



WALMART CONNECT

With **Walmart Connect**, we improve our advertisers' sales through an enhanced shopping experience for our customers. We leverage data and technology to help connect our advertisers and customers in meaningful ways.

With our first party data, we accompany and help customers in making better purchasing decisions through offers from the brands they are looking for, displaying advertising at the right time. Thanks to the five million customers who shop daily in our stores and our positioning as the leading omnichannel retailer in Mexico and Central America, our advertisers significantly increase the conversion of their campaigns.

The good results that our advertisers are getting by running campaigns with us, are increasing their confidence in our service and are reflected in higher investments. During the year, we doubled the brands we work with.

In 2022, about 400 companies trusted us and run more than 4500 omnichannel campaigns.



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 Bodega 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, technology-based 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