

CHILE

Serving Customers In Diverse Ways

History

Walmart acquired a majority in Distribución y Servicio D&S S.A., Chile's leading food retailer in 2009. With headquarters in Santiago, Walmart Chile represents one of the major retailers in Chile, with its main presence in the supermarket business.

Quick Facts

- 395 retail units
- 49,059 associates*

*As of 2014



eCommerce

Walmart Chile is one of the only retailers to have an eCommerce operation that serves **Eastern Island, Juan Fernández islands and Antarctica.**

In November 2012, Walmart Chile launched the first app to allow for mobile payment in Latin America. The feature is available at any of the Lider and Express de LIDER formats.



Economic Impact

Walmart Chile is proud of the positive economic impact we have on our communities. We are acknowledged by our customers as one of the top price leaders in the market.



Banners

Central Mayorista
Ekono
Express de LIDER

Lider
SuperBodega aCuenta



Products

In March 2013, Walmart Chile leveraged the Asda operations in the UK to introduce the popular clothing brand George. This has been met with great success, as it gives the customers access to European-designed apparel for men, women and children at prices they can afford.

Giving and Community

As of June 2015, Walmart Chile has donated more than **420,000 Kilograms (926,000 pounds) of food** to the relieve hunger in the country in alliance with NGO Red de Alimentos (Food Network) as a part of an effort initiated in 2011.

In 2013, Walmart Chile launched **El Kilómetro de Mi Supermercado**, a program designed to improve quality of life in the communities where the stores are located. The program is headlined by Walmart Chile's CLP \$100 million (USD \$164,701) commitment to help finance local community initiatives. In 2014, the stores directly impacted **78,000 people through 74 different community projects.**

Aligned with its commitment to Chilean development, Walmart Chile **donated CLP \$100 million** (USD \$164,701) to **Hogar de Cristo**, an NGO committed to helping homeless, elderly, teenagers and children overcome poverty. For the past 18 years, Walmart Chile also invited customers to make charitable contributions to Hogar de Cristo and Refugio de Cristo at our Lider and Express de Lider supermarket checkouts. In 2014, more than **CLP \$380 million** (USD \$625,864) was raised, providing the **equivalent of 2.24 million breakfasts** to help people in need.



Opportunity

- During 2014, Walmart Chile was the only retailer in Chile to increase associates, as most have been focused on reducing workforce
- **Associates:** 45% male; 55% female (as of December 2013)
- **4,270 associates received promotions** from January to December 2014



Supplier Development

Walmart was the first company in Chile to create incentives for suppliers to develop more sustainable products. In collaboration with Fundación Chile, the stores offer **free sustainability guidance** to suppliers of private-label products, while connecting them with the public funds necessary to turn the improvements into reality. In 2013, **12 private-label and sustainable agriculture suppliers** participated in this three-year program.

In 2014, Walmart Chile launched the Productos Más Sustentables (More Sustainable Products) program to highlight products by suppliers that have worked to differentiate themselves in the area of environmental responsibility. The program, which most recently featured more than 200 products in our stores, was designed to connect customers with these responsible everyday products.



Environmental Sustainability

In partnership with suppliers, Walmart Chile installed modern **recycling stations**, capable of handling **1,200 tons of materials**, in five supermarkets, offering customers the ability to recycle more than 20 different materials. The program launched in November 2013 and collected 257.901kg (284.5 tons) of materials by the end of April 2015.

Half the plastic bags in the Lider stores are made of **75 percent recycled materials**, which decreases the need for new raw materials. In an effort to increase that percentage even further, the stores started collecting plastic bags from customers in every Lider and Express de LIDER store. This material is provided to manufacturers to produce new bags.



Our Customer

**LIDER:
A TOP 10
MOST
VALUED
BRAND**

Lider ranked among the top ten brands most valued by Chilean consumers, according to Chile 3D-2013. This consumer research was conducted by GFK Adimark, and considered 260 brands in 43 categories at a national level.

64% 
of Lider customers
are single parents
with children



■ **65% Female**
■ **35% Male**