

# CENTRAL AMERICA

## Serving Customers In Diverse Ways

### History

Walmart arrived in Central America in 2005 and became Walmart Centroamerica in 2006. The regional headquarters are based in Costa Rica. Stores are operated in Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.

### Quick Facts

- 702 retail units
- 32,738 associates\*

\*As of May 2015



### Economic Impact

In 2014, Walmart Centroamérica:

- Acquired products from over 3,000 manufacturing vendors, most with local operations in the five countries. 51% of these business partners are small and medium-sized companies.
- Opened 32 stores in Central America. This investment created more than 1,500 jobs in the region.
- Walmart exported, through the Global Sourcing Office in Central America and the local operation, more than USD \$1 billion in product to markets across Central and North America. Among the most exported products are fruits and textiles.
- Purchased more than USD \$161 million annually in items made by 267 small- and medium-size enterprises.
- The “Una Mano Para Crecer” (A Hand to Grow) program offers training and special deals so local entrepreneurs are able develop their businesses. More than USD \$24 million are purchased from 322 entrepreneurs involved in the program (34% women owned)



### Products

Of the products sold in stores, **88 percent are local or companies operating in the country**, generating jobs and contributing to social security.



### Giving and Community

In 2014, Walmart Central America stores and distribution centers **donated more than 1,804 tons of food**, Attending to more than 200,000 adults and children.

Also in 2014, Walmart in Central America launched six programs to support and train more than 800 women in topics regarding entrepreneurship.

Over the course of 2014, Central America held 96 Volunteer Days with the participation of **7,507 volunteers who donated 39,554 hours** on behalf of more than 830,000 people.



### Banners

Club Co.  
Despensa Familiar  
La Despensa de Don Juan  
La Unión  
Mas X Menos

Maxi Despensa  
Maxi Pali  
Pali  
Paiz  
Walmart

**Walmart**   
México y Centroamérica



# Opportunity

- In Central America, Walmart has 32,738 associates, 41% of which are women
- 1,000 male and female associates work at the Global Walmart Shared Services Center for Latin America (GSSLA)
- In 2014, over 8,800 associates were promoted, of which 36% were women
- More than 15,000 associates were trained in topics such as leadership, commercial and operational excellence, and logistical efficiencies



## Supplier Development

Through the education of and investment in small- and medium-size Central American farmers, by way of the **Tierra Fertil** program, Walmart Central America is capitalizing on opportunities to bring a wider variety of produce and grain to markets across the region. In 2014, approximately 1,500 small- and medium-size producers supplied to Walmart Central America through Tierra Fertil.

Walmart Central America made more than **USD \$162 million** in direct purchases from these Tierra Fertil farmers and 2,000 direct large farmers in 2014.

Additionally, approximately 20,000 families benefit directly from Walmart's Agricultures Division.



## Environmental Sustainability

Walmart Central America reduced energy consumption avoiding 4M Kwh.

In 2014, stores continued to install energy efficient doors on open refrigerated and freezer cases resulting in energy savings as well as quality and food safety. Additionally, **100% LED lighting has been installed in all new stores.**

The Walmart Central America Backhauling logistics program with suppliers successfully reduced diesel consumption by **139,120**, while improving GHG emissions.

The recycling collection program in stores, made by reverse Logistics, resulted in 22,370 MT of cardboard and plastic. **This initiative saved 339,194 trees.**



## Our Customer



■ 20% Men  
■ 80% Women



26% belong to 4-member household  
21% belong to 3-member household  
19% belong to 5-member household

**5** On average, our female customers visit our stores 5 times each month.

**50%** of our customers visit the stores alone