



STRATEGIC PRIORITIES



ENABLERS



ECOSYSTEM OF CHOICE

- Ecosystem of Choice
- Bait Connectivity
- Financial Solutions
- Walmart Connect
- The Experience of our Walmart Ecosystem

2.3
million
Bait users

1.7
million
Cashi users

WE TRANSFORM

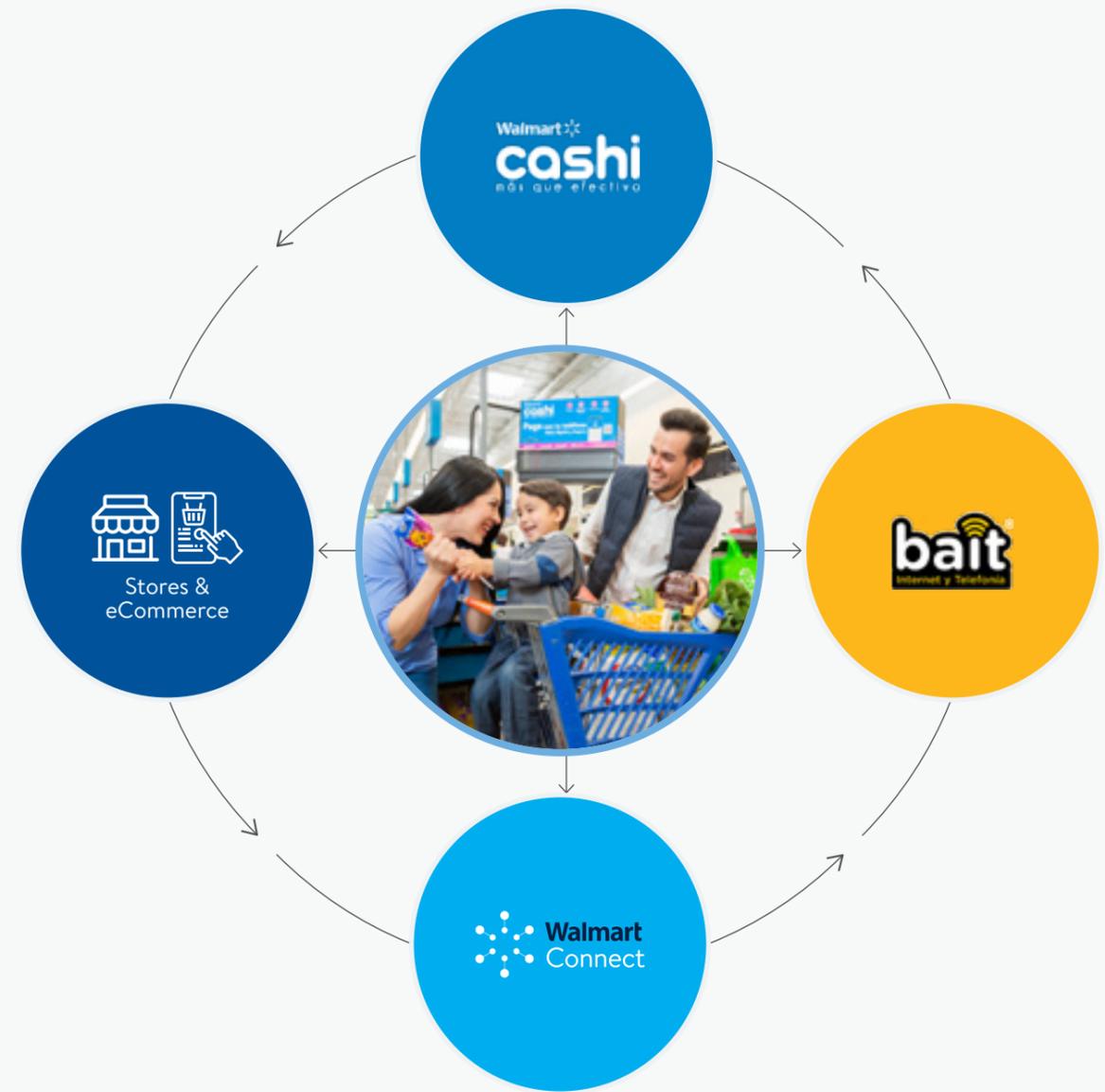
IDEAS INTO AN ECOSYSTEM





ECOSYSTEM OF CHOICE

With our customers at the center of our decisions, we identified the most valued services around the shopping experience and their priority needs, and we are building an interconnected ecosystem that allows our customers to get products and services seamlessly, also giving them access to new digital economy opportunities, helping them to save money and time.



In this manner, our customers can have the best shopping experience and will continue to choose us as their primary preference

SYSTEM ECOSYS
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ECOSYSTEM
SYSTEM ECOSYS



BAIT CONNECTIVITY

On 2020, we launched Bait, our connectivity and pre-paid mobile phone service that is affordable and inclusive in support of all Mexican households.

In keeping with our purpose, we are helping people save money and live better by offering the connectivity they need at affordable prices, and rewards them for shopping in our stores.



Our value proposition is based on three elements:



1. LOW PRICES:

Our commercial offering is more attractive, with low rates, unlimited connectivity, data, voice, and SMS with domestic and international coverage.



2. MAXIMUM SPEED COVERAGE:

We offer the experience of speed provided by the 4.5 LTE network, and even reach small cities that had no coverage in the past.



3. CONNECTING THROUGH YOUR PURCHASES:

For every purchase made in our stores, our customers are rewarded through our Mi Bait app with added megabytes, so they can remain constantly connected.



This year, Bait is available in all our business formats nationwide: Walmart, Walmart Express, Bodega Aurrera, and Sam's Club, and can be obtained at our points of sale -both internal and external- or via digital media at our website miBait.com or with our app.

By enabling the connectivity of our customers, we have untapped up a new universe of possibilities by adding them to the Walmart ecosystem and solving their pain points. The acceptance of Bait has been particularly high in Bodega Aurrera.

We have invested in talent, technology and in customer acquisition to strengthen our long-term strategy, as reflected in the good results posted for 2021 shown below:



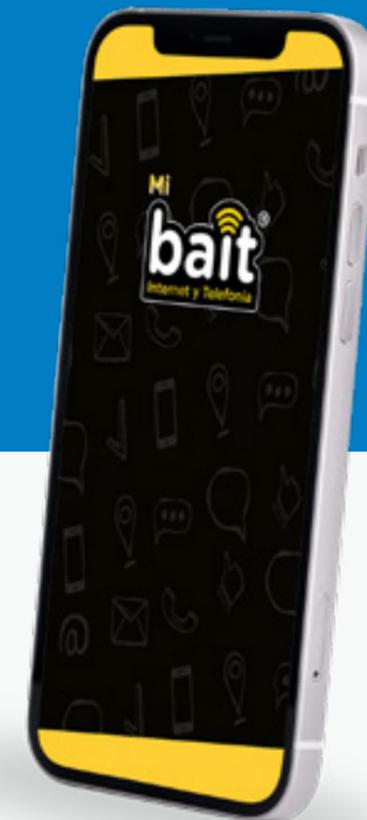
Thanks to our user base, we are now one of the largest Mobile Virtual Network Operators (MVNO) in the country

Increased number of visits and users:

2.3 million users at the end of 2021

880,000 downloads of our Mi Bait app

The **highest scored app** in the sector





It is encouraging to take our value proposition of low prices beyond retail, thus continuing with our promise of helping our customers save money and live better, also giving them access to the digital economy

Our broadened points for top ups:

- **Our own channel:** over **2,700 stores** from **all our formats**, with differentiated top up options at Sam's
- **External Channel:** 65,000 external top up points openings, including other grocery and specialized stores
- **Digital channel:** Top up through our Cash app, our digital wallet and from our website miBait.com

Intensified advertising through different channels:

- Massive radio, TV, digital, and billboard campaigns twice a year
- We opened digital channels for our brand
- We sponsored two concerts during this past year



Reinforcing our presence at the points of sale:

- Advertising material was placed in the stores
- SIM-card availability was guaranteed in our self-service units
- More than **22,000 activations** took place through **BTL (Below-the-Line) events in stores**

Broadening the benefits of our service through other stakeholders:

- Our support of the Small Farmer program began this year. **Through our Walmart Mexico Foundation, we delivered affordable Bait equipment and plans for small farmers in communities** where other operators are not available, and now they have the tools and connectivity needed to conduct their sales with modern technology.
- We established agreements with suppliers to leverage the program and contribute to its development. This connection with our suppliers plays a very important role in achieving broader connectivity as well as a greater impact with the program.



FINANCIAL SOLUTIONS

We offer low-cost and flexible financial services, giving our clients access to the digital economy and delighting them with new experiences. Hand in hand with our core business and with the strength of our assets, we position ourselves in a unique way to create the leading financial ecosystem in Mexico.



Our ambition is to create a digital connection with our customers so we can know them and serve them better

Our financial services have three pillars:



1. DIGITAL WALLET

our customers and members can perform cash top ups on the app, and use their balance to pay for different services in our stores and clubs, such as telephone, electricity, cable, entertainment and transportation, among others; without having to pay commissions.



2. CREDIT:

our goal is to provide access to financial services so customers can buy their favorite products and pay for them later



3. REMITTANCES:

we activated our remittances-collection services at all our checkouts so our customers can collect the money sent to them from abroad.



1.7
million
Cashi users

In 2018 we launched our Cashi app, whose purpose is to provide digital financial solutions to Mexican families. From its creation, to date, Cashi has evolved and now has the following features:

- **“Card on file”**, which allows our customers to top up their Cashi balance with a debit or credit card, without having to go directly to the stores. This saves them time and provides a contactless, quick, and safe experience.
- Bait mobile top ups
- Business-to-business (B2B) dispersions where companies, can offer benefits and rewards to their employees via Cashi
- +70 services have been activated for digital payments

In 2021, we made great strides in financial services.

We are the second chain with the greatest number of paying points. Remittances can now be easily collected at our front end

Last December, together with a third-party, we launched a pilot to disburse credit via Cashi in almost 30 Walmart and Bodega stores. **We are granting credits of up to 6,000 pesos** so customers can shop for their favorite items and pay for them later

Customers receive a **2% cashback when they pay** for their purchases with Cashi



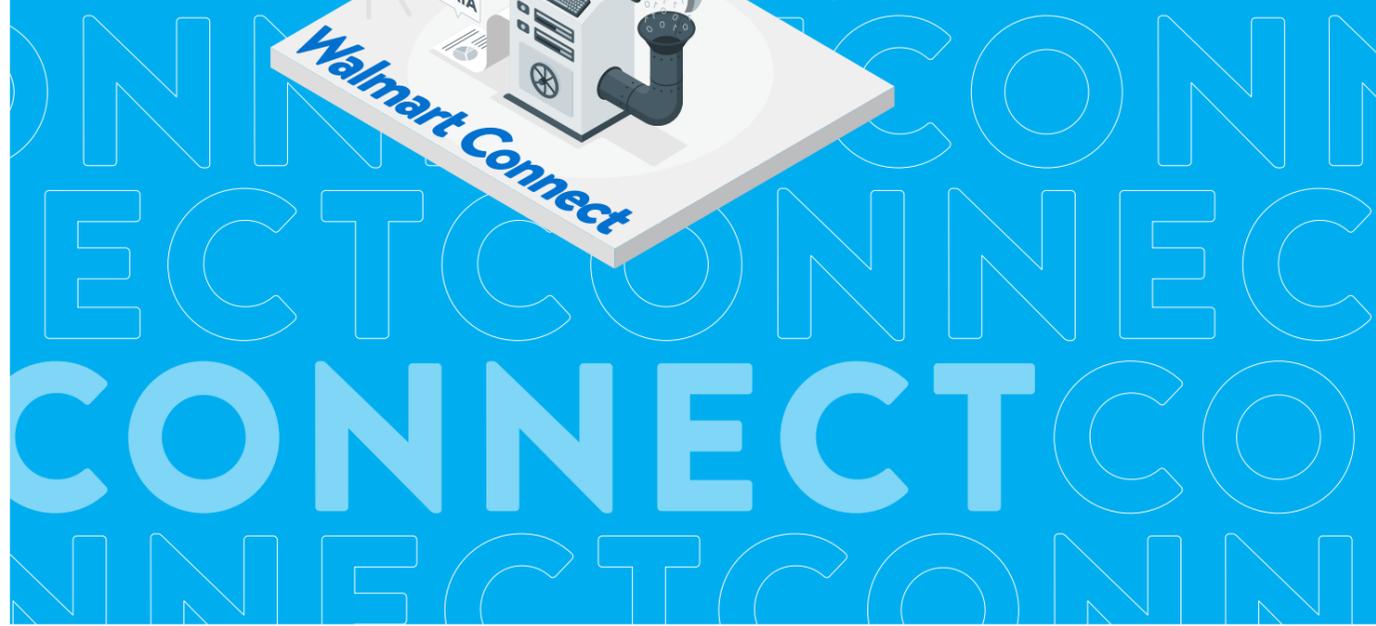
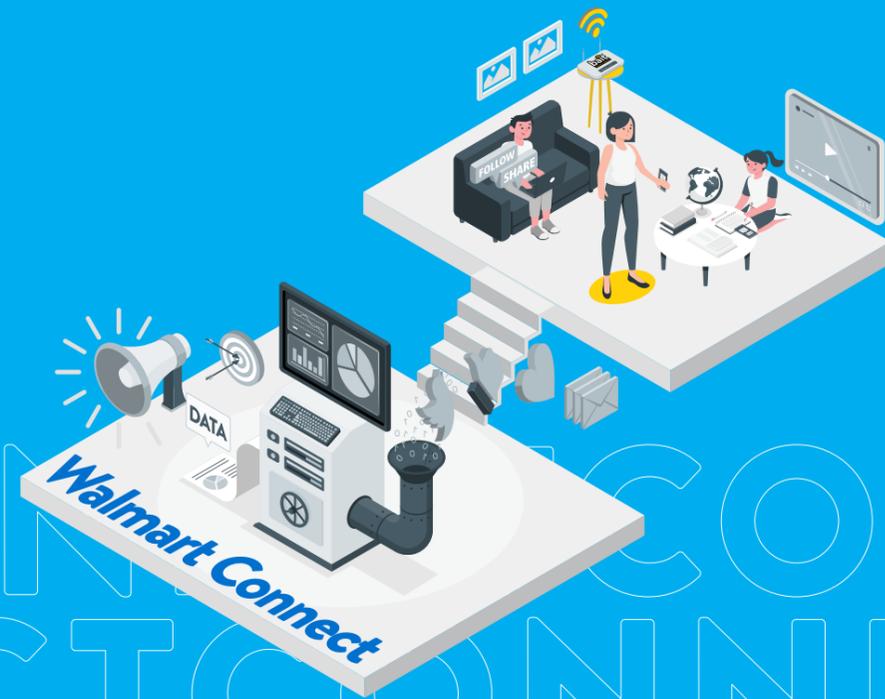
The following step moving forward is to offer low-cost and more flexible financial solutions to solve our customers' pain points

In addition, we will launch the Walmart to Walmart remittance service, in which our customers in the United States will be able to send remittances from our stores and be paid directly at Walmart stores in Mexico, facilitating the process and access to this service for all Mexican households.



WALMART CONNECT

Walmart is a leading omnichannel retailer in Mexico and Central America because we put the customer first. By using our resources to create more meaningful connections between our customers and advertising partners, we are expanding and enriching our ecosystem for everyone's benefit.



Our goal is to become the leading media platform in Mexico, helping brands connect with five million customers we daily serve in our brick-and-mortar stores in Mexico, with the most robust omnichannel offer, and using information and data to increase the effectiveness of their campaigns

Our offering is based on two pillars:



1. OUR SCOPE:

by adding our traffic in our stores and digital channel, we become a nationwide mass communication media.



2. CUSTOMER INTELLIGENCE:

knowing what our customers buy provides us with a competitive advantage.



We have unique advertising capabilities that help brands connect with our customers, both more frequently and with greater importance, thus leveraging the following strengths:



Massive omnichannel reach



Comprehensive solutions for brands



Sophisticated segmentation capabilities



In-depth knowledge of our eCommerce customers



Being able to leverage our assets in favor of our customers makes Walmart Connect one of the best and most important monetization opportunities, which will help maintain low costs in the future



These strengths allowed us to achieve the following results in 2021:

50%
advertisers
growth vs
2020

+77%
campaign
growth vs
2020

CASE OF SUCCESS

Fiestas Patrias

Check out our **omnichannel campaign** video inspired by reinventing the Mexican party to accompany our clients in each of their moments



THE EXPERIENCE OF OUR WALMART ECOSYSTEM

Each vertical plays a specific role within the ecosystem, and the combination of these vertical anchored to the omnichannel business make the Walmart ecosystem unique.

[Click to see more](#)

.....> Path

+ See information

START

