

bait Internet y Telefonía

BAIT CONNECTIVITY

Two years ago, we launched **Bait** as a solution to connect millions of Mexican families with their loved ones through an affordable connectivity service with internet at home and prepaid mobile telephony that grants them benefits when they shop at our stores.

our value proposition remains based on three pillars



5.6 million
active Bait users

1

Low prices: we keep the lowest rates for internet, data, voice and text message **services with national and international coverage.**

2

Maximum speed coverage: we power the maximum speed experience with **4.5G LTE network.**

3

Connecting through your purchases: we continue grant free megabytes to our customers when they shop at our stores, helping them save money while increasing their loyalty.

This year, we expanded the possibilities of **Bait**. With our acceleration strategy, we **closed 2022 with 5.6 million active users and 7.8 million total users**. In addition, we have more than 450 thousand top-up points and several online top-up points; now, our customers have more options to stay connected. We also launched our MiFi Portable Wireless Router, so our customers stay online everywhere.

We are the main Mobile Virtual Network Operator (MVNO) in Mexico by number of users

Having the best coverage in the market with affordable prices for voice v and messaging has allowed us to sell more than eight thousand lines of a new connectivity solution that we launched for business partners and to continue with our commitment to increase inclusive opportunities for our associates.

In addition to leveraging our service from our more than 2,800 stores and clubs, and our over five million customers who shop at our stores every day, in 2022 we opened the first four “Centros de Experiencia Bait” in Tlalpan, Toreo, Cuautitlán Izcalli and Querétaro. In these experience centers we provide our customers a complete connectivity solution, including the possibility to buy Bait prepaid services, mobile phones and accessories, credit and extended warranties.



I am Bety
Chief Growth officer



We are the fourth largest player in the telecommunications sector by number of users

We leverage data to better understand our customers and generate more value for them, as well as develop new monetization opportunities for our verticals and formats.

We strengthened the relationship with **Walmart Connect** by linking our advertisers to **Bait’s** advertising solutions. Now, our advertisers can reach Bait’s more than seven million total users through text messages and push notifications. Also, when purchasing a **Bait** line, our customers received a 50 pesos bonus on **Cashi**, which increased the app’s downloads as well as purchases made through the wallet.

RESULTS

This year with Bait we achieved:

5.6

million active users by year-end 2022

4 centros

de experiencia **Bait** in Mexico City, State of Mexico and Queretaro

+450 thousand

physical and online recharge points