

ECOMMERCE AND INNOVATIONS

SASB: CG-EC-000.A,CG-EC-000.B,CG-EC-000.C

This year we invested in three catalysts to continue strengthening our eCommerce growth: technology, supply chain and talent.

Our eCommerce sales grew 17%, with GMV increasing 19%

We have focused on building a sustainable business, achieving a 67% two-year stacked growth and 340% in a three-year stacked basis

Our customers are appreciating what we do, and their satisfaction was reflected in a 470 bps increase in the NPS (Net Promoter Score)



470 bps

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We increased eCommerce penetration in total sales to 5.1%

eCommerce contributed 0.8% to total sales growth



We are proud of how our company continued to implement the strategy as our customers adapted to new post-pandemic consumption habits.

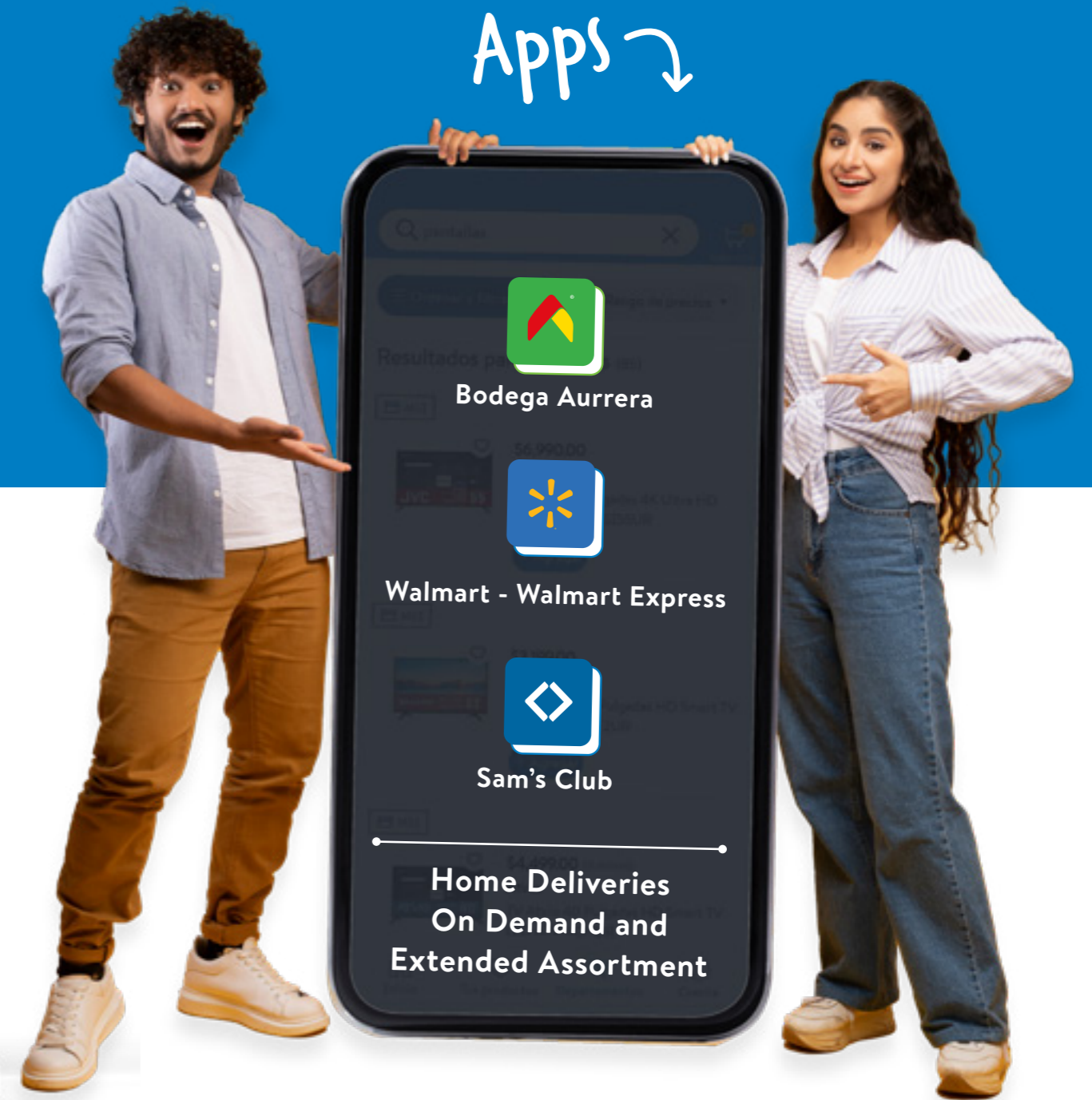
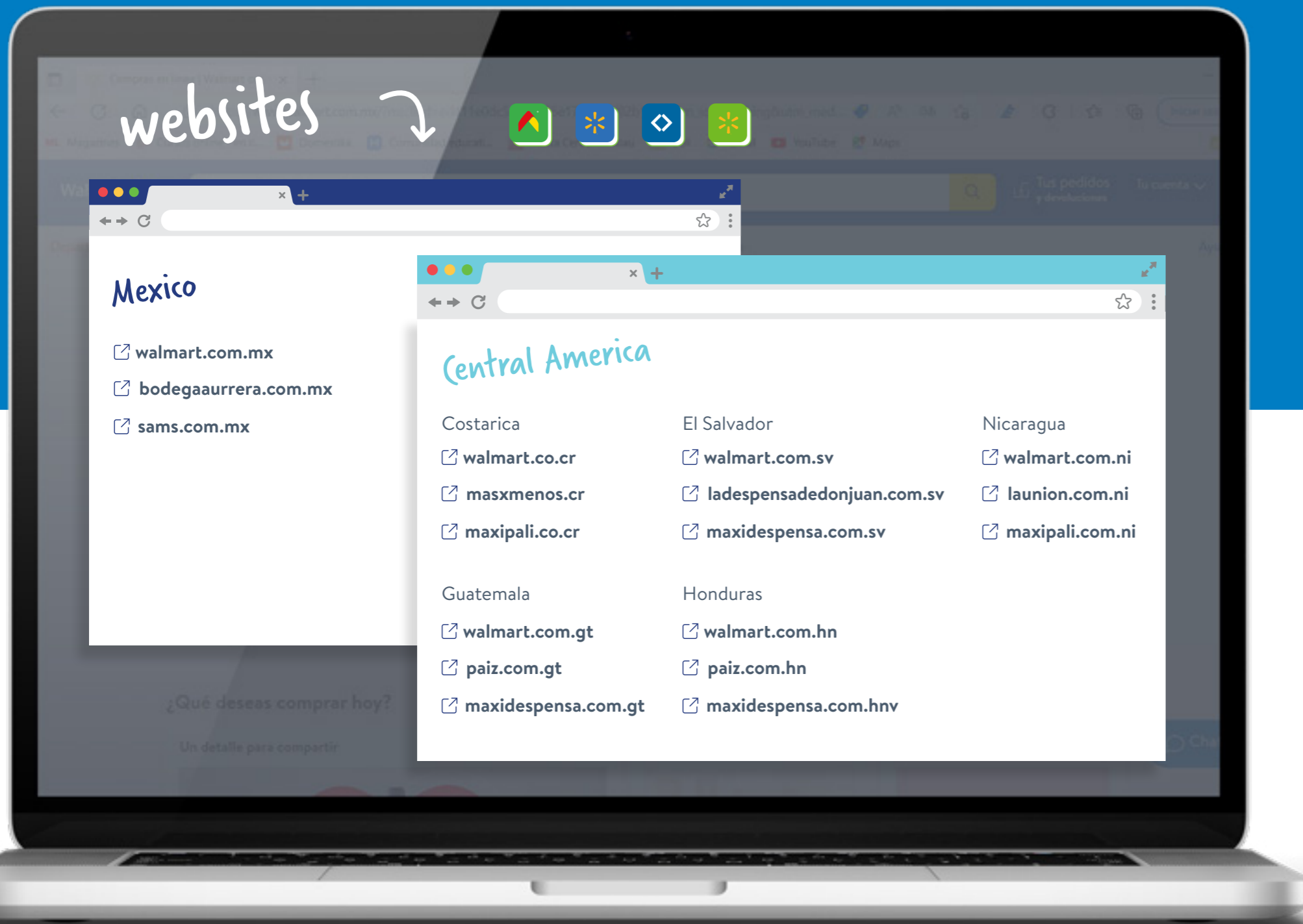


We created more than 300 positions for omnichannel that did not exist, through the revaluation, attraction of talent and profile renewal

Likewise, we are further simplifying the shopping experience with omnichannel infrastructure, so that our customers can save time and streamline their journey.

In Central America, we were able to implement our omnichannel project and develop our eCommerce through the experience and knowledge we have in Mexico, "Powered by Walmart".

WEBSITES AND APPS





Sam's continues to be at the forefront of technology

Currently, at Sam's Club we offer three types of memberships for our members in Mexico:



Clásica membership, Benefits membership and Plus membership, which among other benefits, offers a 2% payback and unlimited free shipping on purchases above 999 pesos, when shopping in the online catalog or directly in the app, benefits that have been widely valued by our customers.



This year we launched a new membership auto-renewal feature for website and Android users. This feature allows our members to renew their membership without having to call or go to one of our clubs, contributing to a seamless shopping experience.

At Walmart Supercenter we started with the *"Mercader Omnicanal"* program, which aims to help our customers complement their shopping experience using the Walmart app. **This program has had excellent results, since we have added new customers to the app, which come from "Mercader Omnicanal"**.



We continue to improve the customer experience on our applications and websites

We enabled a new feature called *"¿Olvidaste algo?"* (Did you forget something?), which reminds customers of items they may have forgotten. This new feature is helping us to increase the average ticket and, consequently, sales.