

ARGENTINA

Serving Customers In Diverse Ways

History

Walmart Argentina began in 1995 and is headquartered in Buenos Aires. Walmart Argentina opened its 100th store in the town of Pilar, a province of Buenos Aires, in 2013.

Banners

- Walmart
- Walmart Supermercado
- Changomas
- Mi Changomas
- Changomas Express

Quick Facts

- 107 stores*
- ~12,000+ associates**

* As of October 31, 2016

**As of 2015



eCommerce

Walmart Argentina works hard to adapt itself to the needs of customers. In this sense, the company has just presented the first "Pickup" service for online shopping in Argentina, which allows customers to pick up their order at the store without getting out of the car.

With an AR \$8M (USD \$6000,000) investment, the new online experience, the company strengthens its leadership in eCommerce in the country.

Currently, the Supercenter in San Fernando is the first store to implement the "pickup" system, which aims at helping customers to save both time and money. The development is part of a clear corporate goal: to lead in eCommerce.



Economic Impact

Walmart Argentina has invested AR\$430 million (USD \$29 million) in the construction of new stores, remodeling four older stores and improving its eCommerce business.



Products

Under the initiative of "Mes de la Tierra" (Earth Month), Walmart Argentina exclusively presented in its stores the new LED lamps line of GE Lighting. This product involves a reduction of 90% of the energy consumed with regular halogen lamps, keeping the quality of lighting.



Giving and Community

Walmart Argentina has worked with the Argentina Food Bank Network and 13 National Food Banks since 2010, in 7 provinces, on a Shrinkage Rescue Program. Walmart Argentina donates near-expiration products from 33 stores. To date, more than 744,800 kgs of food and hygiene products were given to people in need.

Since 2015, Walmart Argentina has worked with Huerta Niño, a NGO, on a nutritional and educational program called "My Garden." The goal of the program is to strengthen local communities. Seven organic orchards have been built at rural schools in six provinces and directly affects 837 students. School community members (students, teachers and parents) work in the orchards learning how to harvest vegetables that are then consumed during lunch at school. Many families implement their learnings at home, improving nutrition of all family members.

In cooperation with the Ronald McDonald House, Walmart Argentina, under the Changomas banner, sponsored the "Healthy Habits Promotion Unit" aiming to accompany families in teaching healthy habits to children, with the workshop "Small Children, Big habits." The initiative took place in 11 institutions in the municipalities of Tigre and Lanus, through 34 workshops that helped to raise awareness in more than 880 children about the value of health and environmental care; the importance of incorporating fruits and vegetables at meals; the care of pets and plants; as well as, household cleaning.



Opportunity

- **Associates:** 56% male; 44% female.
- Walmart Argentina is the 9th largest private employer in the country.
- In 2015 Walmart Argentina celebrated its 20th anniversary in the country.



Supplier Development

For the last eight years, Walmart Argentina has celebrated “Mes de la Tierra” (Earth Month) in all its supercenters. In 2016, Changomas stores and our eCommerce platform participated in efforts to increase our commitment to the environment and supplier development, adding a total of 79 stores that participated.

Walmart Argentina promoted responsible consumption by highlighting more than 587 environmentally improved products of 29 suppliers.

“Mes de la Tierra” seeks to bring awareness to responsible consumption, while offering customers the possibility of choosing products with low environmental impact and high social impact at the best price, so they do not have to choose between buying cheap and buying products that make a positive impact on the planet.



Environmental Sustainability

In 2014, a year after its construction, the store in Caseros (Buenos Aires) became the **first of its kind** in the country to use CO2 refrigeration systems with low temperature. The store uses just 10% of the gas consumed by a conventional store, saving customers money and reducing the impact on the environment.

Currently, **22 of the Walmart Argentina stores** use a glycol-based cooling system, which avoids the use of electrical resistance during the defrosting process. This **improves performance**, while eliminating the use of gas and associated packaging.

In 2015, three new stores opened in Q1 and featured both efficient and innovative construction characterized by a full LED lighting installation which generates electricity consumption savings of 55%, as well as less maintenance costs and lower CO2 emissions. In addition, a more efficient cooling system on door refrigeration units, which cause a reduction of energy consumption up to 40% and an improvement in food safety thanks to the stability of the storage temperature.



Our Customer

29%



of Walmart Argentina (as a whole) customers are described as upper class

Core customer base is made up of housewives age 35-49



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Average number of items in a purchase