

MEXICO

Serving Customers In Diverse Ways

History

Walmart's first store outside the U.S. opened in México in 1991 – a Sam's Club in Mexico City. In 1997, Walmart acquired a majority position in Cifra, and in 2000 the name changed to Walmart de Mexico (WALMEX). Later on, in 2009 Walmart de México acquired Walmart Centroamérica and the name changed to Walmart de México y Centroamérica.

Quick Facts

- More than 2,400 retail units*
- Approximately 208,200 associates**

*As of May 31, 2017

** As of January 31, 2017



ECONOMIC IMPACT

In 2016, Walmart de México y Centroamérica opened 92 units – 58 in Mexico and 34 in Central America – with an investment in fixed assets of 14.3 billion pesos.



COMMUNITY

In 2016, 113,411 associates, families and customers participated in volunteer activities across Mexico and Central America, including assistance during natural disasters, community cleanup efforts and reforestation.

In 2016, Walmart de Mexico Foundation donated 26,188 tons of merchandise to 114 non-profit organizations (food banks and institutions), supporting nutrition that benefited more than 788,434 people.

Last year, the Walmart de Mexico Foundation channeled 139 tons of resources to support victims affected by natural disasters (13,405 beneficiaries in Mexico).

INNOVATION

In 2016, Walmart de México y Centroamérica renovated its internet sites. The company increased the coverage for the home delivery of grocery products throughout Mexico, doubling the number of deliveries made. The portal walmart.com.mx underwent changes that make it easier for the customers to access grocery and general merchandise products.

The in-store eCommerce kiosks have also evolved, with modules now found on the sales floor so as to better serve the customers and make them more comfortable to use. The company has begun offering free wireless internet service in some stores as a supplementary way of providing the opportunity to explore additional buying options within the Internet portal.

Signage in the stores has been adjusted to better communicate the extended online catalog, giving the customers the choice of using the channel of their preference for their shopping needs. Superama now has a reinforced offering for perishables. In parallel, Walmart de México y Centroamérica initiated the Click & Pick service. With this, the customers can buy their products through different digital channels, with the option of picking up their orders directly at the store.

Walmart
México y Centroamérica



OPPORTUNITY

- More than 27,000 associates were promoted throughout 2016.
- In 2016, 318 female associates, for generations 1, 2 and 3, were enrolled in the Mueres en Retail (Women in Retail) program. Through actions and initiatives, the program promotes the development of skills and competencies during a three year period.



SUSTAINABILITY

Walmart México has the capacity to generate over 1,587 gigawatt hour (GWh) of clean energy to power 1,642 stores from wind and hydro sources. By 2020, the company seeks to use 3,000 GWh of renewable energy and reduce 20% of energy intensity in its own operations as compared to 2010.

Walmart México is one of the most active markets testing LED sales floor lighting and doors on refrigerated cases.

72% of the power used in Mexico comes from green sources, primarily wind farms.

In 2016, Walmart de México y Centroamérica reduced energy use in stores and distribution centers by 1.1%, equivalent to 19.4 million kWh. It also recycled 266,634 tons of solid waste.



SUPPLIER DEVELOPMENT

87% of the suppliers in México are subject matter experts (SMEs).

The Adopta una PyME program supports small and medium size suppliers by helping producers increase productivity, competitiveness, sales and product positioning.

The first generation of the program had 100 SME suppliers and Walmart de México y Centroamérica helped them achieve 42% sales growth; the second had 115 new SME and 56% sales growth. (The company is currently working with the third generation of the program, which includes 130 new SMEs.

Walmart de México y Centroamérica assisted over 1,800 low-income growers in México this year by providing consultancy services on seed quality, soil use, crop yield and quality, efficient use of agrochemicals, and crop rotation, as well as matters regarding logistics and other things needed to reinforce their transition from farmer to businessmen.

In 2016 Walmart de México y Centroamérica:

- Became a member of FTSE4Good Emerging Index for the 1st year.
- Was a member of the Dow Jones Sustainability Emerging Markets Index for the 5th consecutive year.
- Received the Corporate Social Responsibility Distinctive (ESR®) granted by CEMEFI for the 17th consecutive year.
- Received the National Logistics Award 2016, TAMEME Recognition under the category of Companies, in collaboration with Unilever.
- Ranked 11th at Top 45 Companies with the greatest environmental commitment.