

Building a better world through the strengths of business

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Walmart – a bit of perspective

- Each week, more than **245 million customers and members** visit our nearly **11,000 stores under 71 banners** in **27 countries** and e-commerce websites in **10 countries**.
- With fiscal year 2014 sales of approximately \$473 billion, Walmart employs **2.2 million associates worldwide**.
- Globally, Walmart gave more than \$1.3 billion in cash and in-kind donations in 2013.

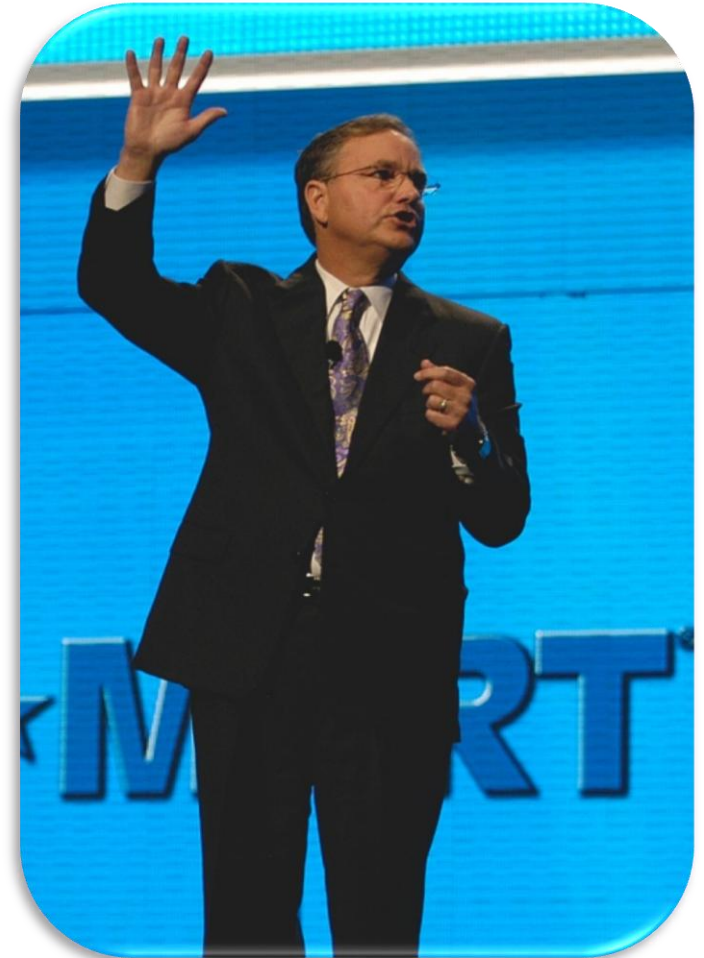


Lee Scott

Former CEO and Chairman of the Executive Committee of the Board of Directors

“What would it take for Walmart to be that company, at our best, all the time? What if we used our size and resources to make this country and this earth an even better place for all of us: customers, associates, our children, and generations unborn?”

21st Century Leadership Speech, 2005



**Saving people money
so they can live better.™**

Walmart's Live Better Initiatives

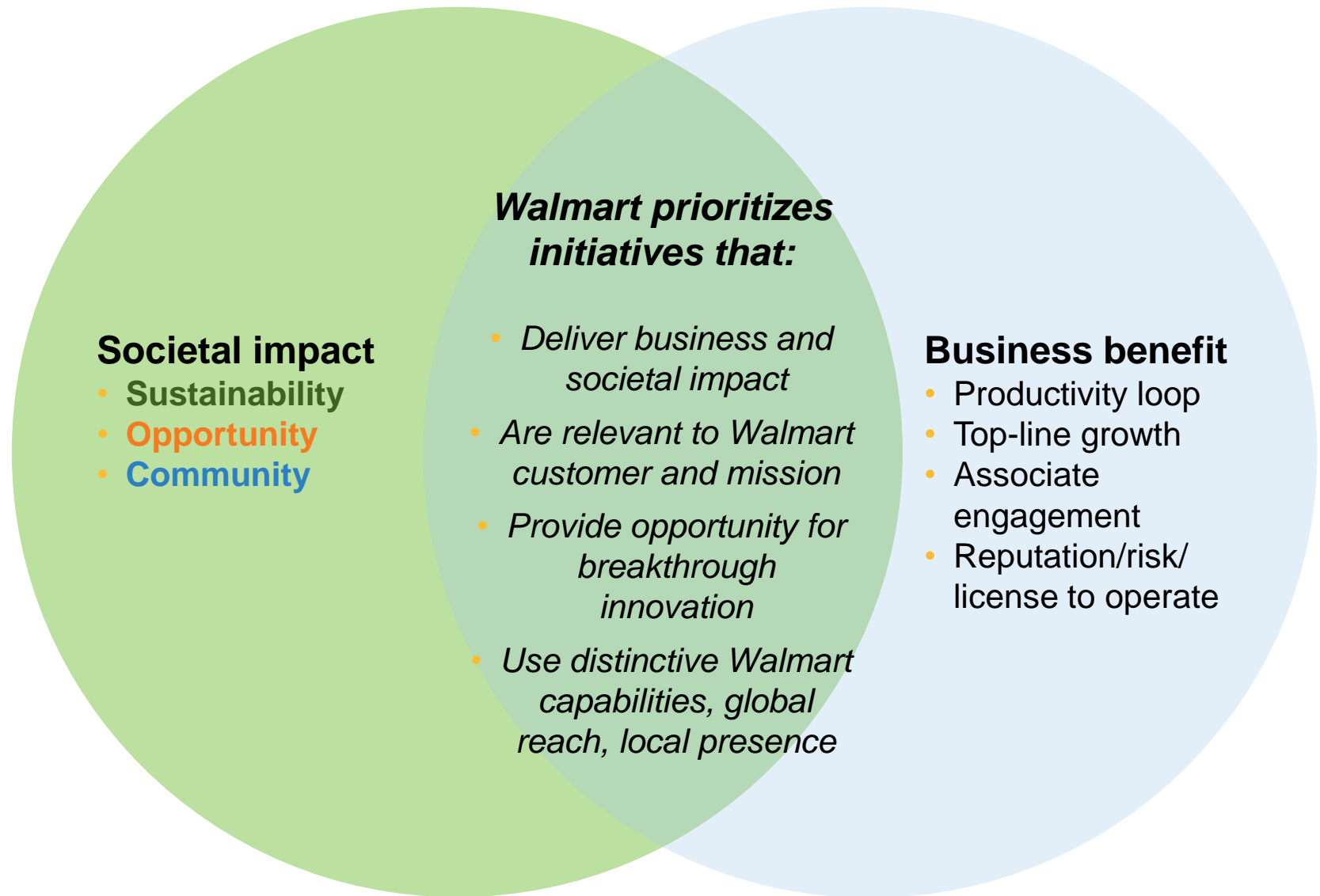
Customers **trust** Walmart to help them **Save Money so they can Live Better** by providing access to affordable, safe, good quality food, apparel, and general merchandise in 27 countries worldwide.

We pursue this mission in a way that:

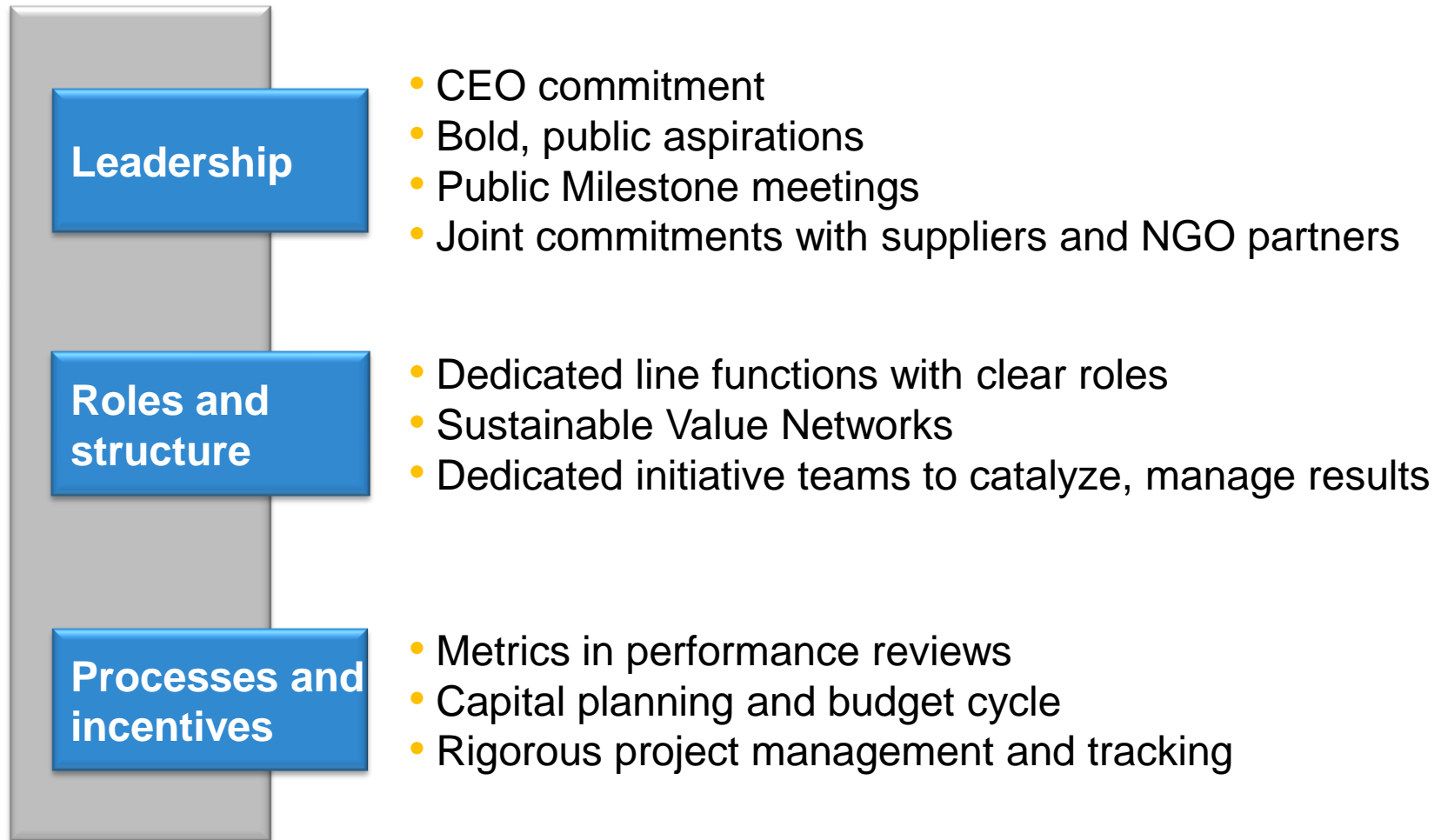
- Is **sustainable** for the planet and people, all along our supply chains.
- Creates economic **opportunity** for our associates, while growing our suppliers, partners and the economy more broadly.
- Strengthens **local communities**.

Because of our cultural heritage, scale, access to the customer, and ability to influence supply chains and other retailers, we choose to **lead** in these arenas.

Walmart prioritizes initiatives that are relevant to its mission, create breakthrough impact and draw on distinctive Walmart assets



Within Walmart Stores, social and environmental commitments are not side projects but are deeply embedded into the business



Recent achievements: Sustainable operations and food



Reduced energy intensity in facilities, while increasing use of renewables and enhancing fleet efficiency

Reduced waste and diverted ~80% from landfill



Improved resilience of food supply



**Enhanced food security and “made healthy easier”
(White House commitment)**



Recent achievements: Opportunity



Continued progress toward Women's Economic Empowerment goals

Provided workforce development and supporting services to Veterans, low-income women and diverse populations.



Launched US manufacturing effort

Reputation and engagement priorities



Engage thought leaders



Engage customers



Engage associates

Lead on emerging issues



Example: Coverage of President Obama's visit to Mountain View Walmart for Renewable Energy

Media Highlights

- 808 Stories (NYT, WSJ, Washington Post)
 - 19 national TV hits
 - 61 local TV hits
- 13k mentions
- 75 mn potential impressions



White House Tweeted, “More companies like @Walmart are realizing that wasting less energy isn’t just good for the planet. It’s good for business. – Obama.”



The background of the slide is a faded, light blue image of architectural blueprints. The blueprints show various geometric shapes, lines, and dimensions, typical of a technical drawing. The text is overlaid on this background.

**Over the last several years,
we have built a model for
making a difference on big issues**

Federal and State Public Policy Agenda

- **Objective:** Work with federal, state and local elected officials to show that Walmart is part of the solution when it comes to job creation, economic development and improved access to healthier, affordable food. We will continue to be an advocate for our customers and will lead on issues that will drive business growth.
 - Position Walmart as a trusted partner that is critical to the wellbeing of the communities it serves.
 - Earn external stakeholder support or neutrality on issues important to Walmart.
 - Keeping the enterprise informed of issues affecting communities and helping Walmart understand the impact these issues can have on the business.

Walmart Public Affairs and Government Relations - Structure

Field Team

- Manage state and local lobbying efforts
- Field Based team aligned w/ Walmart operations and real estate
- Drive local political and foundation giving
- Manage relationships with key NGOs and stakeholder organizations

Policy Team

- Work internally with key Walmart business units to drive internal strategy
- Communicate and drive policy and determine company priority issues
- Work with field team on legislative strategy

Community Affairs

- Focus on market entry in various priority markets across the country
- Handle Walmart's reputational issues in markets

Issue Management through Company Leadership

- What issues are you managing? Are they addressing the big challenges that will impact your company?
- What are the top issues facing your company? Your industry?
- How does this parallel with what is facing your customers? Your employees?



Communication internally and externally – Your #1 Priority

- How are you communicating with your business leaders?
- Are your metrics clear? Do they resonate with business leaders?
- Is your communication in the right “language”?



Establish process >
Identify Issue >
Collaborate Internally >
Create Strategy>
Campaign/Lobby >
(WIN!)



A Few Reminders

- ◆ **Lead on the big issues**
- ◆ **Set achievable aspirational goals and drive content**
- ◆ **Engage the entire organization**
- ◆ **Be transparent and accountable internally and externally**
- ◆ **Create a cadence of communication around key issues**
- ◆ **Report on results and drive accountability – Create a Scorecard**
- ◆ **Constantly evaluate associations, organizations and lobbyists**
- ◆ **Be Flexible**