



2 PRIVATE BRANDS

In this challenging year, **Private Brands were a great ally for customers in acquiring their basic** pantry items, consistently offering them the best value for their money through pricing, assortment, and quality.

We reinforced our private brand offering, **launching new items with great quality** so customers had options at a price they can afford to bring a full basket to their homes.

At Walmart Supercenter, the Private Brands offering was strengthened with high-quality products without our customers having to spend more money. Our products **were assigned with more shelf space** and we launched a greater variety of products, such as electrolytes, yogurt, and olive oil, among others. This allowed penetration of our Private Brands to increase considerably, demonstrating that our customers appreciated our efforts.



Thanks to those efforts, Private Brands' sales penetration increased 80 bps in Mexico and 200 bps in Central America



This year, we want to highlight **Sam's Club, where Private Brand penetration grew 260 bps.** Members' Mark is key to drive value to our Sam's members, they can find exclusive items at great prices and that is one of the reasons Sam's performance was very appreciated by our customers.

In Central America, we are reinforcing our leadership in prices and benefits. **Our Private Brands penetration grew 200 bps.** We work to improve our value proposition to customers through **programs such as "Tierra Fértil", and support to suppliers.** A successful example was swapping hands of bananas for loose banana fingers that we buy directly from the producer, allowing us to sell them for 10 cents on the dollar and thus giving our customers the opportunity to fulfill their food needs for less money.