

WALMEX *day* 2021

February 18, 2021

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ADVERTISING & CONNECTIVITY ECOSYSTEMS

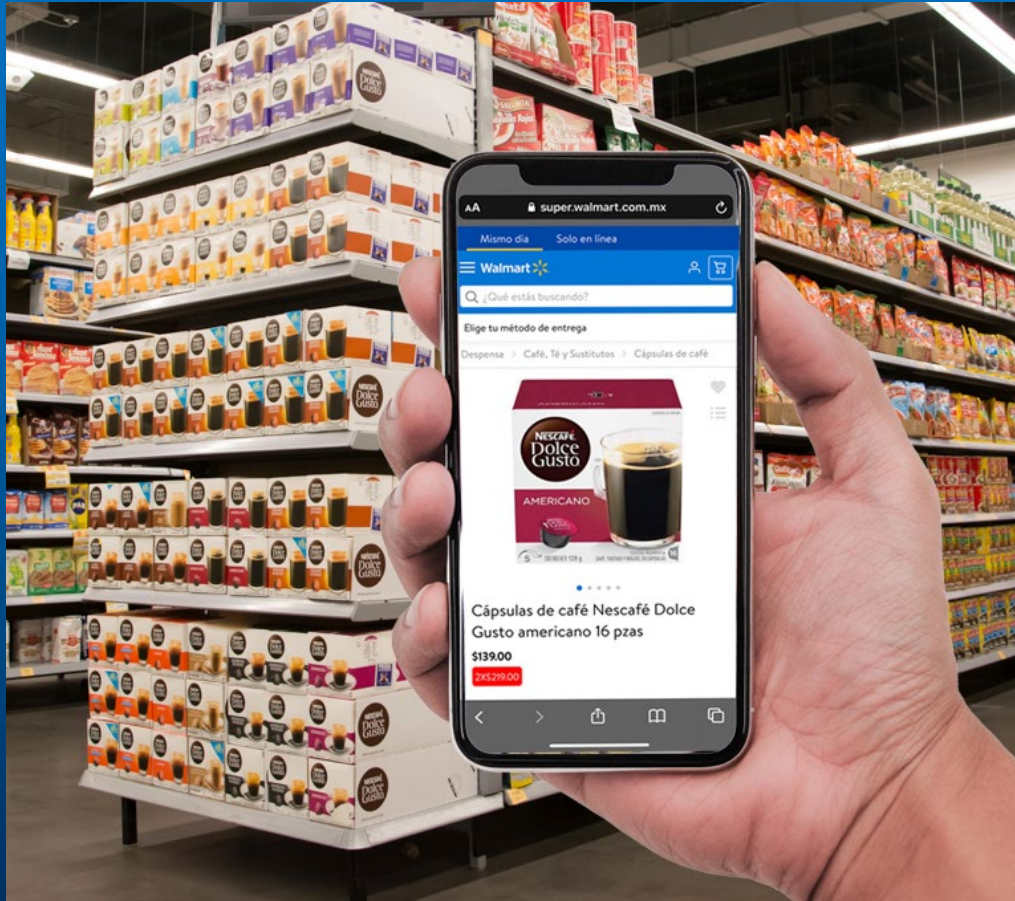
Beatriz Núñez
Growth & IT

February 18, 2021

Our emerging flywheel



Ecosystems



ADVERTISING



CONNECTIVITY

Become the **leading media platform** in
Mexico by helping brands connect with our
customers **more often** and **more**
meaningfully

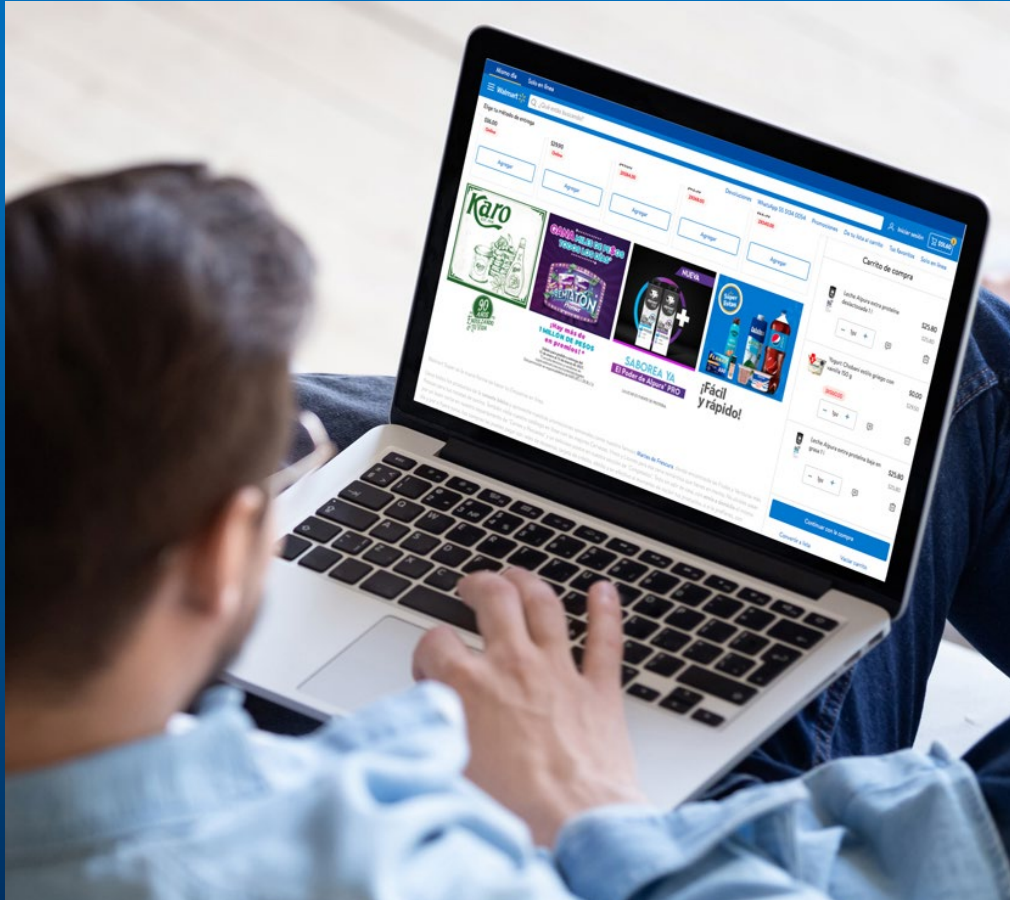


OUR REACH



OUR KNOWLEDGE OF
THE CUSTOMER

VIDEO



DIGITAL



STORE

Deliver the **best connectivity**
at the **best price** to help our
customers live better





NEW USERS



DIGITAL
CONNECTION



CONNECTIVITY
BUNDLES

Main takeaways



- **Unique advertising capabilities** to connect frequently and meaningfully
- **Connectivity as a lever** for the omnichannel ecosystem
- **This is just the beginning** of the Walmart ecosystem