

Walmart : México y Centroamérica



AT WALMART, CHANGE IS A CONSTANT... WE ARE CONTINUOUSLY EVOLVING AND HAVE GONE FROM BEING A BRICK-AND-MORTAR BUSINESS TO AN OMNICHANNEL OPERATION. NOW WE HAVE A NEW CHALLENGE, FURTHER TRANSFORMATION TO REACH A HIGHER LEVEL AND BECOME THE LEADING RETAIL OMNI-DRIVEN ECOSYSTEM IN MEXICO AND IN CENTRAL AMERICA. IT MEANS BROADENING OUR CAPACITIES AND CONNECTING THE NEEDS OF OUR CUSTOMERS TO SOLUTIONS THAT PROVIDE ACCESS TO LOW COST, TOP QUALITY PRODUCTS AND SERVICES, TO CONTINUE HELPING PEOPLE TO SAVE TIME AND MONEY, AND LIVE BETTER.

> IN 2021... GOING BEYOND RETAIL

GOING BEYOND RETAIL



ECOSYSTEM OF CHOICE

- Ecosystem of Choice
- Financial Solutions
- Walmart Connect
- The Experience of Our Walmart Ecosystem



ENABLERS

69

79

71

74

76

78

116

118

127

142

148

161

163

- Technology and Data
- Best Talent



OUR BUSINESS

- Our History



| FINANCIAL VALUE |
|-----------------|
| |

- Message from the CFO
- Performance
- Key Performance Indicators
- Value Creation
- Investments
- Income Statement and Balance Sheet



WIN IN DISCOUNT

17

18 29 30

226

227

239

100 101 102 109 110 111 113



ETHICS AND INTEGRITY

- Ethics and Compliance
- Information Security
- Digital Citizenship
- Risk Assessment
- Human Rights
- Corporate Governance

OPPORTUNITY

- Our Talent
- Developing Our Talent
- Work-Life Balance
- Diversity, Equality and Inclusion
- Responsible and Inclusive Value Chain
- Diverse and Inclusive Supply Chain



SUSTAINABILITY



COMMUNITIES

- Building Strong Communities
- Products and Services
- 184
- 179 211

178

79

81

88

93

98

| 0 | |
|---|--|
| | |

| LEAD IN OMNICHANNEL | 42 |
|---|----|
| • Core business: Our stores | 44 |
| Innovation: Our eCommerce | 53 |
| Expanding our On Demand Strategy | 58 |
| Accelerating Extended Assortment | 63 |



36 38



ANNEXES

| Indexes, Awards and Rankings | 312 |
|---|-----|
| Management's Discussion and Analysis | 316 |
| Report by the Audit Corporate Practices Committees | 324 |
| Consolidated Financial Statements | 326 |
| GRI-SASB Content Index | 365 |
| Independent Limited Verification Report | 390 |
| • Glossary | 431 |
| Investor Information | 432 |
| • SDGs | Z |

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2021 REPORT











OUR **BUSINESS:**

5 million

customers shop in our stores every day

Our ambition to becoming a Regenerative Company



MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS AND FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

GRI-102-14

This has been a year of great challenges for our Company. We continue innovating and adapting to the market to meet the needs of our customers. Our evolution is constant so we may **become the leading retail ecosystem in Mexico and Central America.** Our purpose is more alive than ever: to always be close to our customers when and where they need us, providing access and helping them save money and live better.

Enrique Ostalé

President of the Board of Directors Walmart de México y Centroamérica



Guilherme Loureiro

President and Chief Executive Officer Walmart de México y Centroamérica







All our **231,000+ associates** in Mexico and in Central America have played a fundamental role in achieving this purpose. To all of them, we extend our sincerest recognition and appreciation for their invaluable work, efforts, and commitment









During 2021, the main focus was on three strategic priorities:

WIN IN DISCOUNT

LEAD IN OMNICHANNEL

C C ECOSYSTEM OF CHOICE



3.

2021 REPORT

THE WIN IN DISCOUNT PRIORITY HAS BEEN WELL-ACCEPTED BY OUR CUSTOMERS.

We are leaders in low prices and we have unique positioning in this segment thanks to our Bodega format





The first one -**Every Day Low Prices**- we were able to broaden the price gap by 80 basis-points in the Bodega format, reaching the highest price gap ever.

The second pillar -Efficient Assortment- is where our commercial team worked hand-in-hand with our suppliers to optimize our catalog and its availability, and also included a greater variety of items with competitive prices and quality. This is where our Private Brands become even more important for our customers, positioned as an ally for their family budget. This past year, total self-service sales penetration for our Private Brands increased 90 basis points in Mexico, and 200 in Central America.

In the third pillar we maintained a **low-cost operation** thanks to having simplified the operation of our sales floor business, logistics, and home deliveries, without affecting the shopping experience of our customers. These very achievements allow us to continue fulfilling our purpose of saving people money so they can liver better.

This strategy was based on the combination of three pillars





The brick-andmortar stores are the foundation of the business





WE HAVE THE COMMITMENT TO LEAD IN **OMNICHANNEL AND WE ARE MOVING ON** THE RIGHT DIRECTION.

Our intention is to provide a new experience in omnichannel shopping for all families in Mexico and Central America.

In the top five cities of Mexico, 88% of the population currently live within 10 minutes of our stores, and we aspire to be even closer to our customers. Therefore, in light of a challenging economic panorama, we continue investing and we built 131 new units in the region, thus increasing our sales floor by 140,000 m², our greatest expansion since 2014. Moreover, so our customers may have a faster and more convenient shopping experience with reduced prices for basic items, this year we progressed in migrating our Superama format to Walmart Express and we merged the app with that of Walmart Supercenter.

initial launch.

This year, our On Demand home delivery service continued its expansion. This service is now offered in 760 of our stores located throughout **120 cities** nationwide, covering almost 70% of our bigbox formats. To achieve positioning ourselves as omnichannel leaders, one of our greatest strengths has been to deliver fresh products in just a few hours, maintaining their freshness and quality.

Our Sam's Clubs continued innovating with Scan and **Go** -a unique technology in the sector- which consists of scanning items and paying via mobile phone so our members may do their shopping quickly and contactless. Penetration of this technology has doubled since its

We are convinced that customers want us to bring our stores and eCommerce businesses together in a seamless way that makes shopping easier; and we believe we are uniquely positioned to deliver value through our physical and digital assets we have built.



Despensa a tu Casa, our home delivery service at Bodega, allows us to offer same-day **deliveries from over 220 stores** for our most price-sensitive customers. **This strategy was chosen by the Harvard Business School as a case study**. We have expanded the crowdsourcing model in over 170 stores and clubs, providing flexibility in serving variable demand quickly and efficiently, thus significantly reducing our delivery time.

We also launched **Walmart Pass -our unlimited home delivery subscription program-** with continued growth in the number of subscribers, in the average ticket, and in customer retention rates. To position ourselves as the first shopping option, we remained focused on accelerating the extended assortment. We have doubled the number of sellers and tripled the number of items, as compared to last year. Some 90 virtual stores with exclusive items and brands have been enabled, advancing our cross-border operation with more than one million items added.

We are very pleased with our results and we are seeing the benefits of our investments. During 2021, **net sales for eCommerce grew 36%, and GMV 40%, now eCommerce represents almost 5% of sales in Mexico.**

The entire team deserves our recognition in implementing the long-term strategy.

OUR FLYWHEEL

2021 REPORT









OUR AMBITION IS TO EARN THE LOYALTY OF OUR CUSTOMERS THROUGH THE DEVELOPMENT OF THE WALMART ECOSYSTEM

Evolving strategically, we have established the bases for an interconnected ecosystem whose strength keeps our customers at the center of everything and reinforces that link through solutions aligned with generating greater value and positioning us as the first choice for our customers.

We have developed tools to give our customers access to new opportunities in the digital economy. Through Bait, our customers are offered connectivity solutions that include mobile and home-based internet, and lowcost prepaid telephony. This year, Bait has reached 2.3 million users and was the top-rated app in the sector. We launched a distribution channel outside our stores to extend our availability and we will continue focusing on signing up more users.

2021 REPORT

10

On the other hand, our Cashi app, which currently has 1.7 million users, provides digital financial solutions to Mexican families. Through the digital wallet, our customers can make different payments with no commissions. We introduced the remmittances collection service on all our cashiers, positioning us as the second largest player by collection points. Also, we have piloted a program with a third party to disperse credit through some 30 Walmart and Bodega units, representing an opportunity to provide access to financial services for our most price-sensitive customers.

Walmart Connect -our omnichannel platform for communication and media- offers advertising services by leveraging our wide omnichannel scope, segmentation capabilities and customer intelligence. Throughout the year, Walmart Connect achieved a 50%-increase in the number of advertisers, and 80% in the number of campaigns.

OUR BUSINESS

MESSAGE



OUR CUSTOMER CENTRICITY, THE USE OF TECHNOLOGY AND DATA, OUR LOGISTICS INFRASTRUCTURE, AND OUR TALENT SERVE AS ENABLERS TO EXECUTE AND INCREASE THE POTENTIAL OF OUR STRATEGY

We are focused on delighting our customers and serving them when and where they need. In 2021, we initiated our training program on **Customer-Centric Culture and continued forward with the implementation of the Customer Journey methodology. By adopting the omnichannel NPS (Net Promoter Score) companywide**, we have been able to accomplish an increased customer-centric vision, measuring their satisfaction from a broader viewpoint.



We implemented a new model to be better connected to our internal and external customers. This model is based on a cell design and consists of six points we developed together: create new technology capabilitites, operational excellence, deliveries focused on internal customers, technological enablers, one single technology team and information security. Furthermore, our network connectivity was increased through a more modern technology to improve connectivity by 8x and reduced costs by 15%, throughout stores, distribution centers, and the offices.

We know that out strategy requires investment, so we are stepping up productivity and expense management efforts. **The Smart Spending project was put into effect this year, which serves to reinforce our culture of Every Day Low Costs** through the use of technology and data analysis, producing greater efficiency in management and operating costs and thereby generating savings. For example, a change in our logistics fleet scheduling resulted in annualized savings of 140 million de pesos. From identified savings in Mexico, we executed 1.0 billion pesos in 2021. Working with agility and driven by data, we are constantly transforming to guide the decisions of our business.



In 2021, our logistics capacities were further consolidated to offer our customers quick and efficient service, thereby increasing productivity. Our Santo Niño DC was opened in Mexicali to reinforce operations in the northern region of Mexico. This DC has the capacity to process more than five million boxes each month and serve 50 Walmart and Bodega units. In addition, we began building the new omnichannel DC in Tlaxcala, which will start operating in 2024, becoming part of our logistics network of 31 DCs throughout Mexico and Central America. Walmart Fulfillment Services (WFS) was launched so our Marketplace sellers may use our world-class supply chain to deliver orders with agility and efficiency, making it one of the primary enablers of our long-term strategy and a competitive advantage for our Company.

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2021 was a challenging year, marked by resilience and grow above the market.

Performance has been solid and our consolidated

results have been positive. Revenues reached 736 billion pesos, a 4.9% growth over last year, and 6.3% on a constant currency basis. We grew above the selfservice and clubs market for the eighth consecutive year, as measured by ANTAD, the Mexican retail association.

| MXN Billion | Total units | Operating income MXN Billion |
|-------------|-------------|---------------------------------|
| 736.0 | 3,620 | 62.9 |
| 701.7 | 3,489 | 57.4 |
| 646.8 | 3,407 | 54.0 |
| 616.9 | 3,249 | 51.6 |
| 573.4 | 3,134 | 43.8 |

*To improve visibility of our business performance, we are including a retroactive estimate of the effect that the implementation of IFRS 16 would have had on 2018 financial results. These pro-forma figures are not audited, but are based on audited results reported in 2018 and were adjusted with our best estimates to show the effects related to the adoption of IFRS 16.

We are becoming the leading omni-driven ecosystem, and a competitive advantage

our financial strength serves as

innovation. We made strategic decisions focused on our customers, which allowed us to earn their trust and

Gross margin grew 20 basis points, reaching 23.3%. Our SG&A grew 4.9%, that is, 15% of total revenue, primarily driven by strategic investments.

Operating income grew 9.5% and **EBITDA reached** 81.2 billion pesos, which implied a 7.7% growth and an 11.0% margin.



OUR BUSINESS

73

We use our scale for good and therefore we are on the way to becoming a regenerative company that places nature and humanity at the center of all our business practices; a company that works to restore, renovate and conserve our planet.

THIS YEAR, WORK HAS CONTINUED ON THE FOUR PILLARS THAT ENCOMPASS THIS AMBITION: **OPPORTUNITY, SUSTAINABILITY, COMMUNITY, AND ETHICS AND INTEGRITY.**



Our first pillar is to continue providing opportunities to our associates and suppliers. In 2021 we created 6,234 new jobs and increased our talent pool with a total of 6,792 associates with disabilities, a 51% increase over 2020. Our program aimed at helping to develop small farms in Mexico -Pequeño Productorhas been a catalyst for production project for 10 years, where we have created 1,590 new jobs and trained 23,637 small farmers throughout Mexico.



Sustainability, our second pillar, has progressed considerably. In 2021, some 52.5% of our energy was supplied by renewable sources. We continue driving a circular economy by having reduced the use of 1,881 tons of virgin plastic and we avoided sending 68.6%



Our third pillar is community. Despite an atmosphere full of uncertainty, we remain committed to caring for the communities we serve. This year 1,996 million pesos were allocated to social impact programs, thus benefiting more than 2 million people.



In keeping with our fourth pillar, we operate with the highest standards in ethics and integrity. Our

new Code of Conduct was launched in 2021, in addition to updating our Supplier Standards.













and live better.





Enrique Ostalé President of the Board of Directors of Walmart de México y Centroamérica

We are constantly evolving so we can serve our customers better. Our Company has great potential for growth, and it is exciting to continue moving forward with firm steps. This year has taught us that challenges make us better, and we are proud of what we have accomplished together to broaden our capacities and connect the needs of our customers to solutions that provide access to better quality products and services, and to continue helping people save money

> Thank you for your interest in our Company

Guilherme Loureiro President and Chief Executive Officer for Walmart de México y Centroamérica

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|----|--|
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RELEVANT FIGURES

OUR HISTORY

REGENERATIVE COMPANY

RELEVANT FIGURES

| WIN IN DISCOUNT | 80 pb expansion of price gap vs.competitors in Bodega | 80 pb increase in Private Brands penetration in Bodega | 90 pb increase in Private Brands penetration in total self-service in Mexico | increa pe self-serv |
|------------------------|---|--|--|---------------------------|
| LEAD IN OMNICHANNEL | 36% eCommerce sales growth in Mexico | 40% GMV growth Mexico | +760 On Demand stores in Mexico | Kic a |
| ECOSYSTEM OF CHOICE | 2.3 million Bait users | 10x increase in the number of collection point for remittances | 1.7 million Cashi users | Grow Wa |
| ENABLERS | 5 million customers shop in our stores every day | 1 billion pesos saved in Mexico through Smart Spending project | 31 distribution centers 20 in Mexico 11 in Central America | t 19: 37,357 |
| FINANCIAL | 736 billion pesos consolidated revenue 4.9% growth | 11.0% EBITDA margin 7.7% growth | 72.8 billion pesos cash generation 12.3% growth | 20 pes stra |

200 pb

crease in Private Brands penetration in total service in Central America

1,244

Kiosks throughout all our formats

50%

rowth in advertisers in Walmart Connect

231,259

total associates 193,902 in Mexico 357 in Central America

20.5 billion

pesos invested in strategic projects



DOWNLOAD 2021 FIGURES

| 212 | |
|-----|---|
| | — |

RELEVANT FIGURES

OUR HISTORY

RELEVANT FIGURES

| OPPORTUNITY | 92% of goods sold in Mexico are purchased in the country | 83% of goods sold in Central America are purchased in the region | 86,260 suppliers in the region ¹ | |
|-------------------------|--|---|---|-----------------|
| SUSTAINABILITY | 68.6% progress in our zero waste goal ¹ | 1,881 tons of virgin plastic eliminated, as compared to 2020, in Mexico | 100% of canned tuna with MSC certification in Mexico | o co fron |
| COMMUNITY | 1,996 million pesos channeled to social impact programs ¹ | +2 million beneficiaries ¹ | +36,000 tons donated ¹ | |
| ETHICS AND INTEGRITY | 10.3% reduction in accidents for associates in Mexico | 5% reduction in accidents for associates in Central America | +52,000 hours of training in our Code of Conduct ¹ | |

OUR FLYWHEEL

6,234 jobs generated¹

52.5%

of total electricity consumption comes rom renewable energy¹

> **134** foodbanks supported ¹

55% of the members of the Board are independent'



DOWNLOAD 2021 FIGURES

1 Mexico y Central America





OUR HISTORY



GRI 405-1, 102-20, 102-22

by 2040.

We are on the path to becoming a regenerative company, where nature and humanity are at the center of all our business practices

ASPIRING TO BE A REGENERATIVE COMPANY

The challenges faced in the world today -climate change, biodiversity losses, economic inequality- among others, have led us to rethink our role and the impact we have on the planet. In sustainability, we have made considerable progress aimed at reducing our environmental footprint and improving the life of people. However, we are convinced we can do even more.

While the size of our company entails great responsibility, it also means the opportunity of using our scale for good. Therefore, we have extended our ambition to becoming a regenerative company OUR BUSINESS

Being a regenerative company means going beyond compliance and doing what is right to have a positive socioeconomic and environmental impact that contributes to recovering the health and wellbeing of people, communities, and the planet, creating shared value for our stakeholders and, therefore, for our business

OUR HISTORY





Mitigating climate change



Circular economy: Zero waste in operations, plastics & packaging



Protect, manage and restore natural capital





Supporting local communities

OUR BUSINESS

🖕 🗕 As a leading company in omnichannel, we have an enormous opportunity to make a difference in the lives of people, communities, and the planet

CREATING SHARED VALUE FOR THE WELL-BEING OF ALL

Our shared value approach is guided by our purpose of saving time and money for our customers and helping them to live better. We work under the highest standards of integrity and in strict adherence to our principles and values.





Our business model contributes towards improving the quality of life of the families in the region, offering reliable products, promoting the creation of direct and formal employment, fostering economic mobility, innovation, savings, and productivity within an environment of sustainable growth.

By generating economic, social and environmental value, we favor well-being for our stakeholders and become a regenerative company that makes the world a better place.

OUR HISTORY

MATERIALITY AND STAKEHOLDERS

MESSAGE

GRI 102-14, 102-21, 102-31, 102-44, 102-47

OUR BUSINESS



RELEVANT FIGURES

2021 materiality analysis reflects those topics which have growing importance for our stakeholders and for the Company

Transcendental changes have occurred in recent years, both around us and within our Company. On the one hand is the COVID-19 pandemic that has brought about major transformations in topics related to health and safety, economic stability, and supply chains. On the other, we have acquired new and more ambitious commitments to sustainability, and the most important one is that of becoming a regenerative company.

Given this situation, this year we decided to update our materiality analysis; we have been performing this exercise since 2009, proof of the constant dialogue we have with our stakeholders to obtain firsthand information on their expectations regarding environmental, social and governance (ESG) issues.





METHODOLOGY

The following steps are conducted to perform the materiality analysis:

1. DEFINITION OF TOPICS:



a. Benchmarks were established with eCommerce and retail sectors to determine material topics for said industries

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b. Internal and external studies were conducted to material topics for our stakeholders,

such as customer and supplier satisfaction studies, associate engagement surveys, studies of the most important ESG evaluators worldwide

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c. We obtained a preliminary list

of topics that were classified under six pillars: customers, communities, the environment, supply chains, associates, and governance



GRI 102-40, 102-42, 102-43, 102-48

2. DIALOGUE WITH STAKEHOLDERS:

a. Our stakeholders were defined according to the importance of each one for our Company: customers, shareholders, suppliers, associates, communities, the planet, and commercial partners. Also, due to the importance of each one, the Regenerative Committee decided to include the government and unions in the analysis.

b. Dialogue: Consultation with our stakeholders took place in two phases:

Qualitative: 9 group sessions online:

- 1 group session with staff associates
- 1 group session with operations associates
- 1 group session with suppliers
- 1 group session with opinion leaders
- 1 group session with NGOs
- 4 group sessions with customers

This stage allowed us to become directly familiar with the material topics of each of our stakeholders, with the purpose of finding out about their level of involvement with ESG topics, and then being able to design strategies and improve communication with them.



CUSTOMERS

Convenient access to affordable, trustable and sustainable products and services



COMMUNITIES

Resources to build stronger, more inclusive communities



SHAREHOLDERS

Superior long-term returns through financial and ESG leadership

Quantitative: 6,333 online surveys in Mexico and Central America.

 This stage permitted us to become familiar with the importance and priorities assigned by our stakeholders to topics suggested in the materiality analysis, thus being able to supplement the exercise and define the material subjects of the Company

3. DIALOGUE WITH REGENERATIVE COMMITTEE:

A validation session was conducted with the Committee to obtain the final list of material topics and the materiality matrix.

OUR FLYWHEEL

2021 REPORT



ASSOCIATES

Career opportunities and safe and inclusive work environments



SUPPLIERS

Access to markets and ability to accelerate supply chain sustainability



PLANET

Leadership to preserve, restore and regenerate the planet



BUSINESS PARTNERS

Strategic alliances for strengthening ecosystem



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Material

Topics

Pillars:

Customers

Suppliers

Relevant

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Communities

Associates

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REGENERATIVE COMPANY

3

MATERIALITY MATRIX

GRI 102-47

+ STAKEHOLDER RELEVANCE



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29

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Material Topics

| U | Sustainable sourcing and packaging |
|----|---|
| 2 | Risk management in operations and in supply chain |
| 3 | Emissions and Climate Change |
| 4 | Investment in local communities |
| 5 | Corporate Governance |
| 6 | Waste management |
| 7 | Food Safety |
| 8 | Talent attraction, development, and retention |
| 9 | Product prices and availability |
| 10 | Supply chain evaluation |
| | |

1 Fighting hunger

Relevant Topics

- 12 Human Rights
- 13 Inclusive Supplier Development
- 14 Diversity and Inclusion
- (5) Work-Life Balance
- 16 Energy
- 17 Anticorruption
- 18 Equal Pay
- 19 Support in natural disasters
- 20 Occupational health and safety
- 21 Responsible marketing and labeling
- 22 Customer/member satisfaction and experience

Important Topics

- 23 Healthy products
- 24 Ethical behavior
- 25 Information security
- 26 Privacy
- 27 Water
- 28 Volunteerism
- 29 Freedom of association
- 30 Animal welfare



GRI 102-19, 102-20, 102-22, 102-29, 102-30, 102-31, 405-1 SASB CG-EC-330A.3, CG-MR-330A.1

ESG MANAGEMENT

OUR BUSINESS

The increasingly close relationship among environmental, social and governance issues led us to an ESG management that is even more strategic and comprehensive, with execution based on efficiency, results, and accountability.

REGENERATIVE COMMITTEE

The Regenerative Committee is in charge of defining the Company's long-term ESG priorities, adjusting operational actions, making decisions, and developing action plans for each essential matter. This is headed by our CEO and it includes top executives from each area of the Company.

Among the duties of the Regenerative Committee are the following:

- Ensuring the solid integration of regeneration and sustainable development within the strategy of the Company
- domestic and international trends to
- Establishing the long-term vision and strategic priorities that are based on what is best for our customers, the business, and society as a whole

The Committee meets four times a year





OUR FLYWHEEL

• Corporate Affairs, Central

- Finance and Investor
- Legal, Central America

- Legal and Corp. Affairs, Mexico
- Operations
- People
- Digital Transformation
- Sustainability and International Corp. Affairs



RELEVANT FIGURES

GRI 102-29, 102-30, 102-31

ESG TEAM

To achieve the goal of being a regenerative company and turning our ESG priorities into plans, objectives, and indicators that have an impact, coordinated work and efforts are required. With this in mind, we have a team of experts wholly committed to finding the strengths and opportunities of the Company in ESG matters, as well as coordinating different initiatives that will improve our performance, accompanied by the Regenerative Committee.

This ESG-focused team reports to the EVP and Chief Executive for Legal and Institutional Affairs for Mexico and Central America, who in turn reports to the CEO



OUR FLYWHEEL

2021 REPORT



GRI 102-12

WE SUPPORT Stobal Con

OUR CONTRIBUTION TO THE SDGs AND TO THE GLOBAL COMPACT

As signees of the United Nations Sustainability Goals in 2019, and in keeping with the 2030 Agenda for Sustainable Development, at Walmart de México y Centroamérica we contribute in different ways and to a different extent to all the SDGs.

Through our ESG priorities, we respond to global challenges that affect our business and our stakeholders, such as inequality and human rights, climate change, and food waste.



In line with the 10 Principles of the Global Compact, in 2019 we performed an analysis to identify the five priority SDGs: good health andwellbeing, gender equality, decent work and economic growth, responsible production and consumption, and climate action.

As of 2020, we incorporated indicators with annual measurement records for each of the SDGs, enabling us to track our compliance; in this manner we can detect where the greatest expectations, risks, and opportunities for the company can be found, as well as those areas where we are having a more significant contribution. This annual record has data beginning in 2017.

> **DOWNLOAD THE REPORT ON OUR CONTRIBUTION TO** THE SDGS AND THE RESULTS WE HAVE ACHIEVED IN THE **PERIOD 2017-2021**

OUR FLYWHEEL

OUR BUSINESS

Our business is changing and we continue evolving to meet the needs of our customers. The base of our business -the stores- is solid and is nourishing the ecosystem while the new businesses we create earn customer loyalty and reinforce the base so it may continue growing, become stronger, and more resilient.

The more our customers increase their expectations, the harder we work to resolve their pain points and offer them a renovated omnichannel experience. We are headed in the right direction: we have the talent, culture, and assets needed to proactively create the future of our company.

> The new strategy can best be summarized by this flywheel of capacities and assets that mutually reinforce each other

Our flywheel places the customer at the center

Reinvest in the **CVPs and AVP**

Customer & Associate Centricity



Price Seekers & Tight Budget



Grocery and Consumables

Digital Experience and Efficient & Busy

Be sustainably lower cost supported by new sources of revenue

EDLC & Productivity

Monetization

GM: General Merchandise

OUR FLYWHEEL



STRATEGY

OUR BUSINESS

In 2021, we went beyond retail to honor our purpose of saving people money to help them live better. We have adapted to the environment and the ever changing needs of our customers, but without neglecting our associates and the planet.

At Walmart de México y Centroamérica, we continue designing and offering solutions that increase customer loyalty. We serve them how they wish to be served, and they have a better shopping experience. Furthermore, we provide them with access to the lowest prices and the benefits of the digital economy.

Thanks to our enablers, progress has been made with this strategy, and our results have been solid in each priority and enabler of the strategy, proof that our customers appreciate what we are doing for them.

