

CENTRAL AMERICA

Serving Customers In Diverse Ways

History

Walmart arrived in Central America in 2005 and became Walmart Centroamérica in 2006. The regional headquarters are based in Costa Rica. In 2010, Walmart Centroamérica became part of Walmart México & Centroamérica. Stores are operated in Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica.

Banners

- Despensa Familiar
- La Despensa de Don Juan
- La Unión
- Masxmenos
- Maxi Despensa
- Maxi Pali
- Pali
- Paiz
- Walmart

Quick Facts

- More than 791 retail units*
- Approximately 37,552 associates**

* As of July 30, 2018

** Includes Agribusiness' associates



COMMUNITY

Central America: In 2018, we donated more than 9.6 million pounds of food to 10 food banks that reported serving more than 181,000 people every day.

Guatemala: In 2018, our stores helped support the launch of Development in Motion by providing US\$100,000 in seed capital. The objective of the program is to educate beneficiaries on how to reduce the loss of edible foods and non-perishable products.

Honduras: Our stores made the third and final disbursement of US\$23,400 for the construction of a third food bank in southern Honduras benefiting the vulnerable populations of La Paz, Valle and Choluteca in 2018.

El Salvador: In 2018, our stores committed to help reduce malnutrition and supported a program with the food bank to benefit low-income schools. The program aims to provide a healthy breakfast to children during the school year. Our associates volunteer to deliver fresh fruit and even cook for the children. Moreover, our stores worked with Hortifruti to conduct nutrition workshops to provide customers with healthy eating tips.

Costa Rica: Walmart participated for the first time in the Pride Parade in 2017 as a way to support rights of LGBT employees and commit to build a workplace free from discrimination.



ECONOMIC IMPACT

Our 2018 store opening plan includes **43 stores:**

- 24 Discount supermarket
- 12 Discount Compact Hypermarket
- 2 Supercenter
- 5 Supermarket

Market with great opportunities:

- US\$38 billion total market opportunity
- 13 percent Walmart global market share



SUPPLIER DEVELOPMENT

The GFSI School: Our team in Central America worked with our small and developing private label suppliers, providing information and gaining their commitment to achieving a Global Food Safety Initiative (GFSI) audit at the GFSI School.

Once that commitment was obtained, they worked with various certification bodies, nongovernmental organizations and governmental entities to design, develop and deliver training materials, diagnostic analysis and webinars to provide free information to help suppliers move towards certification.

The School was launched in September 2017 and we look forward to seeing our small and developing private label suppliers achieving great results in 2018 and beyond.

OPPORTUNITY

- In Walmart Centroamérica, 337 associates registered to be part of the **Inclusion Ambassador Program**, accepting the Inclusion Honor Code. The initiative promotes the commitments of executives to be part of the Inclusive Leadership Program, aimed to enable a working environment in which each individual has the opportunity to achieve their full potential.
- In Central America, 50 women completed the **Women in Retail (WIR)** training program. Modules were designed by Walmart with the help of INCAE, a well-known business school in the region, and were designed to empower our associates to help them continue to grow and find new opportunities.

SUSTAINABILITY

Seafood: By 2025, Walmart Centroamérica fresh and frozen, farmed and wild seafood suppliers will source from fisheries who are third-party certified as sustainable – actively working toward certification or engaged in Fishery Improvement Projects.

Food waste: If food is no longer edible, we strive to convert it into animal feed, compost or energy. In Guatemala, we piloted an aerobic biodigester in a supercenter for food waste reduction, turning food waste into energy.

INITIATIVES

Product: Of the products sold in stores, 90 percent are sourced locally or from companies operating in the country.

Support: The Fertile Earth Program is a support program for small and medium agricultural producers seeking to ensure market access, direct purchases and technical advice. In 2017, the program acquired agricultural products from small and medium producers for more than US\$32.8 million in Central America. The products benefit more than 400 small Central American producers and their families.

A Hand to Grow Program promotes the development of small and medium business (SMEs), with emphasis in economic empowerment of women. Walmart supports almost 419 Central American SMEs:

- 146 in Costa Rica
- 59 in El Salvador
- 113 in Guatemala
- 47 in Honduras
- 48 in Nicaragua

163 of the SMEs in the program are headed by women.

In 2017, it purchased close to US\$44.9 million and projected purchases of around US\$100 million by 2023.



OUR CUSTOMER



20% Men
80% Women

4 Average household members

Household members

21%

26%

19%

5

On average, our **female** customers visit our stores 5 times each month

39% of our customers visit the stores alone

