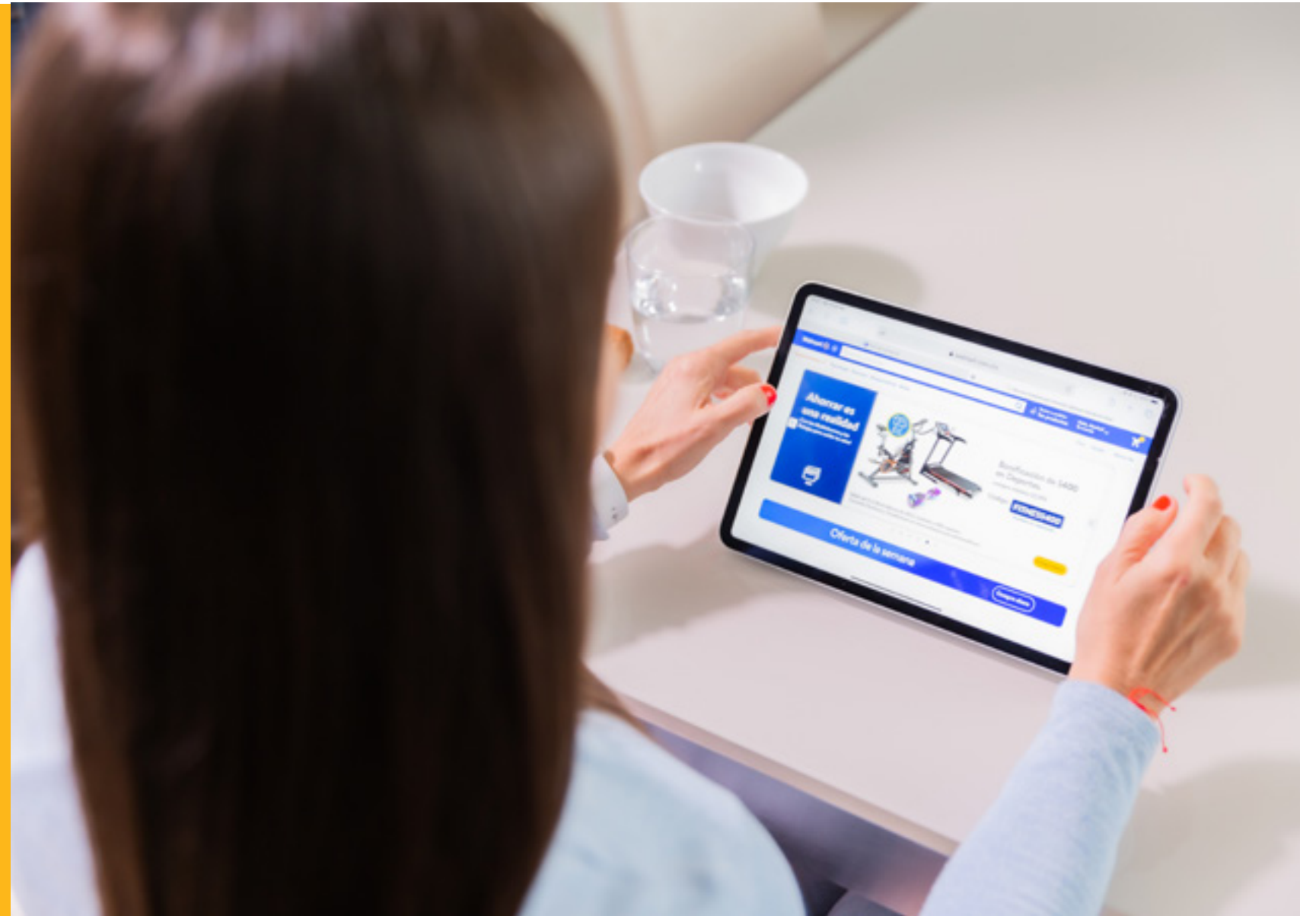




ACCELERATING EXTENDED ASSORTMENT



Our extended assortment is fundamental to achieving our ambition to lead in omnichannel. Although last year the challenges produced by the pandemic obligated us to focus on keeping our stores in operation, this year's focus was to develop our extended assortment strategy.

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MARKETPLACE

This year we developed new categories for our marketplace and continued to increase the number of products, with a great value proposition.

Approximately 90 virtual stores were enabled within the platform, including official trademark stores and exclusive items. Having this space with the offering of brands that our customers love and look for on our platform represents an opportunity to access a more extensive assortment, which translates to improving their experience and favoring us with their preference as their first shopping choice.

Likewise, we have moved ahead in the implementation of the cross-border operation, which means having an international Marketplace where we have added almost one million items this year alone.



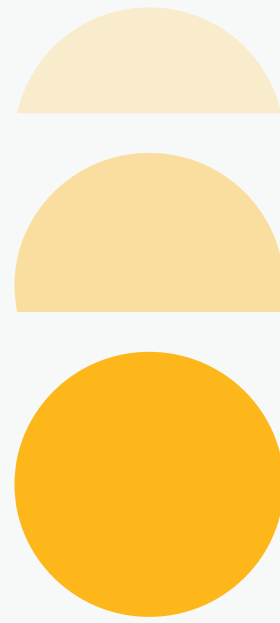
In comparison with last year, we tripled the number of products through virtual stores and doubled the number of sellers, which allowed us to reach new customers with the merchandise and brands they look for and which are not currently available in our brick-and-mortar stores



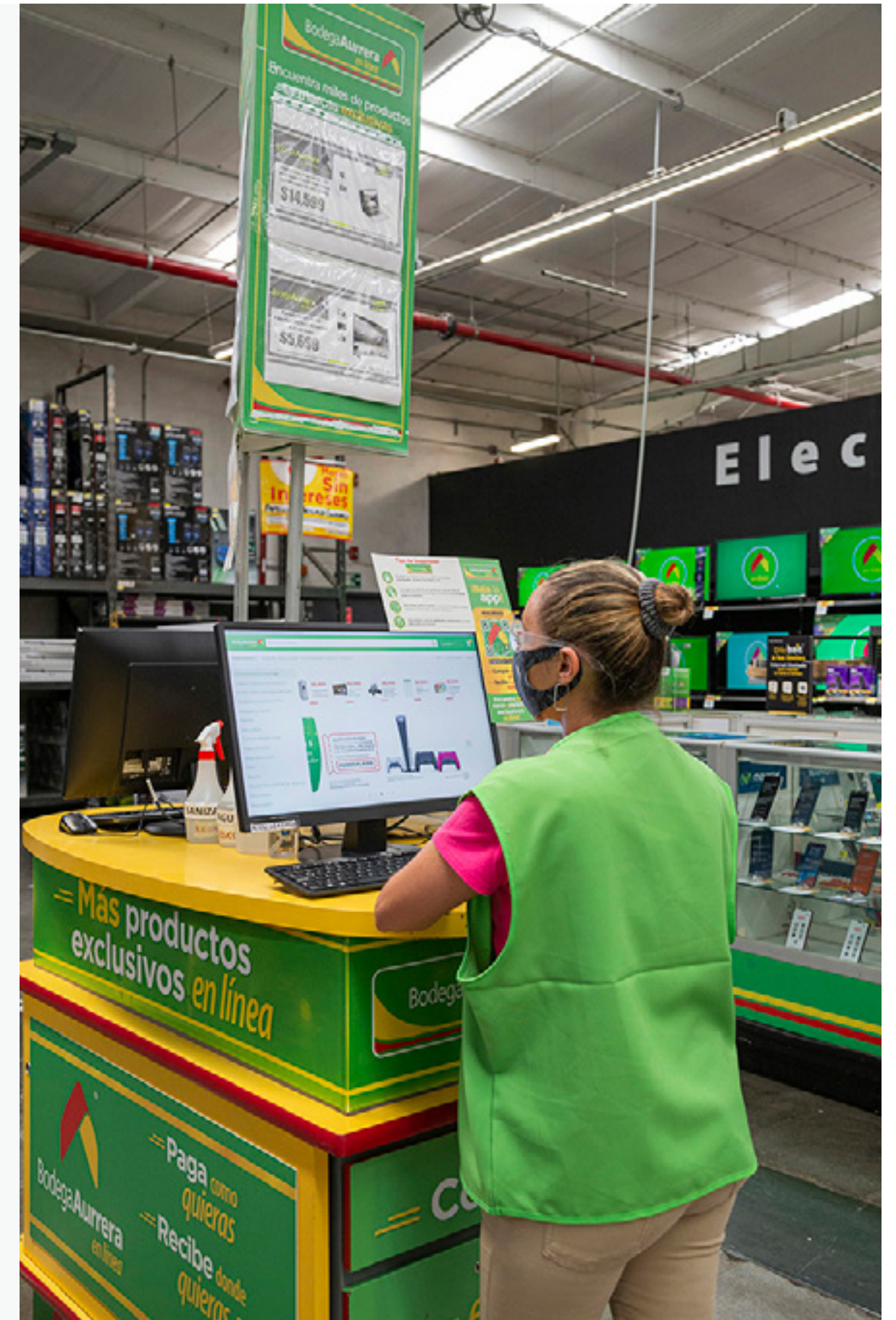


KIOSKS

Kiosks offer our customers comprehensive and personalized solutions through the support of an adviser for any purchase option, representing the valuable opportunity of providing access to an even larger product catalog. For many of our Bodega customers, this is a special entryway that leads them to eCommerce, thereby providing them with greater trust in their purchase.



We continue investing to increase kiosk service and infrastructure. This year we closed with more than 1,200 kiosks throughout Mexico





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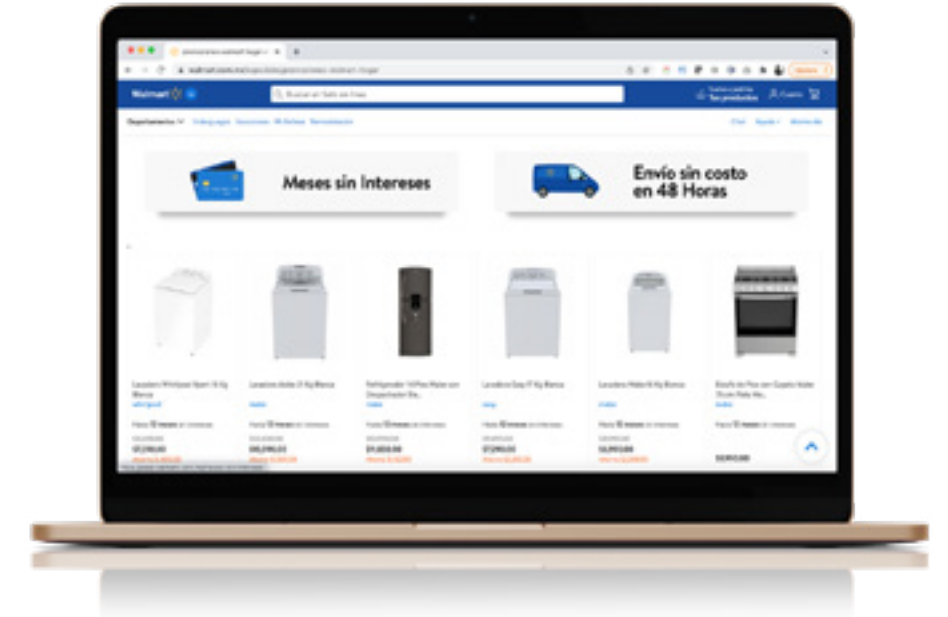
SHOPPING EXPERIENCE

We continue working to improve the shopping experience customers regarding the extended assortment, from search, follow-up and returns options.

A machine learning algorithm has been applied to improve search results, presenting products according to customer preferences or market trends.



As a result of improvements made to logistics planning, Extended Assortment orders are delivered within 24 to 48 hours in the 5 main cities



Moreover, more detailed data management has led to better decisions on how to achieve the delivery or greater volumes in less time.

We have moved further along on the right path. Our technological and automation capabilities shall continue to improve. In addition, we will continue improving our logistics plans to be quicker and more efficient, thus achieving our ambition to lead in omnichannel.