reserves have led to a solid balance sheet with capacity to cover uncollectible accounts (NPLs)
- The average loan loss provision since 2013 has been ~173%

Proprietary and comprehensive credit process



Loan origination and portfolio management policy

- Consultation of the credit bureau in order to implement statistic models focused in analyzing customer's capacity to pay credit
- Customized models for the risk management of each credit account, leading to low levels in the NPLs account (below industry average)

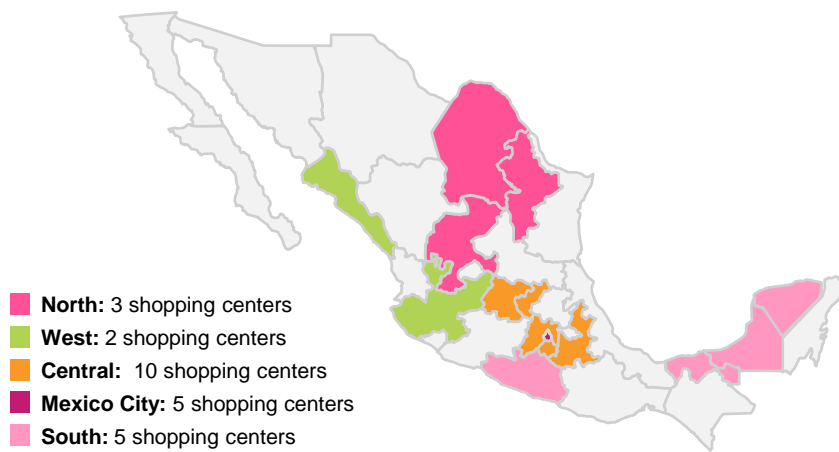
Liverpool's integrated consumer finance division supports and enhances its retail business

Shopping center operations to complement retail offering and increase customer traffic

Overview of shopping centers

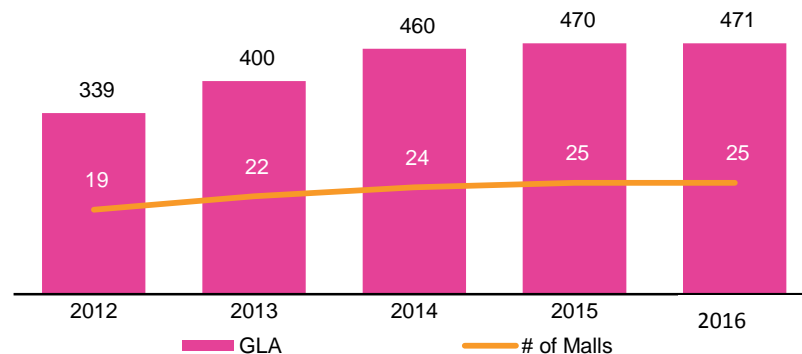
- Development, leasing and management of shopping centers and retail premises
- 25 shopping centers with standardized high quality operations
- More than 1,500 tenants with an average occupancy rate of 97%
 - Average leasing period of 2 years
 - No tenant accounts for more than 10% of GLA
- GLA has more than doubled from 2005 to 2015
- More than 100mm visitors per year
- Liverpool is not a tenant of its shopping centers, all clients are third parties
- Balanced mix of entertainment, shopping and dining

Diversified across the country



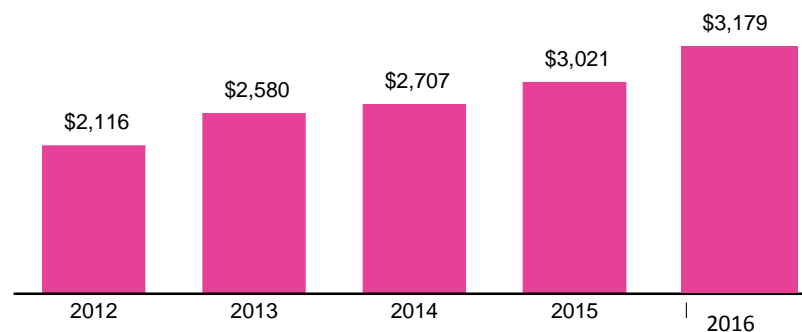
Growing leasing area

('000 sqm)



Consistent revenue growth CAGR: 9.7%

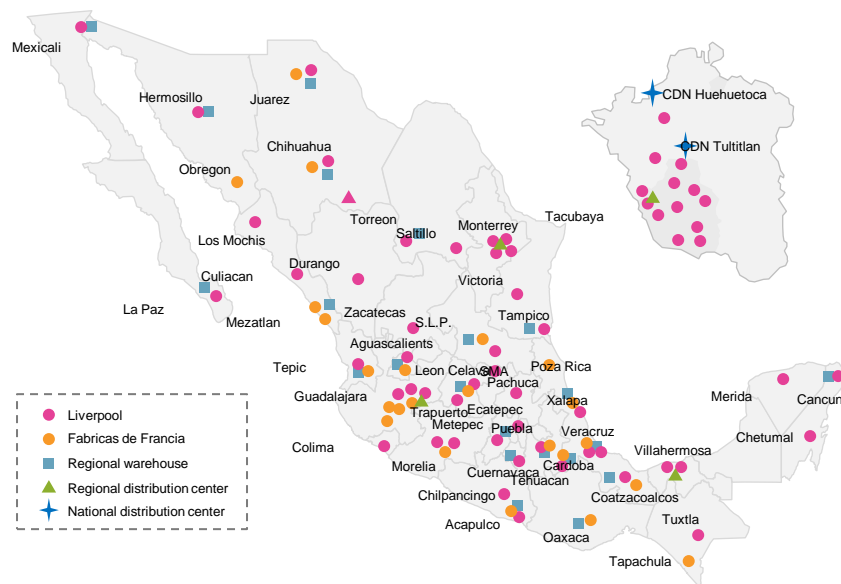
(Ps\$ in millions)



Liverpool's shopping centers are strategically located in Mexico's most important cities

Extensive nationwide distribution network

One of the most extensive distribution networks among Mexican retailers

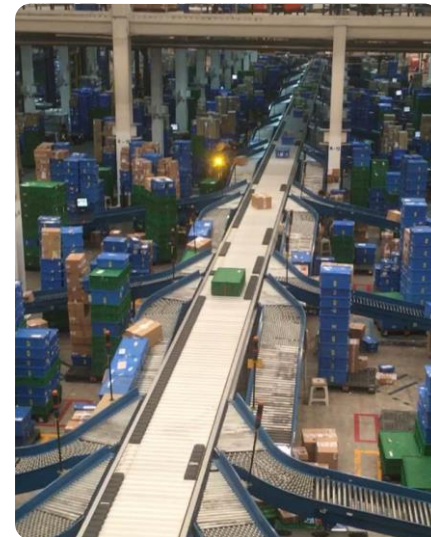


State of the art facilities

Huehuetoca



Tultitlán



+2mm Home deliveries, traveling more than 18mm km

95% Of SKU's centrally received

2 National distribution centers: Tultitlan (soft line) and Huehuetoca (big ticket)



250 trucks and trailers



450 home delivery units

+180k SKU's

+36mm Imported goods per year

An investment of US\$240 million has been announced to build a new logistics facility

Liverpool's distribution network is a key competitive advantage



EL Puerto de Liverpool S.A.B. de C.V

Stock Information
Bolsa Mexicana de Valores (BMV):
LIVEPOL

Contact Information
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IR: www.elpuertodeliverpool.mx
www.liverpool.com.mx

