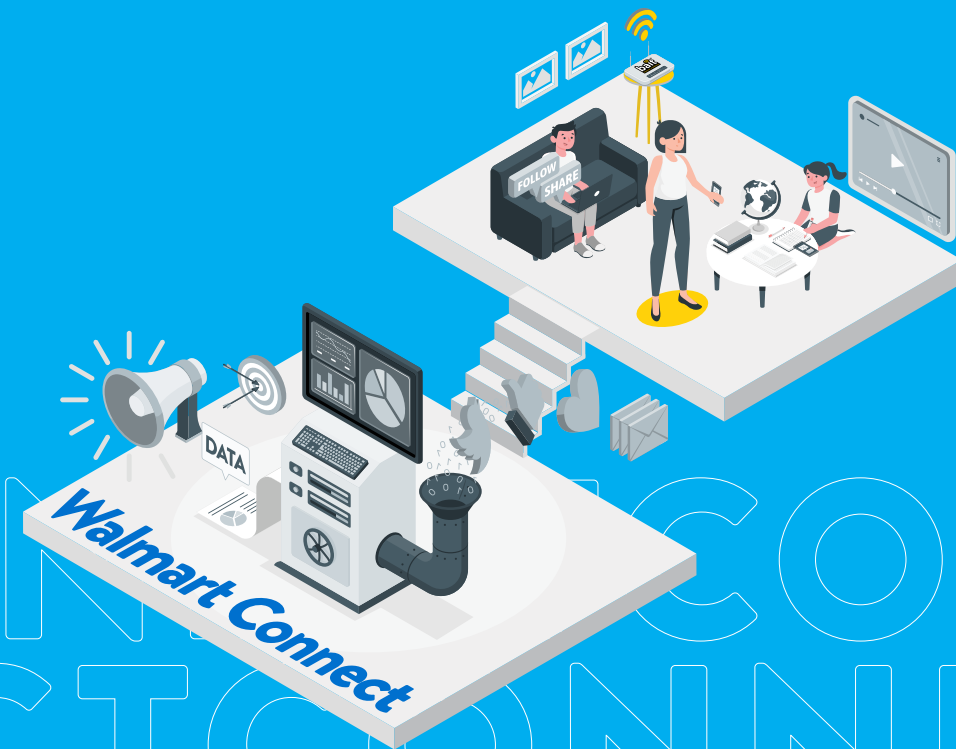




## WALMART CONNECT

Walmart is a leading omnichannel retailer in Mexico and Central America because we put the customer first. By using our resources to create more meaningful connections between our customers and advertising partners, we are expanding and enriching our ecosystem for everyone's benefit.



Our goal is to become the leading media platform in Mexico, helping brands connect with five million customers we daily serve in our brick-and-mortar stores in Mexico, with the most robust omnichannel offer, and using information and data to increase the effectiveness of their campaigns

### Our offering is based on two pillars:



#### 1. OUR SCOPE:

by adding our traffic in our stores and digital channel, we become a nationwide mass communication media.



#### 2. CUSTOMER INTELLIGENCE:

knowing what our customers buy provides us with a competitive advantage.



We have unique advertising capabilities that help brands connect with our customers, both more frequently and with greater importance, thus leveraging the following strengths:



Massive omnichannel reach



Comprehensive solutions for brands



Sophisticated segmentation capabilities



In-depth knowledge of our eCommerce customers



Being able to leverage our assets in favor of our customers makes Walmart Connect one of the best and most important monetization opportunities, which will help maintain low costs in the future



These strengths allowed us to achieve the following results in 2021:

**50%**  
advertisers  
growth vs  
2020

**+77%**  
campaign  
growth vs  
2020

### CASE OF SUCCESS

Fiestas Patrias

Check out our **omnichannel campaign** video inspired by reinventing the Mexican party to accompany our clients in each of their moments



## THE EXPERIENCE OF OUR WALMART ECOSYSTEM

Each vertical plays a specific role within the ecosystem, and the combination of these vertical anchored to the omnichannel business make the Walmart ecosystem unique.

[Click to see more](#)

.....> Path

+ See information

