

# CANADA

## Serving Customers In Diverse Ways

### History

Headquartered in Mississauga, Ontario, Walmart Canada was established in 1994 with the acquisition of the Woolco chain. Over the past 20 years, Walmart Canada has more than doubled the number of stores (more than 390) and more than tripled the number of associates (98,000), creating a strong, stable retail chain that offers career opportunities.

### Banners Include:

- Walmart Supercentre
- Walmart

### Quick Facts\*

- 396 retail units
- 98,602 associates

\*As of January 5, 2016



## eCommerce

Walmart Canada's flagship online store, walmart.ca is visited by 500,000 customers daily and the Canadian eCommerce business saw growth of more than 40 percent in 2015.

Walmart Canada now offers an online grocery pick up service in Ottawa at 11 locations. A partnership between Walmart Canada and 7-Eleven Canada Inc. to expand the Walmart Grab & Go Locker network in six Toronto-area 7-Eleven stores marked the first time in Canada two retailers have teamed up in this way.

With this service, Walmart.ca customers can order online and pick up their order, 24 hours a day, seven days a week, at a convenient location, at no cost.

A private fleet has also been launched to support free delivery until 9 p.m. on weeknights and weekends as well as same day delivery in Toronto.



## Economic Impact

In FYE 2016, Walmart Canada completed 32 Supercentre projects, including new stores, renovations and conversions. Five of these Supercenters are part of Walmart Canada's investment of approximately CAD \$350 million (USD \$250 million) to acquire 13 stores and one distribution center in Cornwall, Ontario from a former competitor. The investment will generate approximately 4,200 jobs in stores, distribution centers and construction.

Today, Walmart Canada does business with more than 6,600 Canadian suppliers and service providers to whom it pays more than CAD \$19 billion (USD \$13.5 billion) annually.



## Environmental Sustainability

In 2014 Walmart Canada diverted 72 percent of its operational waste from landfill.

Walmart Canada stores were powered with 20,000 MWh of green electricity through Bullfrog Power in 2015.

Through a CAD \$16.8 million (USD \$11.9 million) investment in 2015, 100 Walmart Canada stores were retrofit with LED lights.



# Opportunity

There has been a 58% increase in female store managers since the 2010 launch of Walmart's Women in Retail program.



## Women In Retail

Walmart Canada launched the Women in Retail program with a goal of fostering diversity in an inclusive work environment to find, build, develop and retain female associates.

**The program subsequently expanded to Walmart markets in 11 countries.** Since the program's inception, the representation of female store managers in Canada has increased by 58% and Women in Retail field participants have increased from 45 to 191 participants and 380 store captains.

At the Canadian home office the number has grown from 65 to 90 participants. The Women in Retail program continues to lead Walmart in innovation, having recently won the prestigious Profiles in Diversity Journal "Award of Excellence for Innovation in Diversity."



## Giving and Community

Walmart Canada's community giving mission is to help families in need across Canada. Since 1994, Walmart Canada has donated and raised more than CAD \$230 million (USD \$164 million) for Canadian charities.

In 2015, Walmart Canada marked a tremendous milestone with the Children's Miracle Network – becoming the first corporate partner to raise over CAD \$100 million (USD \$72 million) for member hospitals across Canada since their relationship began in 1994.

Walmart Canada announced a commitment to increase access to healthy food for Canadian families in 2015 with a CAD \$1.2 million (USD \$857,000) donation to Breakfast Club of Canada and Food Banks Canada.



## Store of the Community

In Canada, where population growth is almost entirely driven by new Canadians, there is an increase in demand for ethnic foods.

It is not uncommon to see a variety of kosher and halal food products, as well as Asian, Indian and Latin influences in Walmart Canada stores.

As part of Walmart Canada's Store of the Community program, each market is assessed to identify and meet the demand for ethnic products.