

# 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. In 2017 Walmart Argentina is celebrating Changomas 10th anniversary

### Banners

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

### Quick Facts

- More than 100 stores\*
- Approximately 11,600 associates\*\*

\*As of May 31, 2017

\*\*As of January 31, 2017

## QUALITY

Under the initiative of “Mes de la Tierra” (Earth Month), Walmart Argentina exclusively presented 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.

## INNOVATION

Walmart Argentina 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. The company invested AR \$8M (~USD \$600,000) in the new online experience.

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

In 2016, Walmart Argentina invested AR\$430 million (USD \$29 million) in the construction of new stores, remodeling four older stores and improving its eCommerce business.

## COMMUNITY

Walmart Argentina has worked with the Argentina Food Bank Network since 2010 on a Shrinkage Rescue Program. Walmart Argentina donates near-expiration products from 33 stores. In 2016, more than 200,400 kgs of food and hygiene products were given.

Since 2015, Walmart Argentina has worked with a non-profit, Huerta Niño, on a program called “My Garden.” The goal of the program is to strengthen local communities. School community members work in the orchards learning how to harvest vegetables that are then consumed during lunch at school.

In cooperation with the Ronald McDonald House, Walmart Argentina sponsored the Healthy Habits Promotion Unit aiming to accompany families in teaching healthy habits to children. The initiative took place in 11 institutions in the municipalities of Tigre and Lanus.

In 2016, floods affected the Litoral region of Argentina. The Walmart Foundation responded by donating \$100,000 to Red Cross Argentina. Walmart Argentina stores and distribution centers donated more than 12,900 liters of milk, 17,880 liters of water and 5,240 kg of nonperishable foods and consumables.



# OPPORTUNITY

- 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.

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 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.



## SUSTAINABILITY

In 2014, 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.

In Argentina, we inaugurated and remodeled five stores now lit by LED technology. An innovation that generates savings of 55% in electricity consumption and allows us to operate in a more efficient way. In addition, these stores were equipped with exhibitors, which contribute to a more efficient use of the refrigeration.

From March to December 2016, our stores in Argentina cut energy consumption by an average of 4.86% by introducing an energy efficiency competition. This initiative aimed at associates incentivized them to reduce energy by changing to more responsible consumption behavior.



## OUR CUSTOMER

**29%** of Walmart Argentina customers are described as upper class

## CORE CUSTOMER

base is made up of

**housewives**

*age 35-49*

**14**

average number of items in a purchase

