



EVERY DAY LOW PRICES

As part of our value proposition, we continue working with our promise of Every Day Low Prices.



This year our competitiveness in the market was greatly improved by offering the lowest prices in recent years, accelerating growth, and profitability





During times of high inflation, this value proposition becomes even more important to our customers. We are helping them buy basic items and taking care of their budget. We are a bridge between the formal and informal markets, so the families in Mexico and in Central America can safely make their purchases without complications and with the confidence offered by Bodega.



In 2021, our price gap grew by **80 basis points**, thus representing a record high



In support of Mexican households, Bodega renewed its iconic *Morralla* campaign, which provides access to customers so they may increase the number of items purchased while also obtaining top-quality products at affordable prices. **As a result, sales increased 30% during the campaign**, and six of every ten customers purchased at least one item during this campaign.



In Central America, we have reinforced our price leadership through commercial campaigns such as Red Prices, Champion Quetzals, and Super Bombazos, focusing on basic items in the Bodega and Discount formats. Our communication has also been improved with campaigns such as Super Savings, and Fill Your Cart at Pali Prices, to improve the price perception.