



**Rich Lehrfeld**  
SVP & General Manager



- Apparel ↗
- Automotive Care ↗
- Electronics ↗
- Grocery ←
- Hardware & Paint ↗
- Health, Vision, Pharmacy ↗
- Home →
- Pet ↗
- Seasonal ↗
- Sporting Goods ↗
- Toys ↗

**Walmart+**

Join Walmart+ for early access to black friday deals. Become a member today!

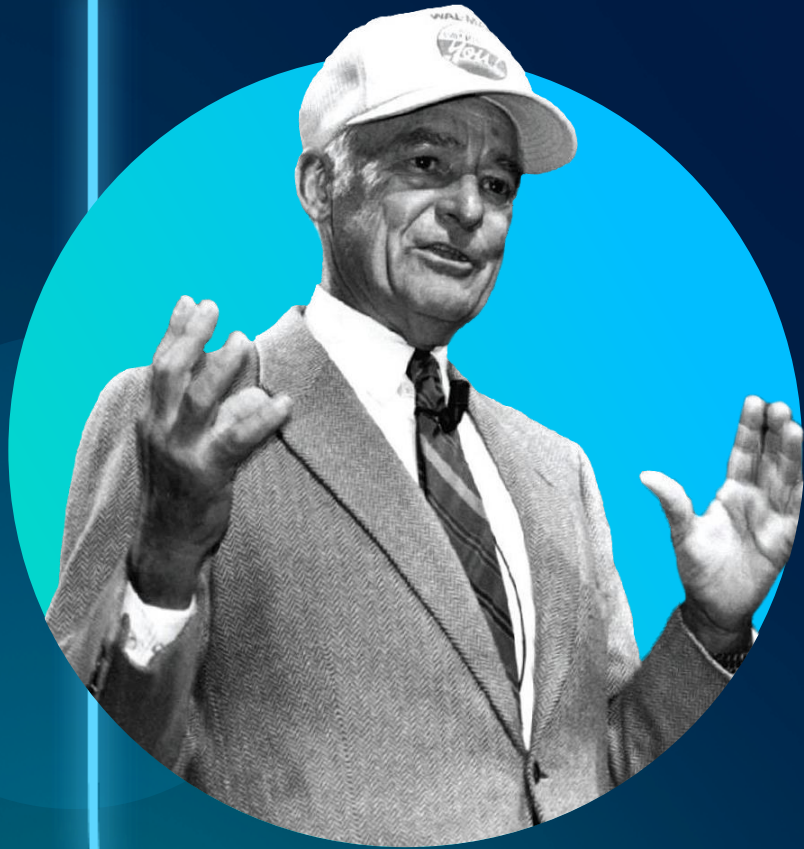
\$19.98

\$8.67

\$4.88

\$8.92

\$4.99



If you think about it from the point of view of the **customer**, you want everything: a wide **assortment** of good quality merchandise; the lowest possible **prices**, [...] a pleasant **shopping experience**

**SAM WALTON**



**price**



**shopping  
experience**



**assortment**



**customer  
trust**



**Walmart**  
Connect

# From a linear path to a limitless landscape



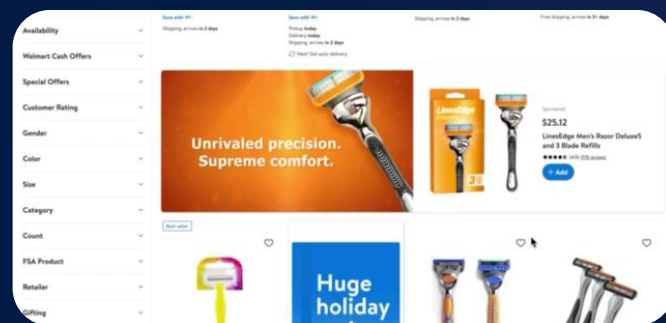
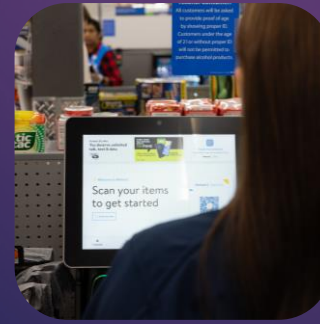
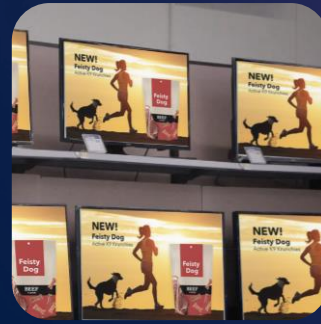
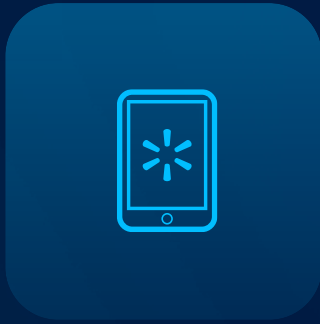
# Retail media is the solution for both **customer** & **brand** problems

Driven by  
**1P retail  
data**

**\$400B**  
2024 total  
U.S. media  
ad spend

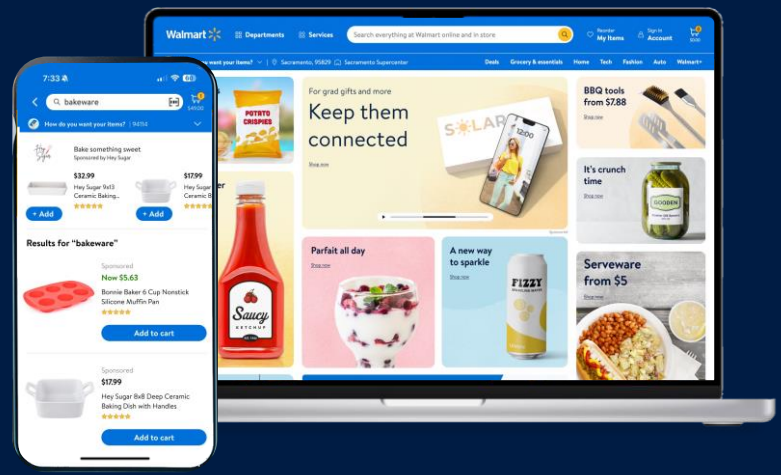
2028 U.S.  
retail media  
ad spend  
**\$99B**



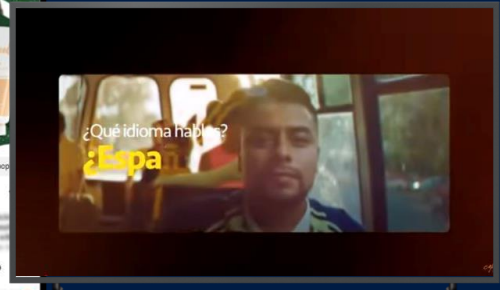
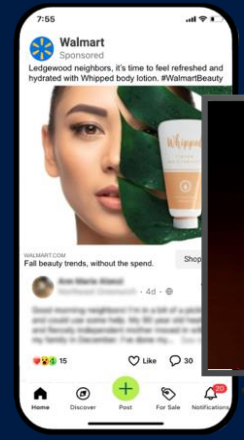




### Core Digital



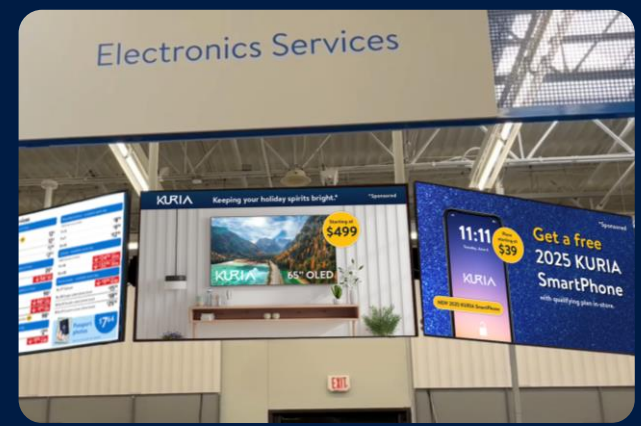
Walmart site and app  
Search, Display & Video



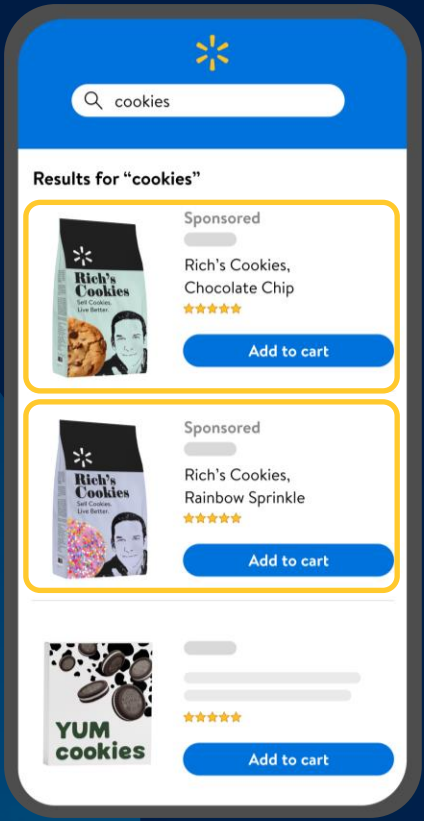
Off platform:  
Social, CTV & more



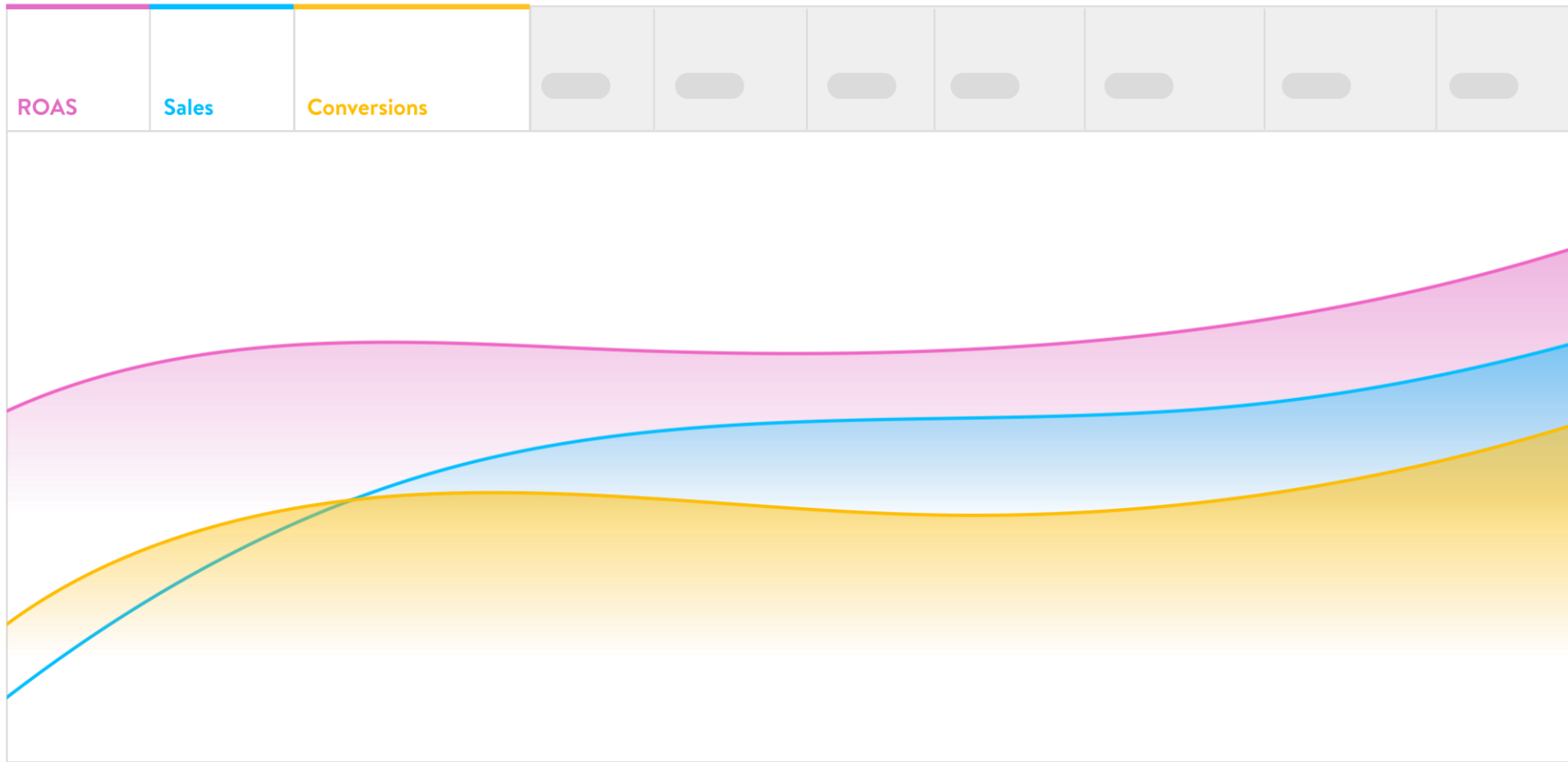
### Omni Capabilities



Omni & In-store



### Rich's Cookies Performance Summary



**\$442B**

Walmart U.S.  
FY24 Revenue<sup>1</sup>



**60+**

years retail  
experience

**26%**

Walmart Connect  
Q3 FY25 YOY growth<sup>2</sup>

**4,700+**  
U.S. stores<sup>3</sup>

**\$3.4B**

Walmart Global Ads  
FY24 Revenue<sup>1</sup>

**145M+**

weekly omnichannel  
customers<sup>3</sup>

