

# 4Q25 Results

## 4Q25 Walmex Performance

**\$282.8**

Total Revenues  
MXN Bn

**3.0%**

Total Revenue  
Growth

**8.5%**

Operating Income  
Growth

**10.5%**

EBITDA Margin

## 4Q25 eCommerce Mexico

**13%** GMV growth

**9.1%** of total GMV

**15.3%** Marketplace GMV growth

On-demand

~1,468 store with on-Demand

Extended Assortment

+10% Sellers growth vs 4Q24

## 4Q25 New Stores



México  
**102**



CAM  
**13**

**1.7%**

Contribution to  
Total Sales Growth in 4Q25

## New businesses that enhance the core

Connectivity



**26.4M**  
Active<sup>1</sup> users

**~\$11.5B**  
Sales in 2025

Advertising



Revenue growth

**5%**  
vs 4Q24

**17%**  
vs 2024

Beneficios

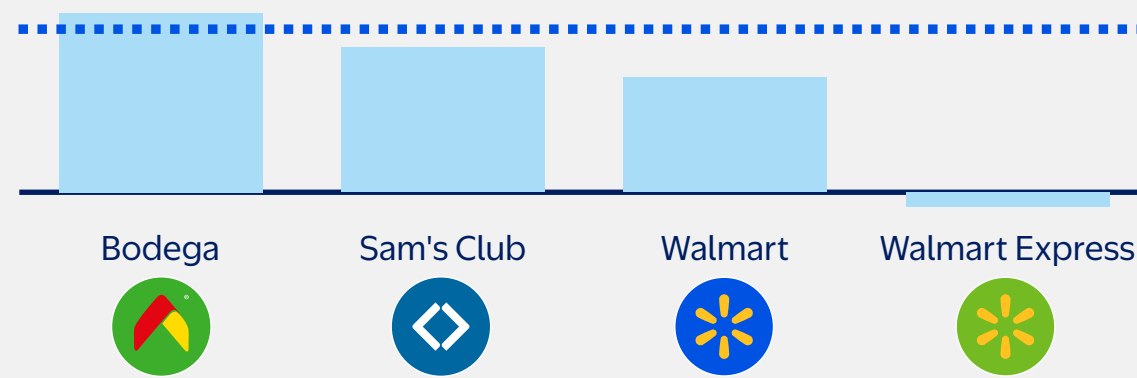


**50M**  
Active contactable customers<sup>2</sup>

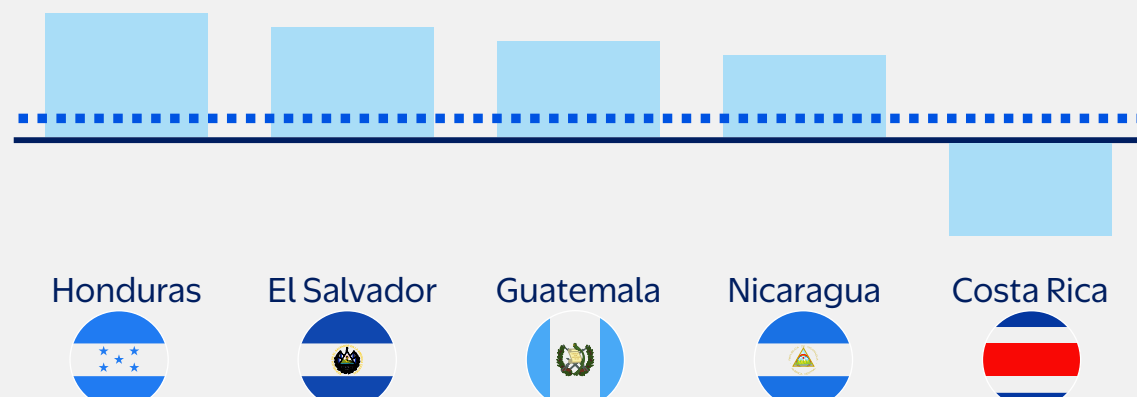
1) Active Bait users refers to users with at least one transaction in the last 6 months, including economic transactions (sales to distributors). Includes Home Broadband and MiFi lines.  
2) Customers that have given their cellphone number and registered a purchase at least once in the last 90 days.

## 4Q25 Same Stores Sales Growth

México  
**3.3%**

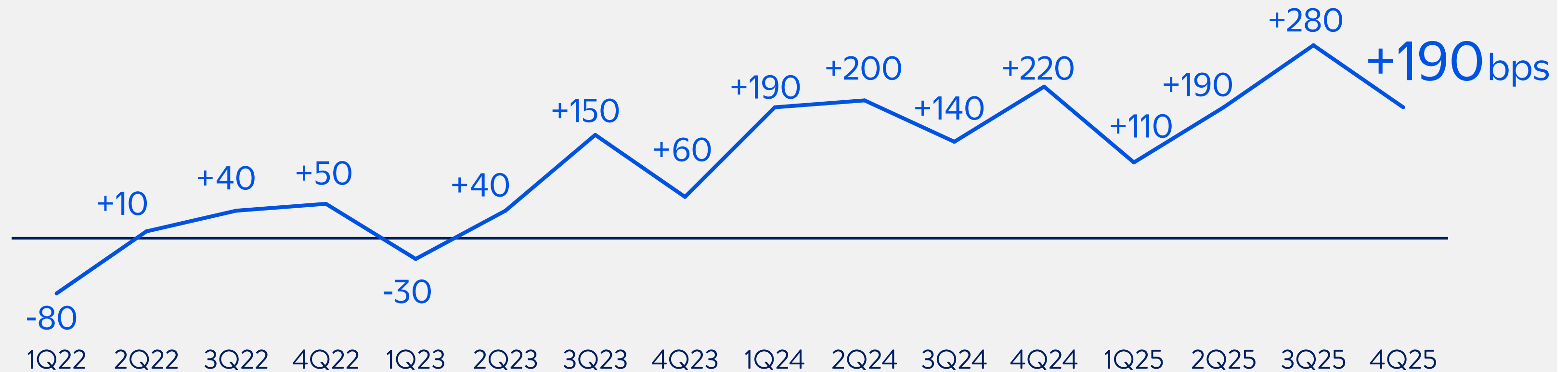


CAM  
**0.6%**



## Performance vs the market

Walmex Gap vs. ANTAD Self-service – Same-Store Sales Growth (bps)





**Results**

**4Q 2025**



**To view** 

# Executing our strategy with discipline

Same Store Sales growth

**3.3%**  
in Mexico

**0.6%**  
in Central America\*

**3.0%**  
consolidated total  
revenue growth

Total Store Sales growth

**4.9%**  
in Mexico

**2.4%**  
in Central America\*

**10.5%**  
consolidated  
EBITDA margin

\*Excluding FX effects



# Win in discount

Private brand penetration

**18.2%**

in Mexico

**19.5%**

in Central America

Number of stores

**4,265**

in Mexico &  
Central America

**+190 bps**

above the same-store  
sales growth of ANTAD  
self-service stores

**+260 bps**

variation in  
Price Perception vs 4Q24





# Lead the Omnichannel experience

**19.1%**  
growth of On Demand  
in Mexico

**9.1%**  
eCommerce GMV  
of total  
GMV in Mexico

eCommerce GMV growth

<b>13%</b> in Mexico	<b>34%</b> in Central America
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# Ecosystem of preference



**5%**

revenue growth  
in Mexico

**27%**

revenue  
growth in  
Central America



**26.4M**

active users <sup>1</sup>



**49.6M**

active contactable  
customers <sup>2</sup>

<sup>1</sup> Active Bait users refers to users with at least one transaction in the last 6 months, including economic transactions (sales to distributors). Includes Home Broadband and MiFi lines.

<sup>2</sup> Customers that have given their cellphone number and registered a purchase at least once in the last 90 days 