

MiMedia Holdings Ltd.

MiMedia Signs Agreement with Walmart Latin America

MiMedia's Platform to be Available on Smartphones with Walmart Mexico Subsidiary "Bait", the Fastest Growing and Third Largest Telecom Carrier in Mexico with 18M+ subscribers

Partnership to include Collaboration with Walmart's Prolific Digital Ecosystem of Mobile Apps that Target Entire Latin America

New York, NY, March 18th, 2025: **MiMedia Holdings Ltd.** (TSXV: MIM, OTCQB: MIMDF, FSE: KH3, "MiMedia", "Company") is thrilled to announce the signing of an agreement with Walmart Latin America.

Chris Giordano, MiMedia CEO, noted: "Signing an agreement with Walmart Latin America, parent company Walmart's largest international subsidiary, offers strong validation of the MiMedia value proposition, the size of our market opportunity and the quality of our technology platform. We are excited to add such a high caliber partner to our strong and growing list of powerful players in the global Telecom and smartphone industries. We believe this agreement is just the start of what our two companies can do together in the future."

Walmart Latin America is one of the largest retailers in Latin America with USD \$48 billion+ in annual revenue ⁽¹⁾ and 4K+ stores ⁽¹⁾ in Mexico and Central America alone (not including other strongholds in region such as Chile). Walmart Latin America has also become a major purveyor of smartphones and telecom services via their Mexican subsidiary, known as Bait.

Bait has quickly become the third largest provider of telecom services in Mexico in only five years since launch, growing to 18.3 million subscribers as of December 31st, 2024⁽¹⁾. This spectacular growth has occurred within the 3K+ Walmart stores in Mexico ⁽¹⁾, as shoppers purchase smartphones in store and sign-up for Bait's nationwide telecom service at point of sale. At this pace of growth, Bait could eclipse AT&T Mexico and become the second largest telecom provider in the country in 2025.

In this Agreement, MiMedia will be integrated on millions of new, Bait-procured smartphones to be sold to consumers in Mexico. Importantly, the MiMedia mobile app will also be pushed out as a download over the air ("OTA") update to up-to 18.3 million Android smartphones already in existing Bait consumers' hands. Additionally, a marketing effort will occur, both online and in stores, to attract the broader base of Walmart consumers to make the Bait cloud platform part of their daily lives.

As a key component of the Agreement, MiMedia will collaborate with the Walmart digital ecosystem of apps that serves the entire Latin America region. Walmart's ecosystem consists of some of the continent's most used apps, including "Cashi" for digital payments (reported 5 million+ users) and "Salud" for healthcare (reported 2.5 million+ memberships ⁽¹⁾) among others. The connection of the Bait consumer cloud platform (via MiMedia) within the Walmart mobile app ecosystem can drive user engagement and generate revenue and cash flow. Walmart reported 46 million contactable customers in its "Digital Connection" database as of Q4 2024 ⁽¹⁾, a massive number of users to be targeted for program participation.

Mr. Giordano added, "This signed Agreement with Walmart Latin America provides MiMedia with a reliable, rapidly growing pipeline of smartphones, which will be integrated with our platform as the devices' native media gallery. These devices will provide a solid pipeline of high margin, recurring revenue for both MiMedia and Walmart. We cannot wait to have Walmart's expansive consumer base enjoying all the incredible technologies offered within our platform and to become MiMedia and Walmart ecosystem users for years to come."

Management will be conducting a Company update call via Zoom Thursday, March 20th at 4PM EST to provide additional information on the business impact of recently announced partnerships. To register for the Zoom, please click this link: https://us02web.zoom.us/webinar/register/WN_YwLjjC1ySA-Ni8jD7tfqEw

(1) https://files.walmex.mx/upload/files/2024/EN/Quarterly/4Q24/Walmex_Script_Webcast_4Q24_VF.pdf

About MiMedia: *MiMedia Holdings Inc provides an AI based next-generation consumer cloud platform that enables all types of personal media to be secured in the cloud, accessed seamlessly at any time, across all devices and on all operating systems. The company's platform differentiates with its rich media experience, robust organization tools, private sharing capabilities and features that drive content re-engagement, many of which are based on advanced and proprietary AI technologies. MiMedia partners with smartphone makers and telecom carriers globally and provides its partners with recurring revenue streams, improved customer retention and market differentiation. The platform services millions of engaged users around the world. For more information about MiMedia, visit: www.mimedia.com.*

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For more information, please contact Chris Giordano or MiMedia Investor Relations at investors@mimedia.com or (888) 502 - 9398.

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