



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:



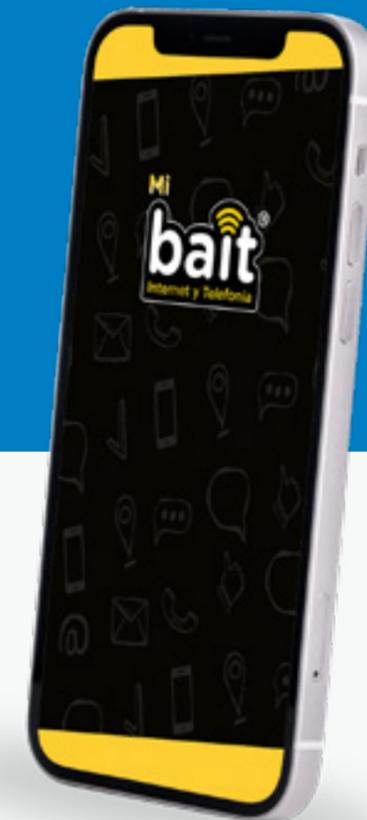
Thanks to our user base, we are now one of the largest Mobile Virtual Network Operators (MVNO) in the country

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 Cashi 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.