

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 into Walmart de Mexico (WALMEX). Later on, in 2009 Walmart de México acquired Walmart Centroamérica and the name changed into Walmart de México y Centroamérica.

Quick Facts

- 2,387 retail units*
- 231,996 associates**

* As of October 31, 2016

**As of the end of 2015



eCommerce

In 2015, the eCommerce business offered customers a multichannel shopping experience, which covers a wider scope than that of eCommerce pure play. The purpose of this strategy is to blend brick-and-mortar service with digital, so that our customers can purchase via any channel, whenever and wherever they prefer. Current communication campaigns delivered through mass media build synergies between eCommerce and traditional points of sale.

Currently, there are three Internet sites that drive Walmart Mexico's eCommerce growth: Walmart.com.mx, sams.com.mx and superama.com.mx. The sites are recognized as online price leaders and continue to work towards developing a differentiated item file that complements the brick-and-mortar business. All of these efforts have paid off with more than 40% growth in traffic throughout all Internet sites.



Economic Impact

In 2015, Walmart de México y Centroamérica opened 97 units – 74 in México and 23 in Central America – **with an investment of 12.5 billion pesos.**



Walmart 
México y Centroamérica



Opportunity

- In 2015, 231,996 associates worked for Walmart de México y Centroamérica (51% women; 49% men).
- Of those, 226,560 were permanent associates and 5,436 were temporary associates.
- More than **24,000** associates were promoted throughout 2015.
- In 2015, 301 female associates, for generations 1 and 2, 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.



Supplier Development

The **Adopta una Pyme** program supports small and medium size suppliers by helping producers increase productivity, competitiveness, sales and product positioning. During 2015, the program worked with the second generation, which included 115 new suppliers.

Last year, the company offered **training and assistance to 3,685 suppliers from México and Central America, resulting in 1,884 labor hours of consultancy.**

Walmart de México y Centroamérica helped develop more than 23,000 farmers and manufacturers and purchased products from more than 28,000 suppliers, of which around 63% are SMEs.



Environmental Sustainability

Walmart México has the capacity to generate over 1,196 million GWh (gigawatt hour) of **clean energy to power 1,191 stores** from wind and hydro sources. By 2020, the company seeks to use 3,000 GWh of renewable energy and reduce 20% of energy consumption compared to 2010.

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

51% of the power used in México comes from Green sources, primarily wind farms.

In 2015, Walmart de México y Centroamérica reduced energy use in stores and distribution centers by 1.3% in Mexico, equivalent to 24.7 million kWh. It also **recycled more than 250,000 tons of solid waste**, which represents more than 74% of the waste generated by the operation of its stores.



Giving and Community

In 2014, **151,483 associates, families and customers** (Mexico 143,077 and Central America 8,406) **participated in volunteer activities** across México and Central America; including assistance during natural disasters, to community cleanup efforts and reforestation.

In 2015, Walmart de México Foundation **donated 25,133 tons of merchandise** to 203 NGOs (food banks and institutions), supporting nutrition that benefited more than 776,630 people.

Following Hurricane Patricia, a tornado in Ciudad Acuna, Hurricane Blanca, heavy rainfall in Sonora and floods in Piedras Negras, the Walmart de México Foundation channeled 164 tons of resources to support victims affected by these natural disasters.