

# BRAZIL

## Serving Customers In Diverse Ways

### History

Walmart Brazil began its operations in 1995, with its headquarters located in Barueri, São Paulo. Walmart Brazil operates across 18 states and the Federal District, serving 1 million customers each day with hypermarkets, supermarkets, cash & carry and membership store formats. Its e-Commerce operation covers the entire country.

### Quick Facts

- 499 retail units\*
- 70,355 associates\*\*

\*As of October 31, 2016

\*\* As of December 2015



### eCommerce

One of the reasons behind Walmart Brazil's success is their ability to leverage scale and expertise to be one of the top leaders among online retailers in market share and provide low, competitive prices. In addition, *walmart.com.br* is able to present a huge variety and assortment of general merchandise, usually larger than brick and mortar operations.



### Economic Impact

Over the past 12 years, Walmart Brazil's Producer's Club has grown to 9,221 households in 18 Brazilian states and the Federal District. It offers these suppliers access to Walmart Brazil stores to sell their products. About 12 percent of the fruit and vegetables sold at the Walmart Brazil stores were sourced directly from Producer's Club. That represents more than 900 different commercialized items.



### Products

Truffles Donckels brand from Belgium is available in both Sam's Club and Walmart. Additionally, Walmart Brazil imports Hunts Tomato Sauce, Cheesecake Factory and Samuel Adams beer to Sam's Club stores.

Borges Olive Oil and McCain French Fries are part of the portfolio for Walmart Brazil. As of 2015, the Brazilian consumer can buy children's clothing Child of Mine, developed by Carter's in the United States, exclusively at Walmart.

"Orbit" chewing gum, Starburst and "5" gum, from Wrigley (Mars, Incorporated), was available to Brazil in 2014, exclusively at Walmart stores in all regions.

Schwinn, a traditional bike brand in USA, now offers Mountain, Dakota, Colorado and Eagle bike models in Brazil through Walmart hypermarket formats.

Tramontina is a well-known Brazilian company that exports products such as cutlery, kitchen knives, pans and cookware sets to Walmart stores in Argentina, the United States and México.



# Opportunity

- Associates: 54.9% female; 45.1% male.
- Positions include full-time, part-time, temporary, trainees and internships.



## Giving and Community

Since 2010, the Social School of Retail has provided Brazilians ages 16 to 29 with the training they need to work in retail.

The program has been implemented in six states and has reached nearly 7,000 young people to date.

The program is now being replicated in Argentina and Chile.



## Environmental Sustainability

Walmart was the first supermarket chain in Brazil to count on a 100 percent unit illuminated with LED lamps in parking lots, storage areas and refrigerated counters. The company also plans to change the lighting in other formats to improve the energy performance and make them more economic and sustainable.

In 2015, 9,000 LED lamps were installed in 6 stores and new air-conditioning equipment that is more efficient, in 21 stores.

Walmart Brazil also undertook a series of actions using sustainable solutions in new stores and the renovation of existing units, such as including doors in refrigerated areas (vertical and horizontal) of 24 stores.

The company reduced general energy consumption in 2015 by 3 percent.



## Supplier Development

In 2015, Walmart Brazil successfully included all of its supplier meatpacking plants and the farms that supply them cattle in the “More Sustainable Livestock Platform” – a Walmart risk-management and beef purchasing monitoring system. One hundred percent of beef sold in Walmart stores, local and globally, is fully monitored, does not impact the Amazon rainforest and is free of deforestation or slave labor. It is in full compliance with the environmental legislation, preservation of indigenous reserves and protected areas.

Also, in partnership with The Nature Conservancy and Marfrig, Walmart Brazil launched the brand “Rebanho Xingu”, an exclusive new-to-market, deforestation-free, climate-smart line of beef products sourced from a successful sustainable demonstration project in the city of São Felix do Xingu.