

# 1 LOW PRICES

At Walmart de México y Centroamérica, we provide access to different products and services that improve the lives of Mexican families, at prices our customers can afford. We help them buy more for less money, so they can make the most of their budget.

*We have a unique positioning thanks to our self-service stores, especially our discount formats such as Bodega and Pali*

## Every day low prices

Given the high inflation rates affecting our customers' economies, at Bodega we worked non-stop to fulfill our promise of Every Day Low Prices. We reached an all-time high price gap for the second consecutive year while maintaining the quality of our products, seeking to provide our customers with the best shopping experience.

At Bodega, with our **"Morralla"** campaign, we offered +2,800 items in a range of five to 35 pesos, which allowed our customers to purchase full baskets. In addition, we helped our customers save money by locking in prices for up to 90 days, ensuring that the basic food basket remains accessible to everyone.

At Walmart Supercenter, we created **"Los Básicos de tu Canasta"** (The Basics of Your Basket) program focused on fighting inflation and taking care of our customers' economy with low prices on more than 100 products. Thanks to these efforts, NPS rates improved compared to the previous year, and the price differential improved, keeping us in line with the goal set at the beginning of the year.

In Central America, we have important commercial campaigns such as **"Precios Rojos"**, **"Quetzales Campeones"** and **" Súper Bombazos"**, focused on setting prices for basic items in our Bodega and Descuento formats. We have also improved our communication through campaigns such as **" Súper Ahorros"** and **"Llena tu Carrito a Precio Pali"**. All of these strategies have allowed us to better position our company, gain market share, and offer basic consumer products at the most accessible prices in the region.



## Package Against Inflation and Scarcity (*Paquete Contra la Inflación y la Carestía - PACIC*)

During 2022, we joined the Federal Government's efforts in the fight against inflation within the Package Against Inflation and Scarcity (PACIC, in Spanish), implementing it in all of our self-service stores during its first phase in May. In this way, we reaffirm our commitment to work hand in hand with our suppliers in order to bring our customers the lowest prices every day for the benefit of their economy.



# 100 bps

We invested aggressively in prices and expanded our price gap by 100 bps vs. 2021