

# CHILE

## Serving Customers In Diverse Ways

### History

Walmart acquired a majority in Distribución y Servicio D&S S.A., Chile's leading food retailer in 2009. With headquarters in Santiago, Walmart Chile represents one of the major retailers in Chile, with its main presence in the supermarket business.

### Banners

- Central Mayorista
- Ekono
- Express de LIDER
- Lider
- SuperBodega aCuenta

### Quick Facts

- 360 retail units\*
- 49,063 associates\*\*

\* As of October 31, 2016

\*\*As of 2015



## eCommerce

Lider.cl is one of the fastest growing eCommerce sites in Chile, **with 27 million visitors** during 2015 and two-digit growth in terms of transactions and average tickets.

During 2015, the footprint for **the click & collect service was expanded to 34 stores** in the Santiago Metropolitan area with a focus on general merchandise products.

Lider.cl also launched a mobile platform in 2015, improving the purchase experience for customers.



## Economic Impact

Walmart Chile is proud of the positive economic impact they have on communities.

Customers have acknowledged Walmart Chile as one of the top price leaders in the market.



## Products

**Walmart Chile successfully replicated the Black Friday** event popularized by U.S. consumers. The event featured thousands of products and discounts of more than 60 percent. Establishing a significant milestone with Chile consumers to help people save money and live better.



## Giving and Community

During 2015, Walmart Chile donated more than **91,000 kilograms** (926,000 pounds) of food to relieve hunger in the country, in alliance with NGO Red de Alimentos (Food Network) - as a part of an effort initiated in 2011. Through Red de Alimentos, and their more than 130 NGO partners, **Walmart Chile assists more than 60,000 people.**

From 2013 to 2015, Walmart Chile has offered **El Kilómetro de Mi Supermercado**, a small grants program designed to improve quality of life in the communities where the stores are located. During that period, the company has **financed 254 community projects, helping more than 218 people.**

Aligned with its commitment to Chilean development, **Walmart Chile donated CLP \$100 million** (USD \$164,701) to Hogar de Cristo, an NGO committed to helping homeless, elderly, teenagers and children overcome poverty. **For the past 20 years**, Walmart Chile has also **invited customers to make charitable contributions to Hogar de Cristo and Refugio de Cristo** at Lider and Express de Lider supermarket checkouts. In 2015, more than CLP \$269 million (USD \$41,000) was raised.





# Opportunity

- Young professionals chose Walmart Chile as one of the companies for which they would like to work, according to the **Best First Job Employers** ranking.
- **Walmart Chile received the Impulsa Award**, acknowledging the efforts made by the company to increase female national work rate and promote them to leadership positions.
- Associates: 43% male; 57% female (as of December 2015).
- More than **4,000 associates are promoted every year** to new positions.



## Supplier Development

Walmart was the first company in Chile to create incentives for suppliers to develop more sustainable products. In collaboration with Fundación Chile, the stores offer **free sustainability guidance** to suppliers of private-label products, while connecting them with the public funds necessary to turn the improvements into reality. In 2013, **12 private-label and sustainable agriculture suppliers** participated in this three-year program.

In 2014, Walmart Chile launched the Productos Más Sustentables (More Sustainable Products) program to highlight products by suppliers that have worked to differentiate themselves in the area of environmental responsibility. The program, which most recently featured more than 200 products in our stores, was designed to connect customers with these responsible everyday products.



## Environmental Sustainability

In partnership with suppliers, Walmart Chile installed modern **recycling stations**, capable of handling **1,200 tons of materials**, in five supermarkets, offering customers the ability to recycle more than 20 different materials. The program launched in November 2013 and collected 257.901kg (284.5 tons) of materials by the end of April 2015.

Half the plastic bags in the Lider stores are made of **75 percent recycled materials**, which decreases the need for new raw materials. In an effort to increase that percentage even further, the stores started collecting plastic bags from customers in every Lider and Express de LIDER store. This material is provided to manufacturers to produce new bags.



## Our Customer

### LIDER: EXCELLENT BRAND ACCORDING TO CUSTOMERS

Lider ranked as one of the top retailers by Chilean consumers, according to Chile 3D-2015 edition, acknowledging Lider's prestige, affection and presence.

64%



of Lider customers are single parents with children



■ 65% Female  
■ 35% Male