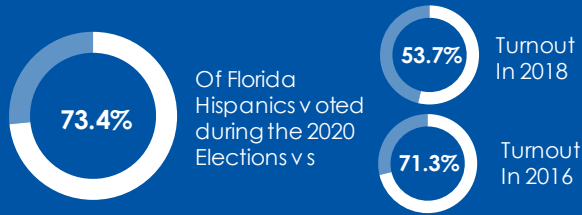


HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

2,108,101

Florida Hispanics voted during the 2020 elections vs.

1,351,613 in 2018
1,666,642 in 2016

EARLY VOTERS & VOTE BY MAIL

In Florida from 2016 to 2020 grew

+48% vs. 36% Non-Hispanic

2020 Hispanic EV + VBM: 1,755,470
2016 Hispanic EV + VBM: 1,187,553

YOUNG VOTERS

Turnout Growth Among Hispanic Voters 18-34 from 2016 to 2020

+31%

Florida Hispanic Voter 18-34 Turnout

492,624 vs. 261,375 374,881
2020 2018 2016

+17%

Florida Non-Hispanics voter turnout growth in 2020 vs 2016

HISPANIC VOTERS IN FLORIDA ARE ENERGIZED

Florida Hispanic voter turnout reached 73.4% in 2020.

Hispanic voter turnout in 2020 was driven by younger voters 18-34.

Growth in number of Hispanic early voters outpaced Non-Hispanics.

SPANISH IS THE LANGUAGE OF ENGAGEMENT FOR HISPANIC VOTERS IN FLORIDA

Hispanic voters are most effectively reached and persuaded in-language and in-culture.

Spanish language ads deliver greater message impact.

UNIVISION IS THE GATEWAY TO HISPANIC VOTERS IN FLORIDA

Univision is the best connection to reach Hispanic voters with your message.

Our capabilities give campaigns the winning advantage.

CONTACT US AT POLITICAL@UNIVISION.NET





HISPANIC VOTERS IN FLORIDA

The New Majority Makers



ABOUT UNIVISION FLORIDA

TV and Radio Properties

MARKET		
Miami	WLTV	WAMI
Orlando	WVEN	WOTF
Tampa	WVEA	WFTT
Ft. Myers	WUVF+	ELZE

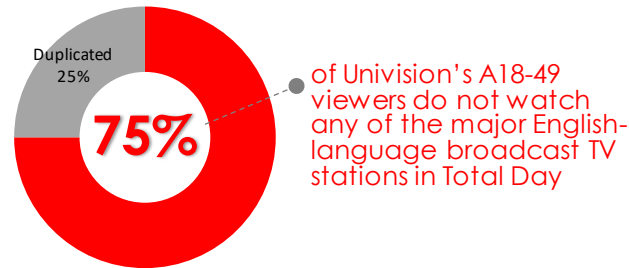
AMOR 107.5 WARM-FM Miami Spanish AC
Charismatic "influencers" capture the hearts of South Florida listeners. Established ratings leader.

MIX 98.3 WRTO-FM Miami Spanish CHR
Reflects Miami's diversity by playing a wide range of today's top Spanish and English hits.

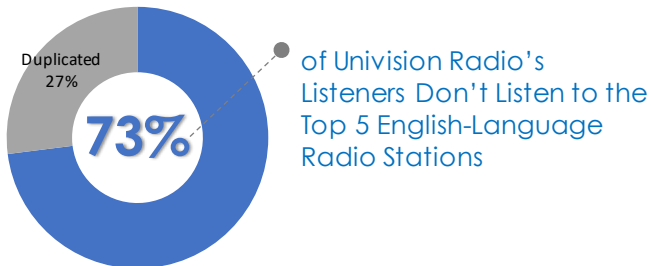
RADIO MAMBI 710 AM WAQI-AM Miami News/Talk/Commentary/Sports/Political
Upscale programming appeals to affluent Hispanics. Top-rated news commentators "opinion makers." Home of Miami's Top Sports Teams.

TUDN RADIO WQBA-AM Miami TUDN Sports Radio
Showcasing top local, national and international sports.

EXCLUSIVE AUDIENCE



Source: Nielsen Local TV View, May 2021 (04/29/21 - 05/26/21), Total Day: M-Su 6a-2a, Live+SD, Adults 18-49. Based on Only-Only-Both Reach Reports and on the percent of Univision station's average sweep week (Thu-Wed) audience that didn't watch any of EL Big 4 Stations: ABC, CBS, NBC or FOX. Miami, Orlando, Tampa DMAs combined

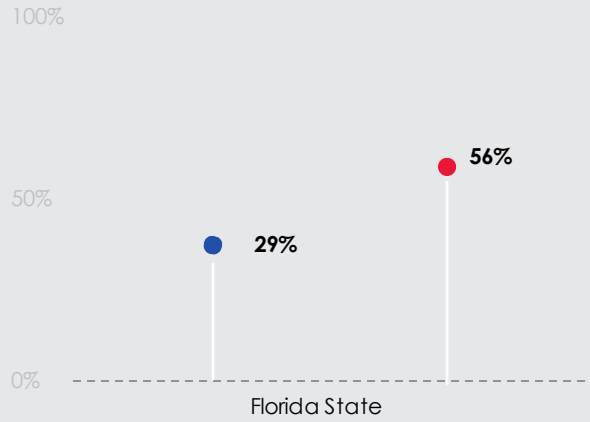


Source: Nielsen Audio, Q4 2020 PPM, Adults 25-54, M-F 6a-7p. Univision Radio (WAMR-FM, WRTO-FM, WAQI-AM, & WQBA-AM) vs. average of Top 5 EL Stations in Miami (WHQT-FM, WMMJ-FM, WFEZ-FM, WLYF-FM, & WBGG-FM). Duplication based on at least 1 or more hours of listening each week.

GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020

- Hispanic
- Non-Hispanic



GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

STRONG TURNOUT AMONG ALL PARTY AFFILIATIONS 2018 - 2020

+19%

784,994 Registered Republican in 2020 vs. 661,439 in 2018. (+9% Non-Hispanics)



Republican

+49%

Hispanics +25% Non-Hispanics

+10%

1,045,098 Registered Democrat in 2020 vs. 947,035 in 2018. (+6% Non-Hispanics)



Democrat

+48%

Hispanics +25% Non-Hispanics

+15%

1,043,862 Registered as Independent/Other in 2020 vs. 909,505 in 2018. (+9% Non-Hispanics)



Independent / other

+75%

Hispanics +45% Non-Hispanics

2022

PROJECTED HISPANIC TURN-OUT GROWTH

+60%

Florida State Hispanics