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**Walmart Global Sourcing USA**

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*by* **Walmart** 

WOMEN'S ECONOMIC EMPOWERMENT INITIATIVE



# 3-YEAR GROWTH PLAN

## Our Plan

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We'll be the first to deliver a seamless shopping experience at scale.

## Our Growth Target

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Over the next three years we project we will add approximately \$45 - \$60B in new sales.

## Our Strategy

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*Winning with Stores*

*Deepening Digital Relationships  
with Customers*

*Adding Critical Capabilities*

## Our 5 Growth Areas

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*Delivering Value*

*Providing  
Convenience*

*Being Great Merchants*

*In Key  
Geographies*

*Appealing to a Blend of  
Income Levels*

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# Walmart's Approach to Social Issues

Seek business as well as societal benefits

Lead through the business

Use philanthropy to complement business initiatives

Prioritize actions that draw on Walmart capabilities

Collaborate with others



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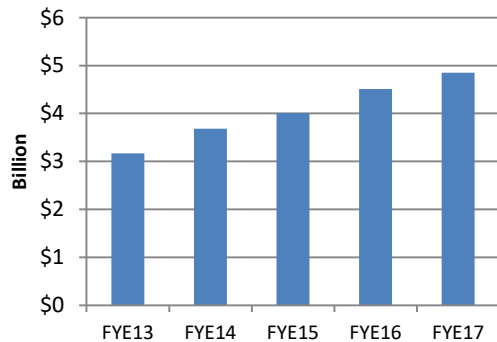
## WHAT?

OUR INITIATIVE CREATES OPPORTUNITY FOR WOMEN ACROSS OUR SUPPLY CHAIN.

### SOURCING

\$20B

WOMEN OWNED



### TRAINING

US Low Income

Factory

Train  
1M  
Women

Farm

Retail

### DIVERSITY



Promote diversity and inclusion in Supplier Teams supporting Walmart and Sam's Club

## WHY WOMEN?

90%

Women in emerging markets invest 90 percent of their income back into their families and communities, breaking the cycle of poverty and uplifting entire communities.



## WHY WOMEN?

THE MAJORITY OF OUR

# 260 MILLION



CUSTOMERS ARE WOMEN.

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# SMART BUSINESS



## CAPABILITIES

- ➔ Enhances **innovation** by broadening Supplier network
- ➔ Improves **speed** to market with merchant-ready suppliers
- ➔ Elevated **strategic** role of buyers by reducing administrative workload
- ➔ Strengthens supplier relationships, which increases **retention**, reduces **cost** and improves **quality**



## CUSTOMER

- ➔ Strengthens **product** offering as supply base better reflects customer base
- ➔ **Localizes** product offering through supplier development processes
- ➔ Enhances **quality** perception when customers know products come from women-owned businesses



## COMMUNITY

- ➔ Improves **license to operate** by enhancing external stakeholder relations
- ➔ Improves **economic and social** impact through market access and reinvestment

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# CRITERIA FOR A WOB:

AT LEAST  
**51 PERCENT**  
OWNED BY ONE OR MORE WOMEN

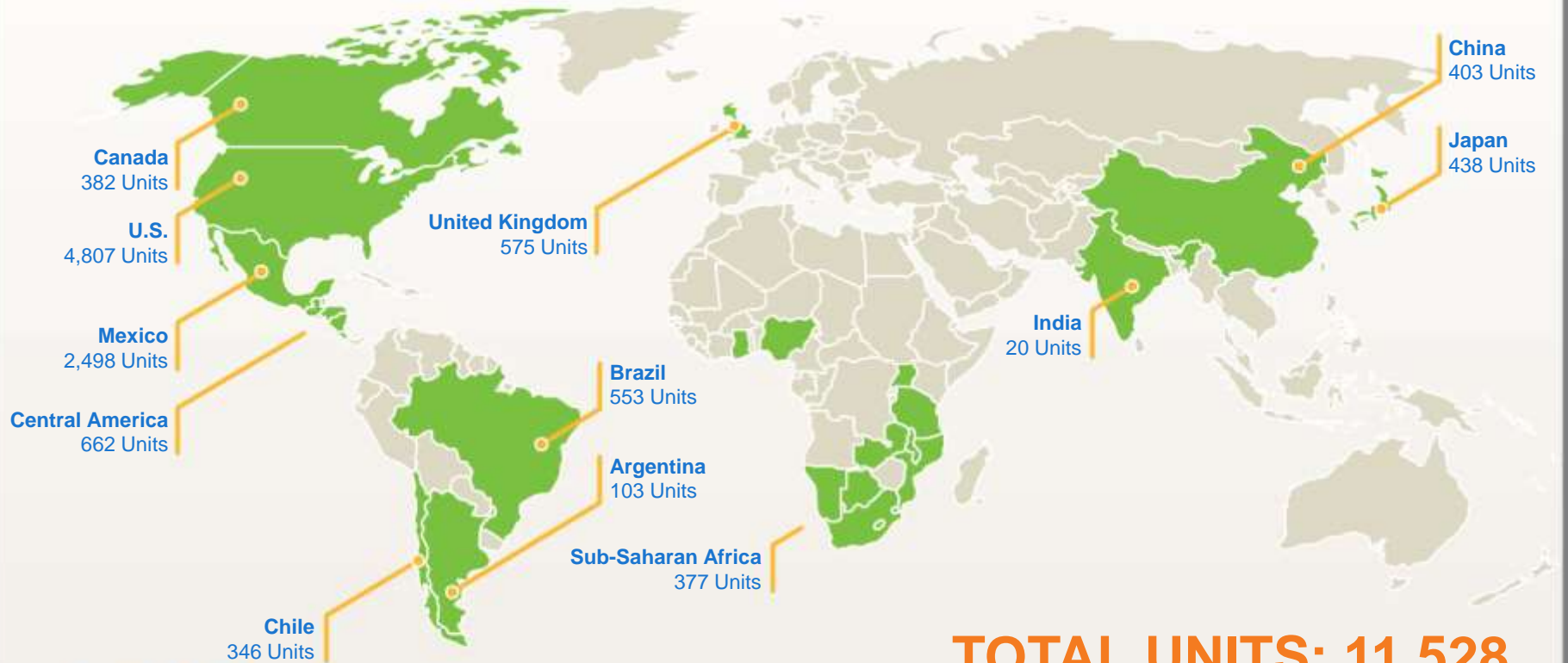


THE PRIMARY DECISION-MAKER  
(PRINCIPAL CONTROL OF MANAGEMENT  
AND DAY-TO-DAY OPERATIONS)  
**IS A WOMAN**



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# RETAIL OPERATIONS IN 28 COUNTRIES



**TOTAL UNITS: 11,528**

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# BRIDGING THE GAP



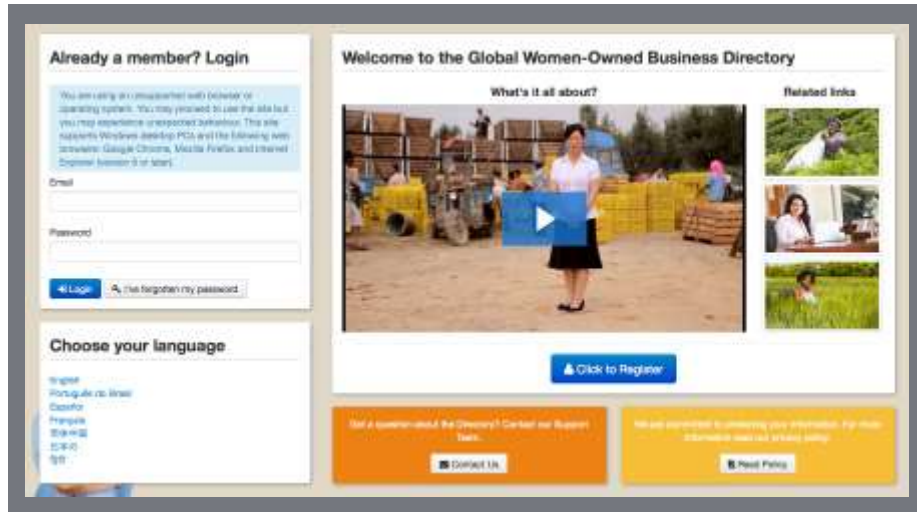
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# GLOBAL WOMEN-OWNED BUSINESS DIRECTORY

Walmart's Global Women-Owned Business Directory  
is now accepting registrations!

<https://walmartwobdirectory.com/register>



To register your business now.

[CLICK HERE](#)

To watch a short intro video  
about the Directory and how it  
can help your business.

[CLICK HERE](#)

# Future Vision

## Initiatives

- Sourcing
- Training

## Knowledge Center

- Shared Value Expert
- Systematic Measurement
- Communication

## Internal Expansion of Programs

- Social Responsibility
- Opportunity / Support Services





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