



# LEAD IN OMNICHANNEL

CUSTOMER FIRST

we offer the best shopping  
experience wherever  
and however they need it



**+1,200**

stores with On Demand  
service in Mexico

**21.7%**

eCommerce Gross Merchandise  
Value (GMV) growth in Mexico





# LEAD IN OMNICHANNEL

At Walmart de México y Centroamérica we continually strive to develop and strengthen our in-store and eCommerce product and service offerings so that families in the region can always enjoy a reliable and secure shopping experience.

As an omnichannel leader, we have positioned ourselves as the main point of purchase for our customers and members. We offer a wide variety of products and services, easily available and accessible at the best price. Our commitment is to provide a seamless shopping experience for our customers and members by matching their needs, so they can buy what they want, where and when it is most convenient for them.

This year, we kept reinforcing our two key initiatives: expanding our On Demand operation to increase purchase frequency and accelerating our Extended Assortment growth to enhance the selection of products offered in both brick & mortar and online stores.

Our stores' strategic locations continue to be one of our main advantages: 88% of people living in the major cities of the nation can reach one of our stores in 10 minutes. This gives us exceptional flexibility and allows us to offer multiple payment, pickup, and return options.



We continue investing to **improve our customers'** shopping experience, reinforcing the value proposition in each of our formats.

**88%**  
of people living in the major cities of the nation can reach one of our stores in 10 minutes



### Opening of:



In 2023 we achieved an important milestone within our operation with the opening of 148 stores in Mexico, the highest number since 2013. This is equivalent to more than 176,000 m<sup>2</sup> of additional installed capacity, 3% more in sales floor than in 2022.

This growth was distributed across all our formats and regions, and we even opened Walmart Supercenter - Sam's Club combos again, allowing us to reach more cities and close the year with over 3,000 stores throughout the country.

In Central America, we expanded our footprint by opening 14 new stores, including 10 stores in Costa Rica, three in Honduras and one in Guatemala, resuming growth in this country after four years. These actions reflect our focus on sustained expansion and strengthening our presence in key markets.

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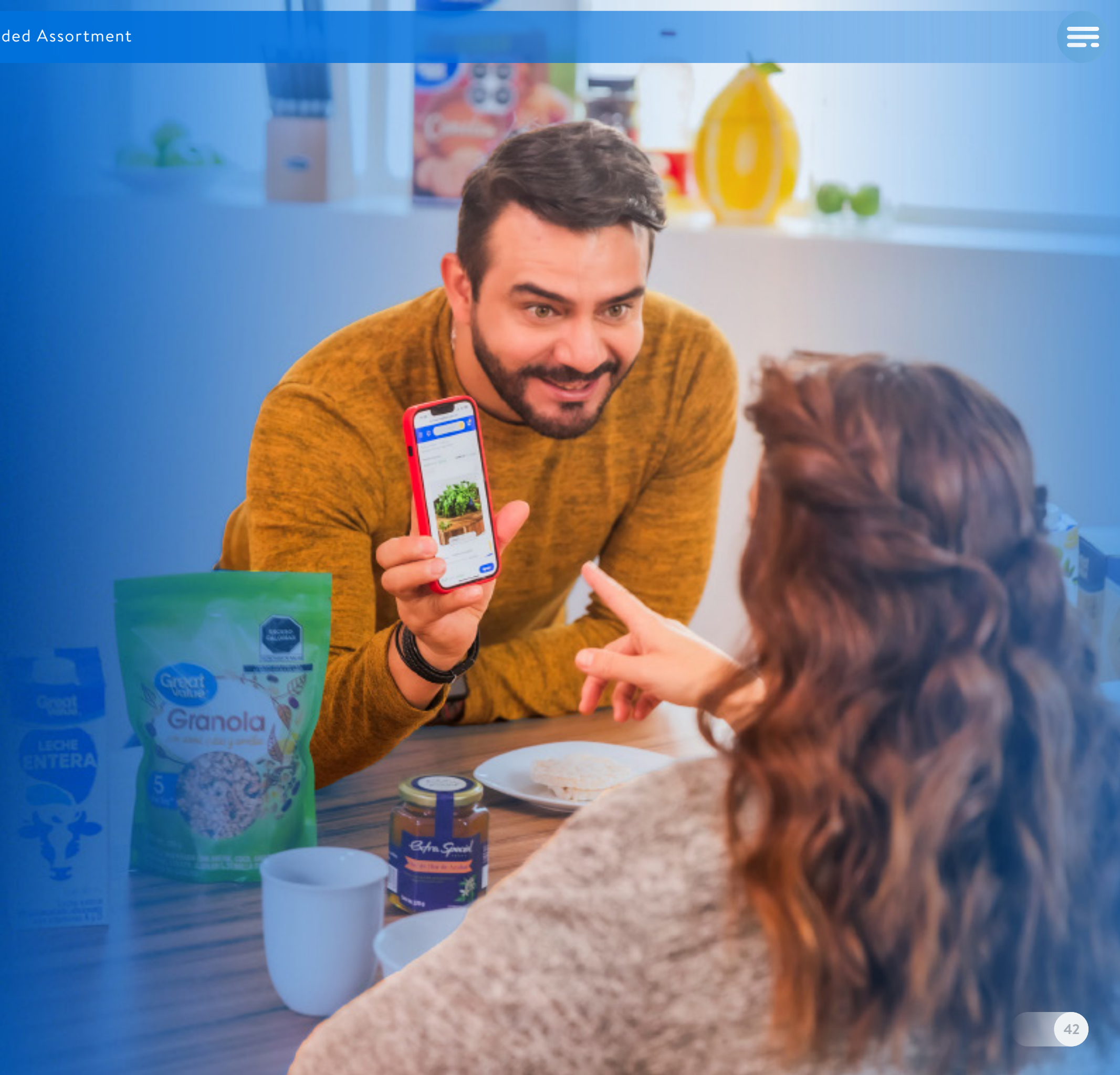
# OUR ECOMMERCE

SASB CG-EC-000.A, CG-EC-000.B, CG-EC-000.C

Our eCommerce platforms are an essential component of our omnichannel strategy. With solid and sustained growth across all our business formats, they have positioned themselves as a fundamental pillar for our company's future. Through them we can fulfill our purpose of being present in all our customers' shopping occasions and improve their experience.

Our strategy is focused on improving the shopping experience, effectively driving innovation and continuous development in our operation.

This year's robust growth reflects the proper implementation of our strategy and reaffirms our commitment to customer satisfaction and trust.







# MEXICO

We enhanced the online shopping experience by expanding the variety of products and optimizing delivery times to provide a faster and more convenient service, consequently strengthening our market position and contributing to the growth of our business.

During 2023, eCommerce Gross Merchandise Value (GMV) **increased 21.7%** and eCommerce total sales represented 6.8% of GMV in Mexico.

These results prove how important eCommerce is to our business strategy, as well as our ability to adapt to a constantly evolving market environment.



**21.7%**  
increase in eCommerce Gross Merchandise Value (GMV)





# CENTRAL AMERICA

Our goal is for all families in Central America to be able to enjoy this experience, which is why we have invested in improving our customers' shopping experience and expanding the value proposition of our formats in the region.

Leveraging lessons learned and best practices implemented in Mexico, this year, we enhanced our omnichannel capabilities by launching Omni Bodega in Guatemala and Costa Rica, as well as implementing 120-minute delivery services for Supermarkets and Hypermarkets, all in accordance with our plan to become leaders in the region.



## +45%

eCommerce sales growth in Central America

We continue to improve the shopping experience by upgrading our omnichannel infrastructure, which allows our customers to enjoy faster and more efficient shopping processes.

In 2023, eCommerce in Central America closed the year with more than a 45% growth in sales and achieving a 2.5% increase in share of total Supermarkets and Hypermarkets sales.

These efforts, together with the success previously shown in Mexico, reinforce our confidence in the potential of eCommerce in the region.



# Websites



**1 Mexico**

- walmart.com.mx
- bodegaurrera.com.mx
- sams.com.mx

**2 Guatemala**

- walmart.com.gt
- paiz.com.gt
- maxidespensa.com.gt

**3 El Salvador**

- walmart.com.sv
- ladespensadedonjuan.com.sv
- maxidespensa.com.sv

**4 Honduras**

- walmart.com.hn
- paiz.com.hn
- maxidespensa.com.hn

**5 Nicaragua**

- walmart.com.ni
- launion.com.ni
- maxipali.com.ni

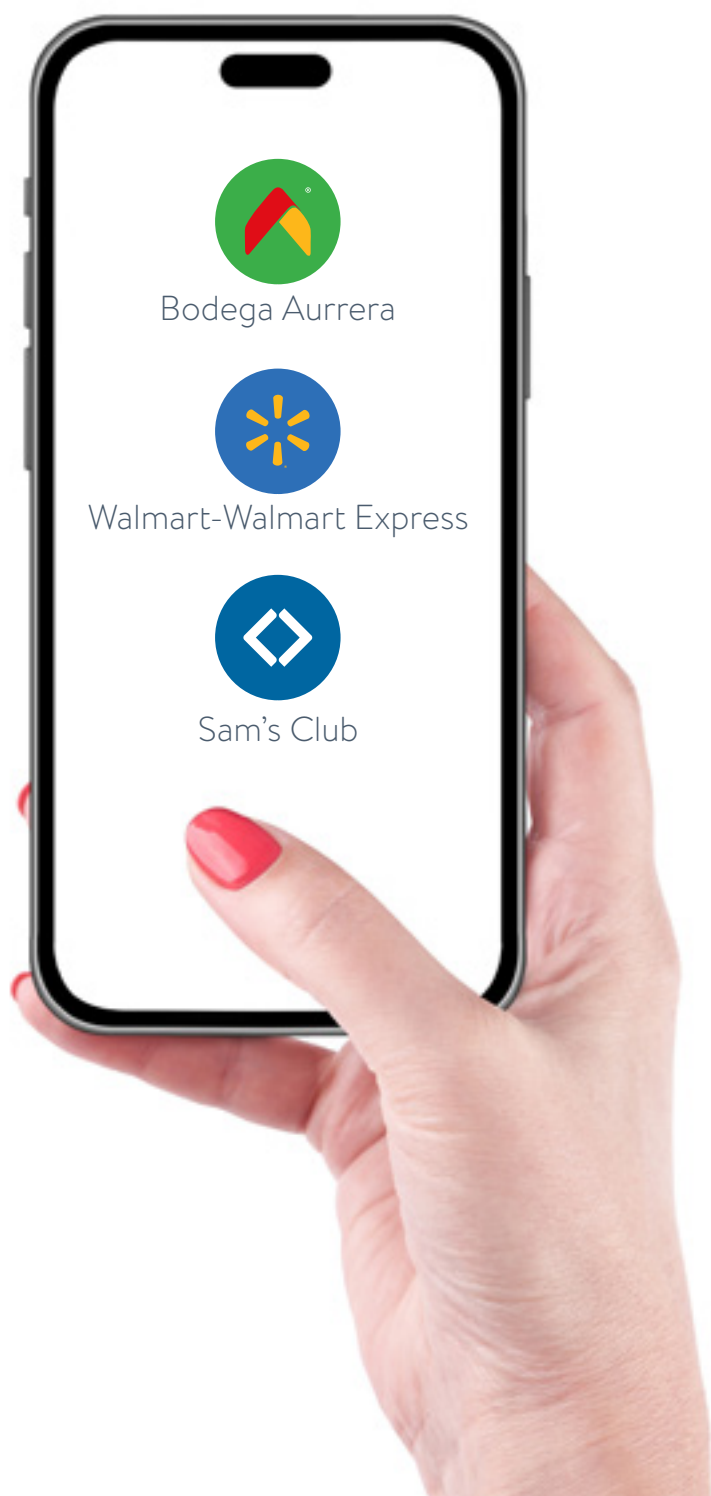
**6 Costa Rica**

- walmart.co.cr
- masxmenos.cr
- maxipali.co.cr

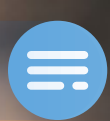
México  
Centroamérica

# Apps

On Demand home delivery and Extended Catalog







# WE EXPANDED ON DEMAND

## MEXICO

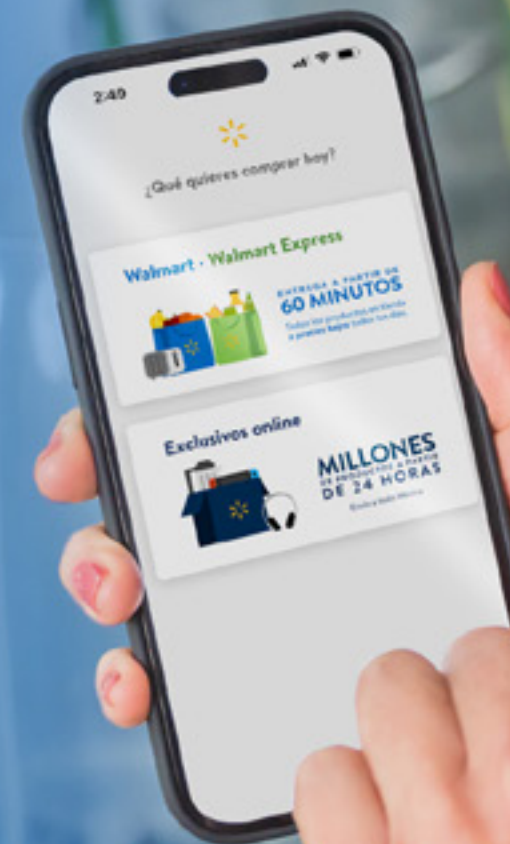
In Mexico, On Demand was an important growth driver. We offer over 150,000 SKUs and 60-minute deliveries from over 200 stores at Walmart Supercenter and Walmart Express.

Our On Demand service has grown exponentially, showing the ongoing expansion of our omnichannel infrastructure and the benefits of our investment strategies.

We have seen a significant increase in On Demand's NPS as a direct result of improvements in on-time and accuracy of deliveries. This year, we served more than **6 million customers and made over 11 million deliveries**, showing our sustained growth and efficiency in reducing friction in the customer experience.

In 2023 we successfully integrated our On Demand offering with our Cashi application, which allows users to make payments within our eCommerce platforms through Cashi, offering them an agile, transparent and secure payment alternative.

1,207 of our 3,007 stores are enabled to offer this service in more than 330 cities.







# WALMART SUPERCENTER AND WALMART EXPRESS

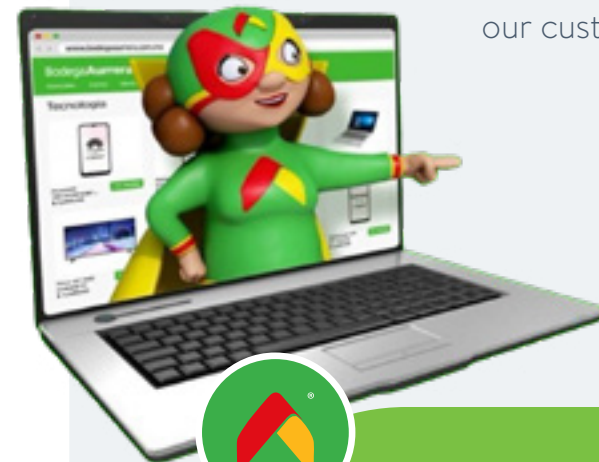
Our most successful campaigns at Walmart Supercenter and Walmart Express were “Revolución de precios” (“Price Revolution”), “Básicos de tu canasta” (“Basics in Your Basket”), and “Halloween”, all of which saw double-digit growth over the previous year and accounted for nearly half of the format’s total On Demand sales.

We also enabled new features to improve our customers’ shopping experience, like personalized carousels, rating and review systems, and international payments.



# BODEGA

Meanwhile, our Bodega customers were able to access our On Demand offering in 664 stores and 320 cities, with services such as “Despensa a tu casa” (“Pantry to your house”), which continues to achieve solid results. This year we offered exclusive online deals, free shipping on orders over 299 pesos, banking offers, discounts and refunds. In addition, we extended our collection schedules to meet the needs of our customers.



We celebrated the third anniversary of “Despensa a tu casa”, our On Demand service in Bodega, which has been successfully **implemented in over 660 stores**, and we are committed to offering the best possible service to our customers.

# SAM’S CLUB

In 2023, Sam’s Club welcomed over 1.2 million new members and over three million renewals, bolstering our membership base. Compared to the previous year, our Plus membership increased by double digits, closing at 45% above the base.

During the main events for the last season of the year, we organized three major events. Among them was our Plus Fest, which topped renewals with a 20% growth, solidifying our members’ trust and loyalty. We also added more than 50,000 new members during our Open House event, reinforcing growth of our membership base.



**20%**  
of growth in membership renewals at Plus Fest





# CROWDSOURCING

The crowdsourcing model has proven to be an essential component of our On Demand initiative, accounting for 24% of total deliveries, with more than 675,000 deliveries made through Express Orders.

At year-end, we operated 294 stores under the crowdsourcing system across all of our business formats, which demonstrates the trust that this service is building among our customers and members.



# +675,000

deliveries made through Express Orders

# WALMART PASS

Walmart Pass, our membership program, provides customers with unlimited same-day delivery for orders over 299 pesos, helping them save time and money.

This membership includes a wide assortment of products available online, from food to household items and pharmacy.

In line with our growth strategy, Walmart Pass continues to gain confidence and relevance for our customers; at year-end, it accounted for 35% of sales at Walmart Supercenter and Walmart Express.

Users of this membership have a higher purchase frequency than non-members, a clear sign of our customers' satisfaction with this service.

This year, more than 35% of our On Demand sales derived from Walmart Pass users.

## Walmart Pass

In 2023 we achieved a 40% growth in Walmart Pass users.







# CENTRAL AMERICA

With the aim of providing our customers with a more accessible, convenient, and seamless shopping experience. In 2023, we launched our new On Demand eCommerce platform in the region.

We focused on consolidating the user experience, achieving a faster and more user-friendly platform with appropriate prices at Walmart and Supermercado. This has resulted in same-day delivery for 60% of total orders and a customer satisfaction index (NPS) expansion of 500 basis points.

In addition, we have implemented a new payment gateway, resulting in a significant decrease in the “fail rate” from 10% to 7% in the year. This demonstrates our commitment to providing a seamless shopping experience for our customers.

Another important achievement has been closing the gap between the value proposition for our eCommerce and brick & mortar customers, achieving 100% coverage of select items. This has allowed our customers to access a wide range of products both in our physical stores and on our online platform.

In terms of geographical expansion, the opening of new Discount and Bodega stores in Guatemala and Costa Rica has enabled us to increase our home delivery coverage by 40% in the region. This has given us the opportunity to reach more customers and meet their needs more effectively.

Finally, we are proud of the solid growth achieved in GMV, with an increase of over 45% compared to the previous year. This growth reflects the trust our customers have placed in our services and the quality of our products.

We will continue working hard to remain leaders in the industry and offer our customers the best shopping experience possible.

# 113

stores with On Demand service in Central America

This year, we have made significant advancements in On Demand service in Central America, improving the user experience, optimizing payment processes, expanding our geographical coverage and experiencing a solid GMV growth.







# WE ACCELERATED THE GROWTH OF OUR EXTENDED ASSORTMENT

We continue to strengthen our extended assortment, leveraging technology and initiatives implemented in other Walmart markets to benefit our customers in the region.

We have improved product delivery through data analytics, enabling us to deliver higher volumes in less time, and we continue to invest in technology and in our supply chain. These efforts, coupled with improvements in our planning, have significantly increased the efficiency of our operation, resulting in faster and more reliable service for our customers.

In 2023, 56% of 1P orders in Mexico's 16 major cities were delivered in the same delivery time range.

Aiming to stay ahead of the curve and optimize the experience for our customers and members, we are using our Glass technology platform, utilized on Walmart's U.S. websites, which allows us to speed up and simplify browsing, searching and shopping for items. The new interface tailors the offer for our users based on their shopping habits. It also has search algorithms that allow users to quickly find the products they need while also providing real-time inventory visibility, reducing friction in their shopping experience.

# 56%

of total 1P orders within the 16 major cities in Mexico were delivered the same or the following day



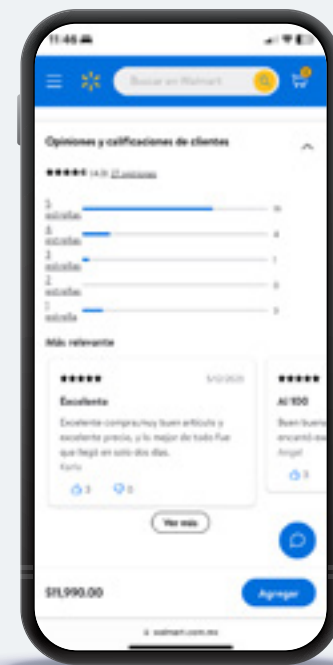




In addition, we optimize our website by recategorizing our organic sources on Google. This strategy has resulted in a 39% increase in SEO (Search Engine Optimization) visits and a 9% increase in total orders. These results reflect the success of our digital marketing initiatives and their positive impact on our customers, who have rewarded us with their preference and recommendation.



This year, we also launched the Rating & Reviews feature, available to 100% of our web users and 50% of app users. This tool allows our customers to share their opinions and shopping experiences directly and easily.



Considering the digital context in which our customers are immersed, in 2023 we wanted to redefine the shopping experience between the virtual and the tangible, so we worked on the development and launch of showrooms within key Walmart Supercenter stores. These spaces are designed to offer our customers a unique experience, allowing them to see and experience a selection of products from our extended assortment before making a more confident and informed online shopping decision, building confidence in our eCommerce platforms.

With the firm objective of reaching more customers, we will continue to expand our catalog and add new categories to our offering.





# MARKETPLACE

Marketplace has proven to be a dynamic growth driver for our extended assortment and our business. We saw an outstanding spike in the number of sellers this year, 3.5 times more than the previous two years.



We continued to accelerate our Marketplace: during the year, the number of SKUs grew by almost three times compared to 2022, while sales increased by 40% over the previous year.

**Our inventory grew by almost 200% vs. the previous year.** This increase in the variety of products available not only favored our customers with broader access to diverse options, but also drove a 78% growth in Cross Border trade and 140% in Walmart Fulfillment Services, providing greater opportunities for our sellers to expand their market reach.

Logistically, we were able to improve our Lead Time from 72 to 48 hours, improving our operation by approximately 36%. This improvement has been instrumental in streamlining our deliveries and improving our customers' shopping experience.

- We also made progress in automating order tracking with our four main parcel partners. This approach has resulted in improved order tracking, contributing to a more satisfactory shopping experience.
- We migrated several of our sellers to a more efficient parcel service between China and Mexico, enabling us to strengthen our global supply chain and delivery capacity.





# OMNICHANNEL OFFERING IN MEXICO

# 3,007

Units



2,419



316



102



170

# 1,207

On Demand Units



664



292



83



168

# 1,124

Kiosks



803



321



# 1,417

Pickup Points



853



396



168

# CENTRAL AMERICA

# 896

Units en Central America

595  
Discount  
stores

167  
Bodegas

98  
Supermarkets

36  
Walmarts

