

# WALMEX *day* 2021

February 18, 2021

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# Central America

**Flavio Cotini**  
CEO of Central America

February 18, 2021





**SUPPORT OUR  
ASSOCIATES**



**SERVE OUR  
CUSTOMERS**



**HELP  
OTHERS**



**MANAGE THE  
SHORT TERM**

# FIVE PRIORITIES



**DRIVE OUR  
STRATEGY**



# We adapted our commercial strategy to the changing needs of our customers



ENHANCED ESSENTIAL  
PRODUCTS OFFERING



PARTICIPATION OF ESSENTIAL  
PRODUCTS 3X VS. NON-ESSENTIAL



SIMPLIFIED  
COMMERCIAL CAMPAIGNS



We also  
accelerated  
**productivity**  
& **efficiency**  
initiatives that  
supported our  
customers'  
well-being



SELF-SCAN STATIONS



RETAIL READY PACKAGING

We enabled on-demand to help our customers and associates stay safe in all 5 countries



PICKUP



CUSTOMER CENTRICITY



ON-DEMAND



# EXPANSION

We opened  
new **Discount**  
and **Bodega**  
stores to be  
even closer  
to our customers



19 NEW STORES IN 2020

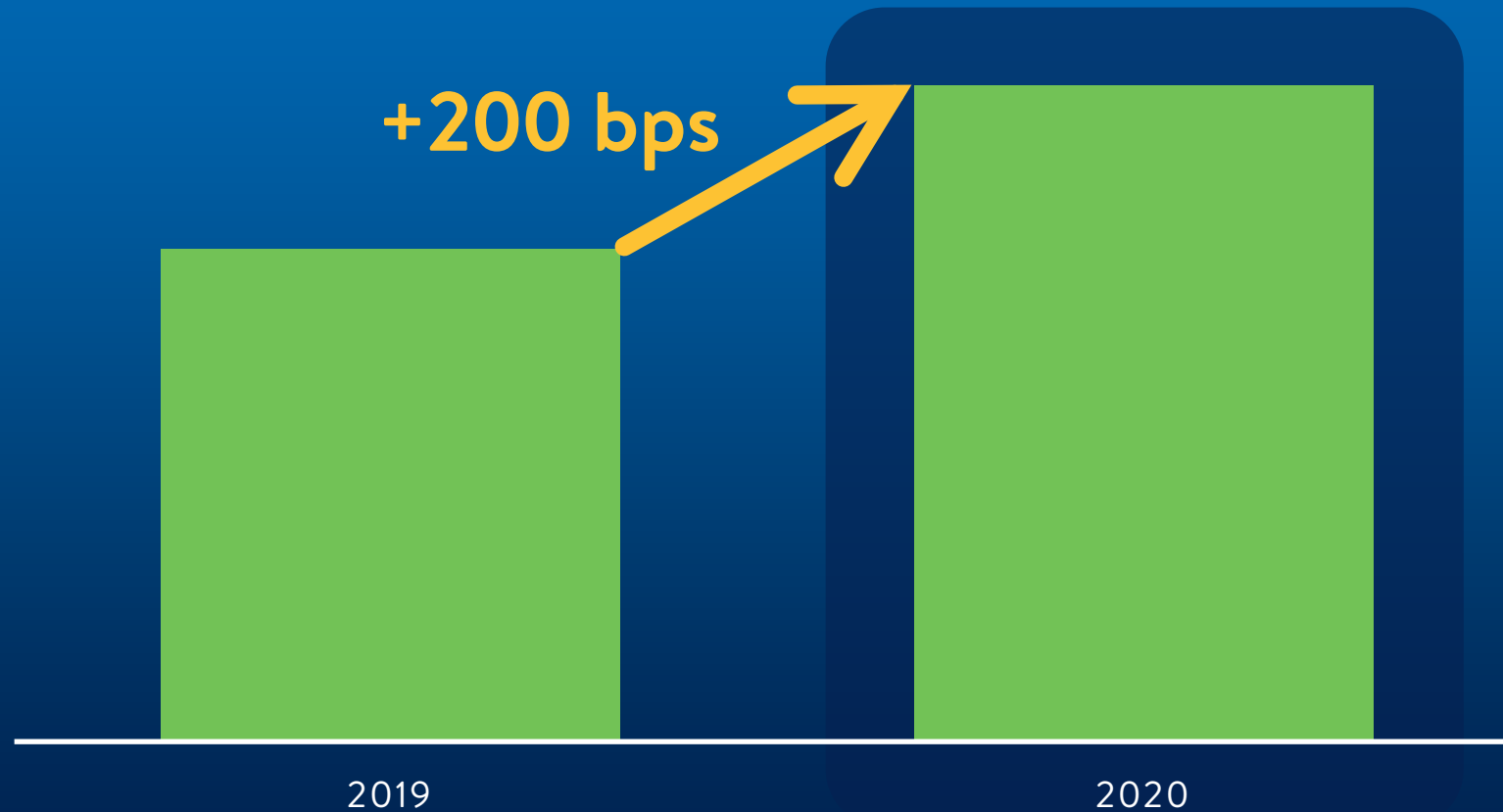


+185,000 SALES FLOOR SQ. FT.



# We also outpaced the market, increasing our share by +200 bps

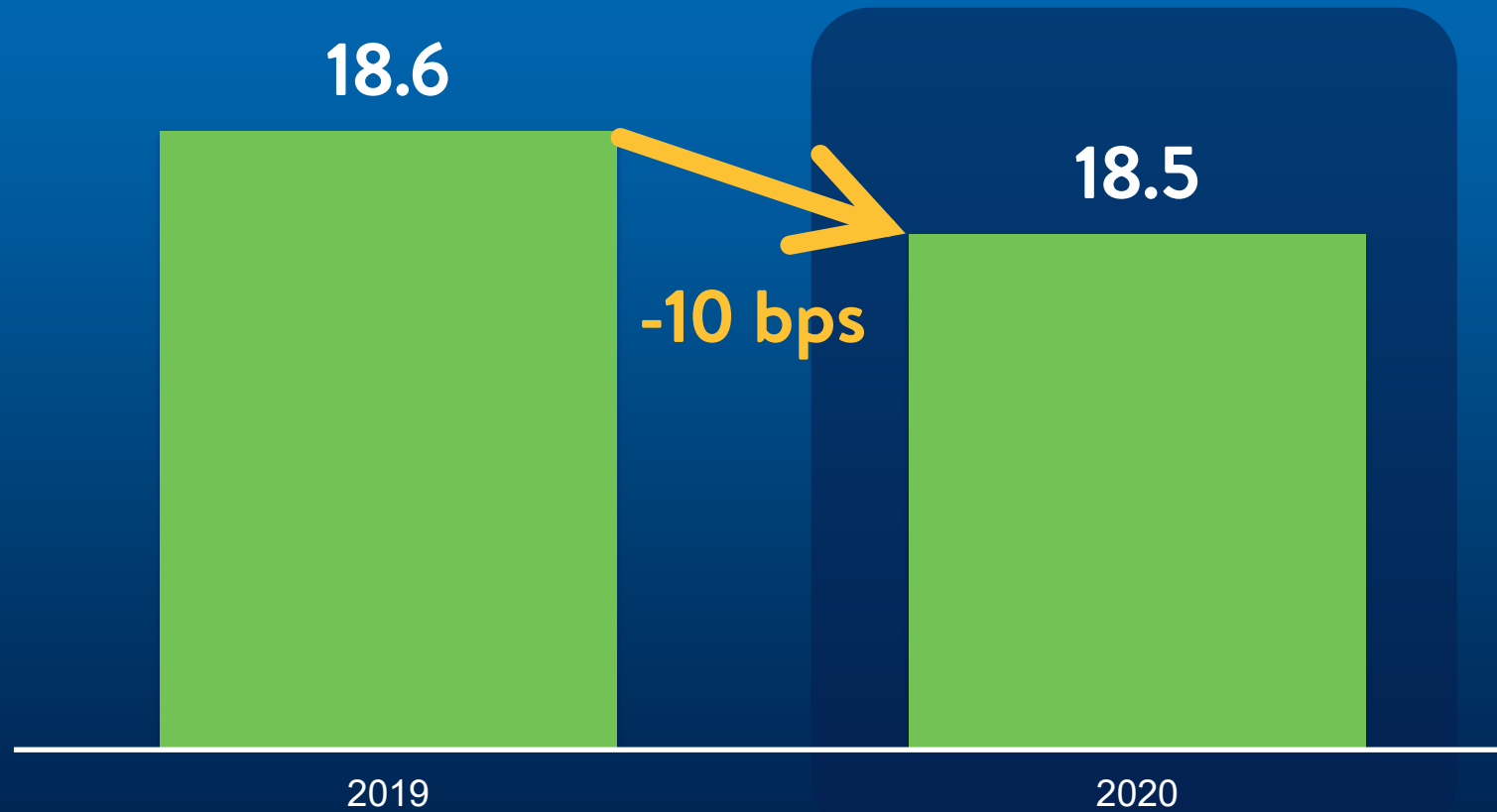
Total Market Share measured by Nielsen (%)



Source: Nielsen Report 2020 (January – December)  
Bps = basis points

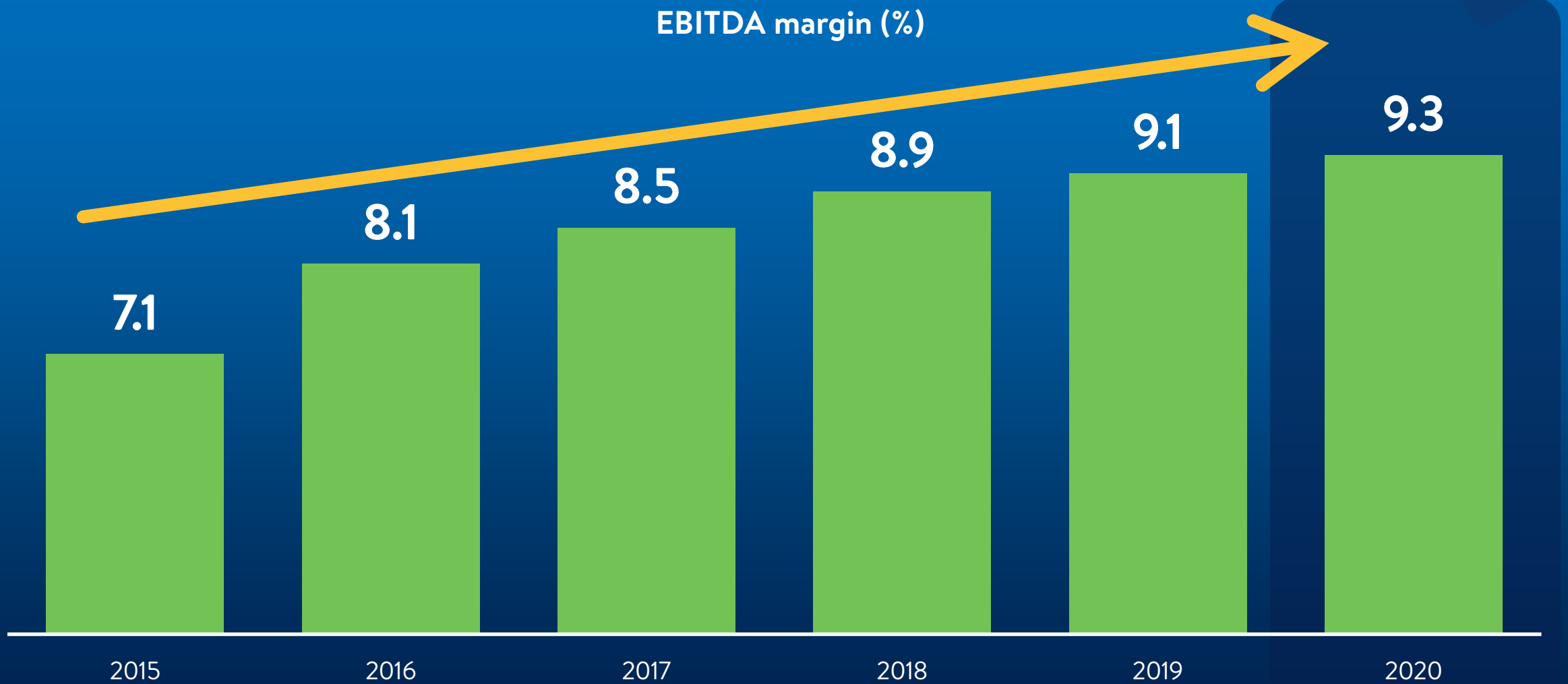
# We were able to leverage expenses despite COVID-19 related costs

SG&A as % Total Revenues



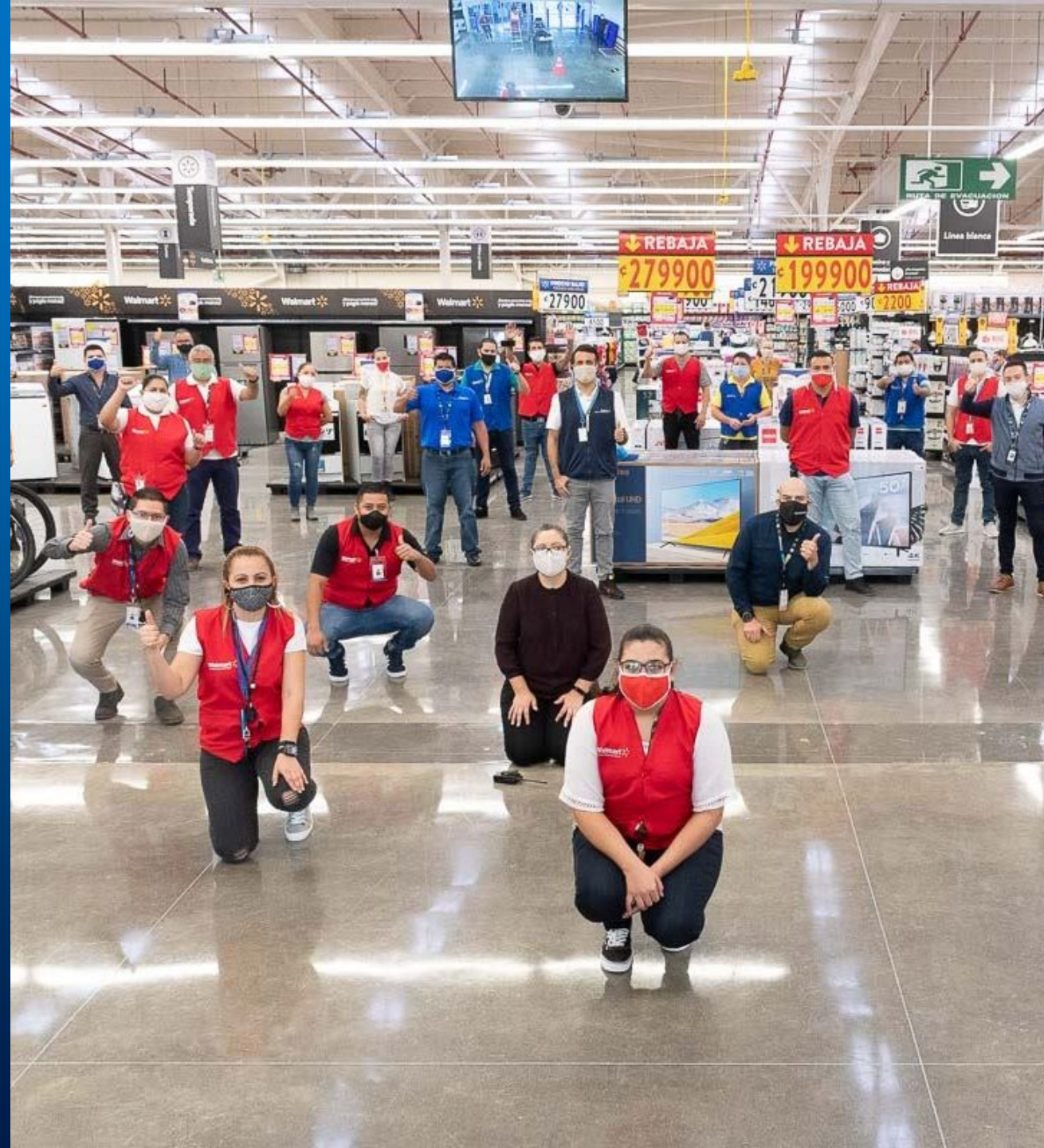


# And we keep improving our profitability year over year



Our focus will remain  
consistent:

Keep our **customers**  
and **associates**  
at the **center**  
of all our **decisions**





# Our strategy is based on 2 pillars:



**DOUBLE DOWN IN DISCOUNT & BODEGA**



**EDLC & SIMPLIFICATION**

# Main takeaways

- We will keep our **Customers & Associates** at the center of all our decisions
- We will focus on **Bodega & Discount** formats
- We will continue to **simplify our business** based on **EDLC** to keep delivering profitable growth