

GREATNESS HAPPENS HERE
SBS DE&I REPORT, 2023



DIVERSITY EQUITY & INCLUSION HAPPENS HERE



SPANISH BROADCASTING SYSTEM





Mission Statement

As a pioneer in Spanish-language radio, SBS has always been at the forefront of the evolution of Hispanic entertainment in the U.S.

As technology evolves and the boundaries of all media intersect among new and as yet unexplored frontiers, SBS intends to exploit its proprietary content on terrestrial and satellite radio, television, digital, global podcasting, live music entertainment and wireless modes of distribution.

SBS continues its quest to create unique, high-quality branded entertainment for the Hispanic consumer. Its exceptional growth across all of its platforms are examples of SBS' long-term strategy, i.e., the ability to create and disseminate content across multiple channels enabling us to maximize revenue and expand our brands.

As always, SBS continues to maintain our leadership position in today's U.S. Hispanic market.



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History of SBS: An American Dream Come True

THE HISTORY OF SBS

The Alarcón family legacy in Hispanic broadcasting dates back more than half a century, not too far from our shores. It was in the late 1940s that Pablo Raúl Alarcón founded his first radio station in Cuba, the start of a 14-station network that would be seized by Fidel Castro a decade later and end with the elder Alarcón emigrating to the United States, where he found work as a disc jockey in New York. It took nearly a quarter of a century before he could buy his first radio station in the U.S., WSKQ (AM) New York. Thus began his second radio career, in the U.S.



By 1989, the Spanish Broadcasting System had become the largest Hispanic radio company in the country. In October of 2014, Pablo Raúl Alarcón and his son and successor, Raúl Alarcón, were inducted as Giants of Broadcasting & Electronic Arts in New York City's Gotham Hall. Raúl Alarcón became Chairman of the SBS Board of Directors in 1999 and has superintended the company's long-range strategic planning, operations and acquisitions.

Since our formation, through the acquisition of properties within Hispanic-dense markets, along with an intense focus on programming, promotions and successful cost management, we have grown into the nation's largest Hispanic-owned and operated multimedia company.



An investment in SBS is an investment in all Hispanic Communities.

SBS reaches over 25 million Hispanics each week across all of its multimedia properties. Not only does SBS effectively and efficiently engage them through our vehicles, but we create content and experiences that culturally resonate with Latinos of all backgrounds.



MINORITY-OWNED BUSINESSES ARE ESSENTIAL FOR GROWTH



Equal Opportunity & Representation

Over 50% of SBS's ownership identifies as Latino/a, 100% of our executive team is Latino/a and over 80% of our workforce is comprised of Latinos of different backgrounds.



Culturally Authentic & Engaging

SBS's programming, content and experiences are staples in top Hispanic markets. Our audience purposefully seeks out our brands because they ignite an instant cultural connection.



Loyalty, Retention & ROI

The brands that recognize the increasing influence of Latinos will be poised to benefit from the community's loyalty and immense purchasing power.

An investment with SBS is a direct investment in all Hispanics.

Company Snapshot



***SBS IS THE LARGEST MINORITY
OWNED AND OPERATED
SPANISH LANGUAGE MEDIA
COMPANY***



***... AND IS ARE
COMMITTED TO THE
COMMUNITIES
THEY SERVE
AND REPRESENT:
LATINOS***



SBS Properties Effectively Engage Hispanic Consumers In-Culture



SBS owns and operates 20 top-rated stations in key Hispanic markets across the country including the #1 Latin radio station in the country, WSKQ-FM La Mega 97.9 FM in New York and is the largest broadcaster in Florida. SBS's owned and operated station portfolio consists of various formats that appeal to Hispanics of all backgrounds and demos such as Regional Mexican, Tropical, Latin Pop, Urbano, Spanish CHR, Salsa and more.



LaMusica App was created by Latinos, for Latinos with the mission of over-delivering on their desire for more culturally relevant digital content. It's the #1 Hispanic streaming app and the official one-stop shop for Latin music and culture. LaMusica is where Hispanics go to for their favorite SBS radio stations, including the #1 most streamed Spanish Language radio station in the country, WSKQ-FM LA MEGA, playlists, video content, exclusive artist information, exclusive artist information and a newly created global podcast platform.



AIRE Radio Networks, the largest minority owned and certified Spanish Language audio network reaching 95% of the Hispanic market, is the home to exclusive programming and influential personalities in key formats. The network consists of a variety of targeted vehicles designed to reach the various demographics that matter most to our advertisers. From Latinas to millennials, AIRE Radio Networks is designed to target all Latino consumers.





SBS Entertainment brings to life some of the most iconic live Latin music experiences and relishes in the loyalty of Hispanic consumers from coast-to-coast. From audio, digital to intimate venues and sold-out arenas, our live music division reaches millions of Hispanic consumers through their long standing passion for music. The line-up of live music events consists of experiences that have been around for decades (and in all Latin music formats), including the Crown Jewel of Live Latin Music events, Calibash, which has been historically sold-out since its inception and continues to grow beyond the L.A. market. Other signature events include Alex Sensation's Mega Mezcla, Miami Bash as well as Mega Bash, which all take place across key Hispanic markets.





SBS is the connection between brands and Hispanics

SBS Hispanic-owned stations and AIRE
Radio Networks REACH MORE than

15 MILLION

listeners each week



300+

Network Affiliates



20

stations owned
and operated by
SBS across the
country



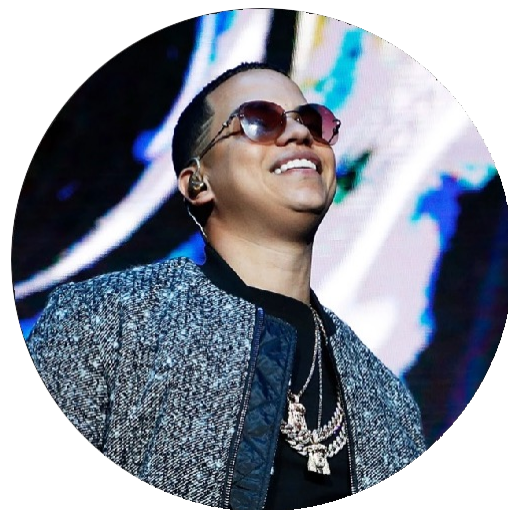
70%

almost 70% of the
Hispanic audience
in owned markets,
exclusively listen to
SBS stations

Committed to the
Latino community
for

40 years





277K+

Latin Music Fans in
attendance across all
concerts and Live Events

2023 Live Music Experiences

100+

Biggest Latin Music
artists



11

Cities across the country
in the most concentrated
Latino markets



17

nights of concerts
produced across
the country



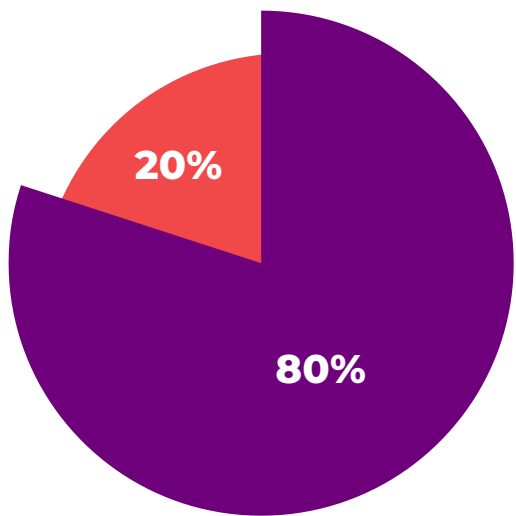
15

SBSE Live events
across the country



SBS Employee Profile

BY WORKING WITH SBS, YOU'RE WORKING DIRECTLY WITH A TEAM THAT IS COMMITTED TO AND REPRESENT THE LATINO COMMUNITIES THEY SERVE



■ Hispanic/Bi-lingual Employees
■ Other Ethnicities
(White, Black and Other Groups)



SBS is comprised of over 80% multimedia professionals who identify as Hispanic.

Within this group, there is a diverse mix of Afro-Latino/as, White Latino/as as well as all key age groups and acculturation levels.

SBS takes pride in its diverse workforce and also proudly employs professionals of other ethnicities who are committed to empowering the Latino community.





SBS Employees

Diverse
& Proud
to Represent
Latinos of all
Backgrounds

SBS EMPLOYEES' COUNTRIES OF ORIGIN



CUBA
29%



PUERTO RICO
25%



MEXICO
15%



DOMINICAN REP.
9%



COLOMBIA
6%



USA
9%



VENEZUELA
3%



EL SALVADOR
2%



ARGENTINA
2%



PERU
1%



NICARAGUA
1%



GUATEMALA
1%



ECUADOR
1%



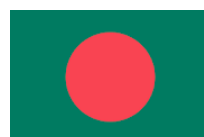
HONDURAS
.4%



CHILE
.2%



BOLIVIA
.2%



BANGLADESH
.2%

Estamos con nuestra gente: SBS empowers Latinos beyond the airwaves

THE COVID-19 PANDEMIC

Estamos Contigo (We're With You!) was launched in March 2020 to provide news, information and HOPE to the Hispanic community by offering real-life solutions to help them cope with the effects of this destructive pandemic.

While the nation was on lock-down, SBS remained fully operational and provided daily on-air medical and informational bulletins, news flashes, progress reports on vaccine development, aspirational messages from artists and celebrities, official public pronouncements, business re-opening alerts, treatment center locations, job opportunities and audience commentary.

La Voz del Negocio Hispano (The Voice of Hispanic Businesses) was also created to support Hispanic-owned businesses on how to navigate through the challenges of the pandemic. To balance the series of informative content, **Mi Casa es Tu Casa (My home is your home)**, a virtual and radio-driven live concert series was created featuring music performances from the biggest and rising artists of all Latin music genres.



LA VOZ
DEL NEGOCIO HISPANO



HURRICANE MARIA / NATURAL DISASTERS

In 2017, Hurricane Maria devastated Puerto Rico and may have robbed the community of their homes, business and basic needs, but not their spirit to move forward. SBS was front and center of the recovery efforts on the mainland and the island. All stations were programmed to include information on resources, held community food and supply drives and messages of empowerment.

SBS and the Alarcón family also sponsored an airlift and participated in a cruise shipment, sending 100,000 pounds of food and supplies raised by the company and its audiences. Royal Caribbean International ship Adventure of the Seas is based in San Juan and carried relief donations to the island. SBS also flew in a senior management group from the company to Puerto Rico to directly help in the relief effort.

THROUGHOUT THE YEAR

Throughout the year, SBS hosts a series of community initiatives. From Back-to-School supply drives to Holiday food collections to townhall events with local officials, medical professionals, financial experts and more, ensuring that the Hispanic community is informed, empowered and has access to resources year round is a top priority for our company.



SBS Leadership

Boards & Recognitions

A DIVERSE & DISTINGUISHED LEADERSHIP TEAM



Raul Alarcón
CEO/Chairman

Recipient of numerous awards and recognitions including Lifetime Achievement Award, U.S. Hispanic Federation; Lifetime Achievement Award, Adweek Magazine; Inducted into the Advertising Hall of Fame; Emmy Award winner, Member of the Directors of Multicultural Media, Telecom and Internet Council, Washington DC; Member of Communications and Equity Diversity Council (CEDC), FCC; Top 10 Power Players, Hispanic Ad, Top 20 Latin Power Players, Billboard Magazine, 40 Most Powerful People in Radio and Broadcaster of the Year, Radio Ink and many more



Albert Rodriguez
President/COO

Hispanic Marketing Council Board Member; Member of the Concordia Leadership Council; Inducted into the American Advertising Federation; Latin Power Player, Billboard Magazine; Top 40 Most Powerful People in Radio, Radio Ink



Alessandra Alarcón
President, SBS Entertainment

First woman to lead SBS Entertainment; Latin Power Player, Billboard Magazine; Women in Music List, Billboard Magazine; Featured Speaker, Ted Talk, Ciudad Juarez Salon



Bianca Alarcón
VP, Content Development

Latin Power Player, Billboard Magazine; Women in Music List, Billboard Magazine



Elisa Torres

Chief Network Officer/EVP, Aire Radio Networks and SBS National

Recognized as one of the first Latina executives in radio;
First female Chief at Spanish Broadcasting System;
Radio and Records Executive of the Year;
Marketer of the Year, Medallas de Cortez Awards
Nominee; Mujeres Poderosas List, Diario Las Americas;
Launched *Aire Radio Networks* as well as *ABC Radio
Networks en Español* and *ESPN Deportes*, the first ever
Spanish Language sports network



José I. Molina

Chief Financial Officer

Recognized as one of the Top 15 Broadcast's Best Finance
Leaders by Radio + Television Business Report



Richard Lara

Chief Counsel/EVP

Recognized as one of Billboard's Latin Power Players



Jesús Salas

Chief Content Officer/EVP

Recognized as one of Billboard's Latin Power Players



SBS IS A PROUD MEMBER OF THE ANA ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING (AIMM)

A powerful force prioritizing diverse consumers and
advancing inclusive and multicultural marketing to
achieve business growth and equity in the marketplace.

More than Partners... SBS means Familia

MINORITY-OWNED

SBS is the largest minority-owned and certified multimedia company in the nation reaching a loyal and exclusive audience. Your brand and campaigns will be strategically immersed in environments that resonate with our community and unlocks access to over 25 million U.S. Hispanics on a weekly basis.

FROM IDEATION TO EXECUTION

The SBS team represents and understands U.S. Hispanic consumers, their culture and passion points. From ideation to execution, your campaign will be developed and managed by your very own target audience. By working with SBS, you create opportunities for the Hispanic community to be a part of a bigger movement that drives your brand affinity through cultural relevance.



100% LATINO & 100% AMERICAN

By investing in minority-owned businesses like SBS, your brand experiences a significant ROI from a DE&I and revenue perspective. Your success is anchored in our mission to deliver culturally engaging and authentic programming and experiences for all U.S. Hispanics. Our 'Made For Latinos, By Latinos' mentality not only delivers exceptional reach and engagement, it creates opportunities that empowers our community through each and every investment.



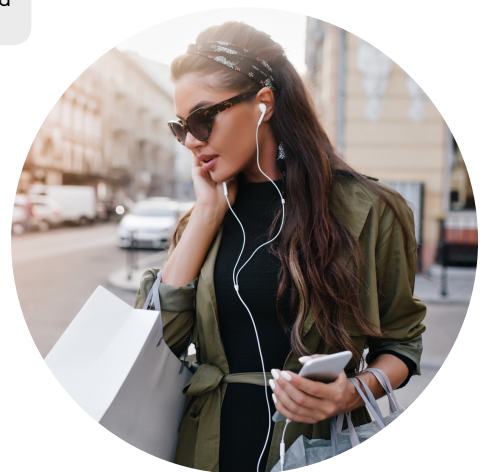
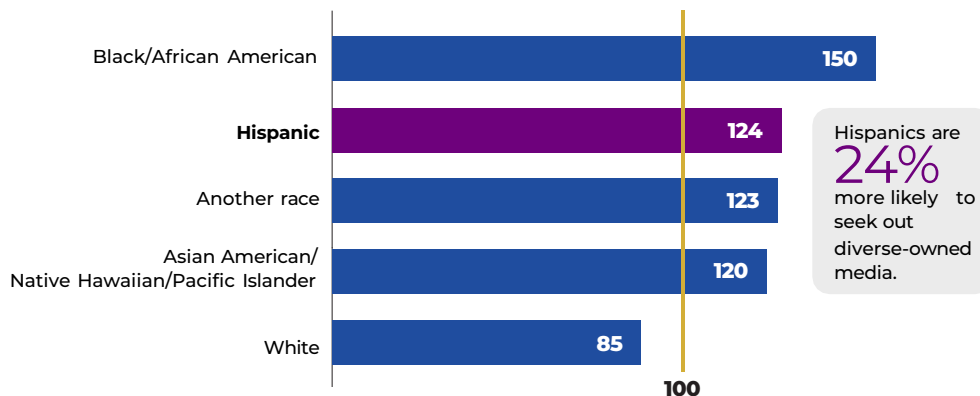
Investing in Minority-Owned Businesses

WINNING THE LATINO AUDIENCE STARTS WITH INVESTING IN HISPANIC-OWNED AND TARGETED RADIO

Hispanic consumers seeking a deeper sense of connection are increasingly turning to Hispanic or diverse-owned media outlets. These broadcasters, networks and publishers deliver an impressive reach for Latino audiences.

Preference for content from diverse-owned outlets

How likely are audiences to seek out diverse-owned media?



89%

Seek out content in their preferred language

69%

Seek out diverse-owned media.
(24% more likely than the general population)

71%

Seek out diverse-owned businesses
(compared to 53% of White people)

52%

Buy from brands that give back to the community

50%

Trust diverse-owned programming and perspectives
(26% more likely than the general population)

49%

Buy from brands that advertise in inclusive content

LET'S MAKE IT HAPPEN



SPANISH BROADCASTING SYSTEM

