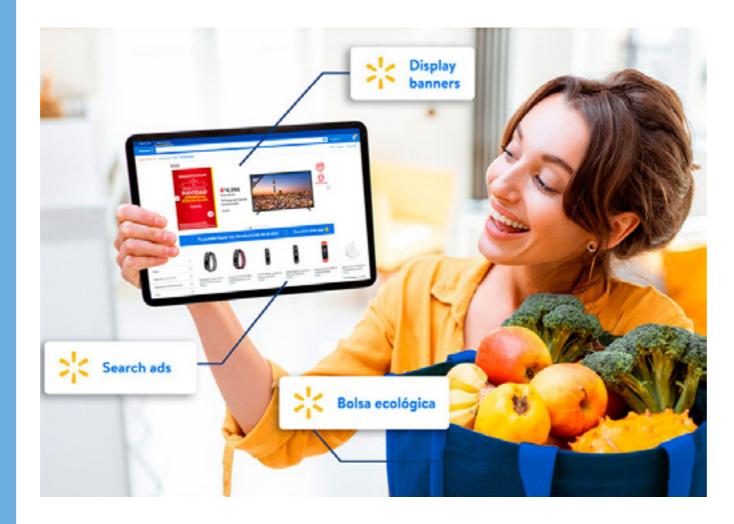


With Walmart Connect, we improve our

and help customers in making better

trusted us and run more than



We are the largest omnichannel platform in Mexico



Walmart Connect is connecting all of our verticals with advertisers. This year, together with **Bait** and Nestlé, we launched our first Mobile Advertising campaign and reached nearly half a million customers with geo-segmentation.

During the Hot Sale, we provided customers with unique entertainment options, such as the Margarita *la Diosa de la Cumbia* concert for Bodega customers, reaching more than 80 thousand people. We teamed up with Cashi to give our customers a unique value promotion that boosted sales through the app during the event, while **Bait** offered even lower prices and gave Cashi users an additional bonus.

In addition, during "El Fin Irresistible", which was also the biggest sales event of the year for **Walmart** Connect, we continued to offer entertaining moments, hosting two virtual concerts for our Walmart and Bodeqa customers. The Los Angeles Azules concert for Bodega customers had a reach of 4.6 million views. We are excited to continue connecting with our customers digitally.

This year, we developed innovative, technologybased products and services. We launched our Retail Media Platform to give our advertisers the opportunity to self-manage their sponsored product campaigns, starting a pilot test with Unilever, P&G and Nestlé.

In addition, we enabled an option for our advertisers to highlight their products and maximize their sales by automating sponsored product search services. This is how we launched our first campaign, helping small and medium-sized advertisers to increase the positioning of their products.

We have an advertising business of more than 2.1 billion pesos

RESULTS

This year with Walmart Connect we achieved:

400

advertisers trusted us

+4,500

omnichannel campaigns