

# BRAZIL

## Serving Customers In Diverse Ways

### History

Walmart Brazil began its operations in 1995, with its headquarters located in Barueri, São Paulo. Walmart Brazil operates across 18 states, including the Federal District and serve 1 million customers each day. Its eCommerce operation covers the entire country.

### Quick Facts\*

- 558 retail units
- 74,738 associates (Dec. 2014)

\*As of 2015



## eCommerce

One of the reasons behind Walmart Brazil's success is their ability to leverage scale and expertise to be one of the top leaders among online retailers in market share and provide low, competitive prices.

In addition, walmart.com.br is able to present a huge variety and assortment of general merchandise, usually larger than brick and mortar operation.



## Economic Impact

Over the past 12 years, Walmart Brazil's **Producer's Club** has grown to **9,221 households in 18 Brazilian states** and the Federal District. It offers these suppliers access to Walmart Brazil stores to sell their products. About **12% of the fruit and vegetables** sold at the Walmart Brazil stores were **sourced directly from Producer's Club**.

The Producer's Club has also helped achieve the aim of the federal government's "Brazil without Poverty" project to lift **16.2 million people** out of extreme poverty.



## Products

Truffles Donckels brand from Belgium are available in both Sam's Club and Walmart.

We now import Hunts Tomato Sauce, Cheesecake Factory and Samuel Adams beer to our Sam's Club stores.

Borges Olive Oil and McCain French Fries are part of our portfolio for Walmart.

In 2015, the Brazilian consumer can buy at Walmart the children's clothing Child of Mine, developed by Carter's in the United States exclusively for Walmart.

"Orbit" chewing gum, Starburst and "5" gum, from Wrigley (Mars, Incorporated), was available to Brazil in 2014, exclusively at Walmart stores in all regions.

Schwinn, a traditional bike brand in USA, now offers Mountain, Dakota, Colorado and Eagle bike models in Brazil through Walmart hypermarket formats.

Tramontina is a well-known Brazilian company that exports products such as cutlery, kitchen knives, pans and cookware sets to Walmart stores in Argentina, United States, and México.



# Opportunity

- Associates: 55% female; 45% male
- Positions include full time, part time, temporary, trainees and internships



## Supplier Development

The **Sustainability Pact** is based on three pillars – The Amazon, Responsible Sourcing and Waste Management - and includes monitoring and risk mitigation, strengthening partnerships with strategic suppliers and encouraging continual improvement in line with the operating principle of Walmart to lead on social and environmental issues.

In 2014, after five years of the initiative, our results confirmed the participation of over 160 domestic and multinational companies, as well as suppliers of private brands of various industries such as food, beverages, electronics, cosmetics, hygiene and processed meats and fresh, with substantial advances in all production chains.



## Environmental Sustainability

Walmart was the first supermarket chain in Brazil to count on a 100% unit illuminated with LED lamps in parking lots, storage areas and refrigerated counters. The company also plans to change the lighting in other stores to improve the energy performance and make them more economic and sustainable. To make this possible Walmart developed local suppliers to meet the specific applications in Brazil. Today, the company has **18 stores** with LED lamps.

Walmart Brazil undertook a series of actions in 2014 using sustainable solutions in new stores and the renovation of existing units. Some of these initiatives used included doors in refrigerated areas (vertical and horizontal), implementation of the Energy Management System and new air-conditioning equipment. The use of the LED lighting led to energy savings of **approximately 27%**. The company reduced energy consumption by 18% in one store with both initiatives. **More than 50 stores** will receive some sort of initiative this year.



## Giving and Community

Since 2010, the **Social School of Retail** has provided Brazilians ages 16 to 29 with the training they need to work in retail. The program has been implemented in six states and has **reached nearly 6,000 young people** to date. The program is now being replicated in Argentina and Chile.

The Walmart Institute has been supporting the **Bombando Cidadania** citizens program in the **Bomba do Hemetério** district of Recife (PE) since 2008. The highlight of the advances made in the year was the strengthening of the Polo Cultural da Bomba (Bomba cultural center) and, in turn, the community-based tourism, which attracted the interest of educational institutions, companies and voluntary organizations.