
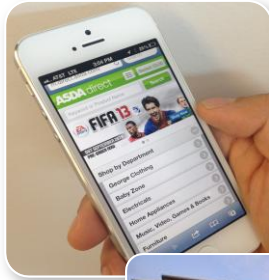


NYSE:  WMT

# Walmart Global eCommerce

Neil Ashe, President and CEO

# One customer, One Walmart



# Global eCommerce - building to win

eCommerce Sites and Operations

Global Technology Platform

New Capabilities: Online,  
Mobile, Social

@WalmartLabs driving innovation



# Global eCommerce - building to win

Silicon Valley

Bangalore

Sao Paulo

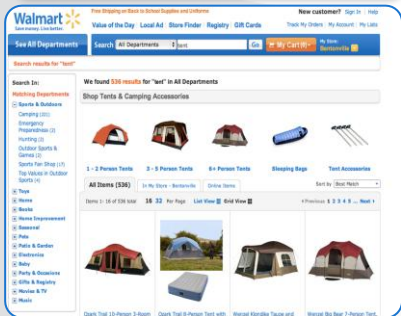
Walmart



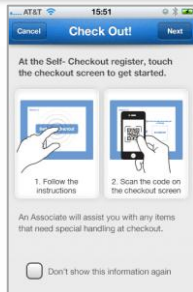


# We are already making great progress...

## New Search Engine



## Scan And Go



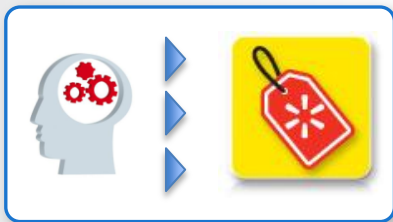
## In-Store Mode



## Get On The Shelf



## Smart Pricing



## Pay With Cash

Now you can order online and **pay with cash** Only at Walmart

Order products at Walmart.com. Pay with cash at your store.\*

Here's how it works:

- 1. Order online**  
Place your order and choose "Cash" as your payment method. Print or write down your order number.
- 2. Pay with cash at your store within 48 hours**  
Just show your order number at any register at your Walmart store.
- 3. We ship your order**  
Your order arrives at your home or, if you choose Ship to Store, you'll receive a text or email when it's ready to pick up.

Shop online now — and pay with cash!

Electronics Home Apparel Toys Baby See All Departments

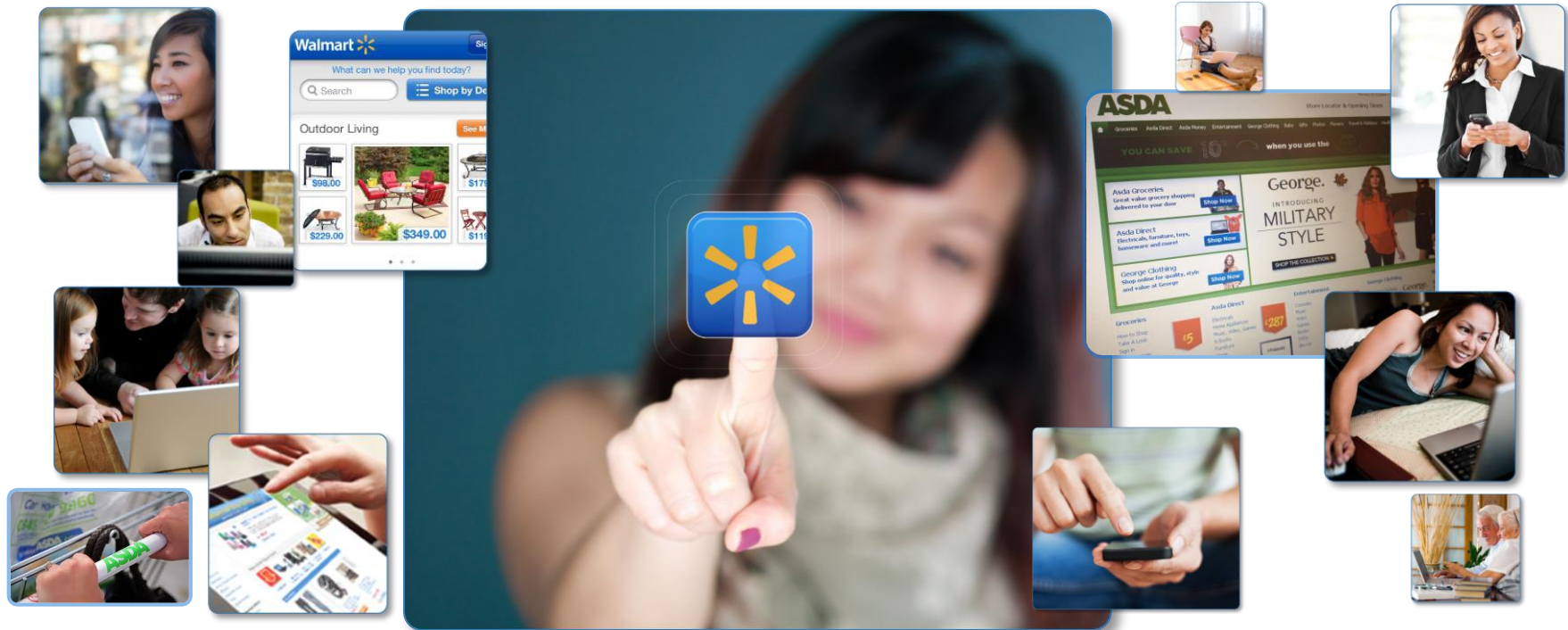
## Same Day Delivery

Introducing **Same-Day Delivery** Beta

now available in your area  
Popular products delivered right to your door.  
Order must be placed by 12:00 a.m. local time. First delivery rate of just \$10 per order.

- 1. Check Address**  
Check here to see if we deliver to your address.
- 2. Start Shopping**  
Pick from our widest assortment of products.
- 3. Reserve your time**  
Pick a time slot that's convenient for you.

# Customers control the experience



# Online growing exponentially

**4** billion views per day on Youtube

**60** hours of video uploaded every minute or  
**100 years of video every 10 days**

China adds nearly as many Internet users  
**in 4 years** as the entire U.S. population





# Social networking growth off the charts

**111 billion** Facebook connections

**2.7 billion** likes every day

**400 million** tweets every day

**5 billion** photos on Instagram

**One in five women in U.S.** on Pinterest



# Mobile exploding

**6** billion subscribers

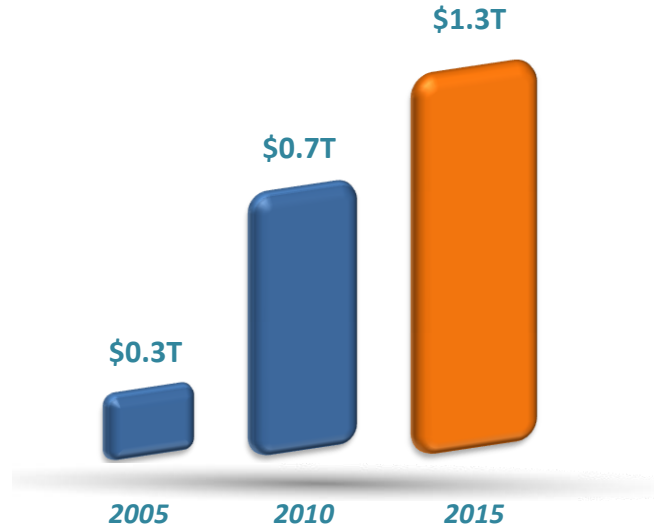
**87** percent of the world's population is covered by wireless signals

**700 million** smartphone users and growing

**540 million** mobile users on Facebook



# eCommerce projected to reach \$1.3 trillion globally



Source: McKinsey & Co. analysis

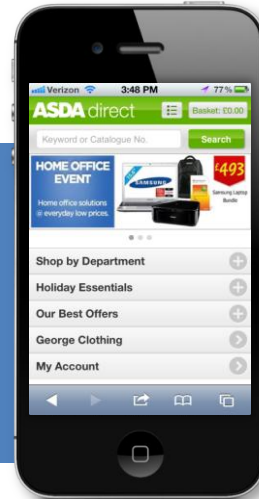
**1/3<sup>rd</sup>** of the world's population is online

**37%** of the global online population researches products daily

**46%** of the global online population uses social media to help make purchase decisions

Source: Nielsen August 2012 online survey of respondents from 56 countries to provide insight into digital influences on grocery shopping behavior

## Anytime Anywhere Access



# Global eCommerce strategy

Excel in the fundamentals of eCommerce



Innovate in new areas



Win in key markets

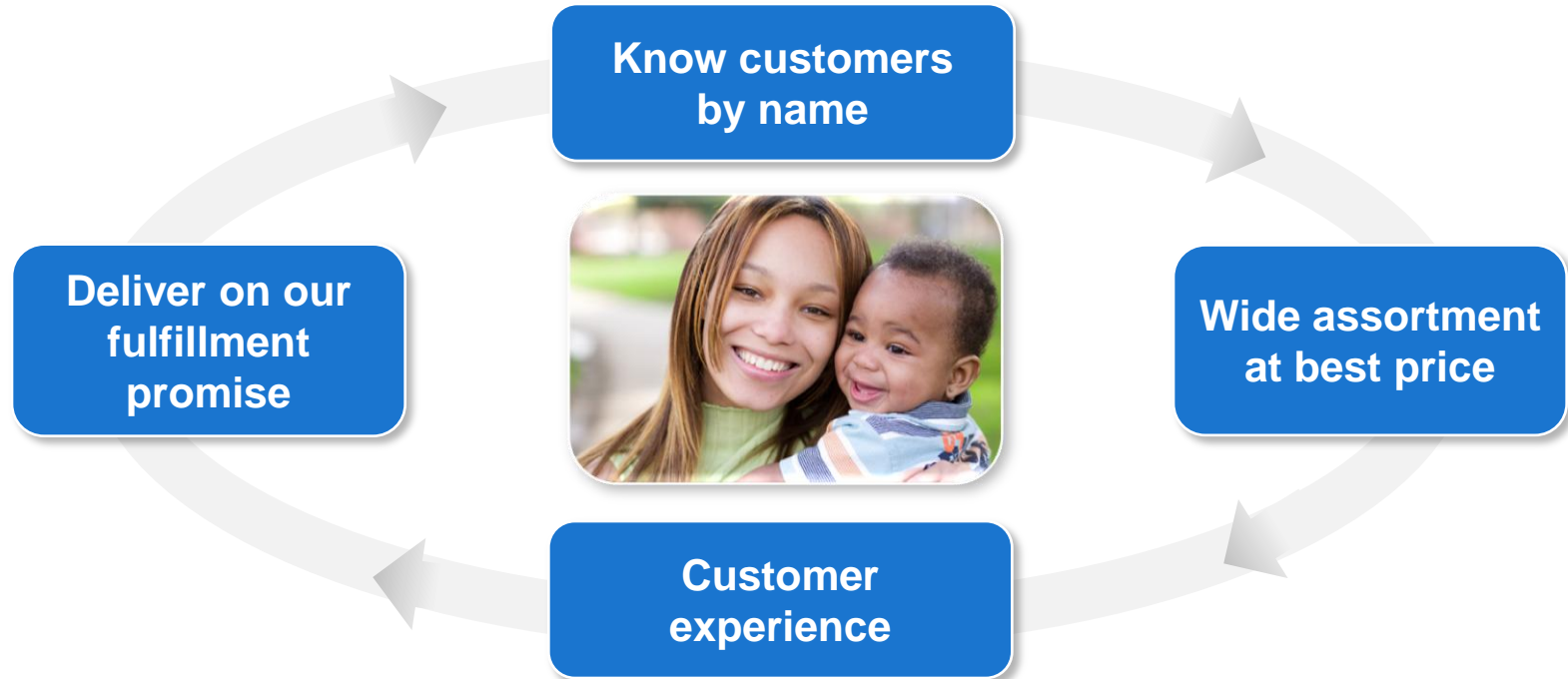


Unite and expand the Walmart platform  
to do what no one else can do





# Excel at the fundamentals of eCommerce



# Building next-generation global technology platform

Every Product



Every Person



Anytime, Anywhere



Customer Experiences 

# Developing local fulfillment networks



same-day delivery

home delivery

site to store



# Global eCommerce strategy

Excel in the fundamentals of eCommerce



Innovate in new areas



Win in key markets



Unite and expand the Walmart platform  
to do what no one else can do



# Innovating in big data and social

## Big Data



Use Big Data to inform  
*decision making*

## Social Analytics



Making better buying,  
merchandising and operating  
decisions using *signals*



# Empowering customers through mobile

**Planning via**  
shopping lists



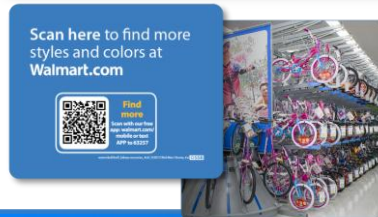
**Local store info via** mobile  
local ad & store information



**Locate in-store items via**  
store connect & store maps



**Inventory discovery via**  
endless aisle



**Budgeting via**  
eReceipts



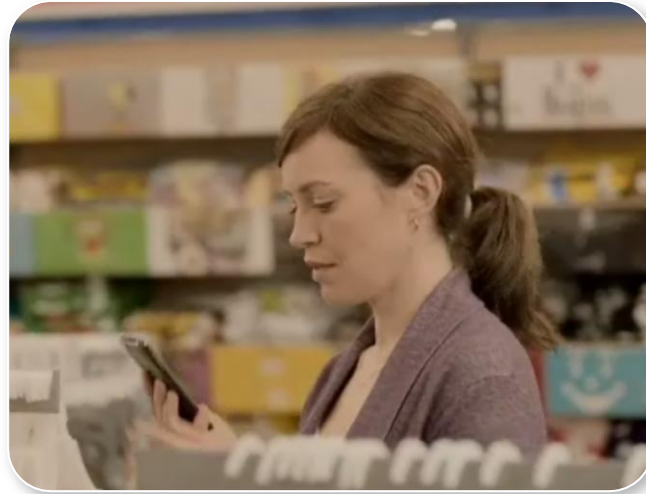
**Faster shopping via**  
scan & go



# Mobile apps extend customer experience

## What customers think

Walmart 



ASDA 



# Scan and Go video



# Global eCommerce strategy

Excel in the fundamentals of eCommerce



Innovate in new areas



Win in key markets



Unite and expand the Walmart platform  
to do what no one else can do



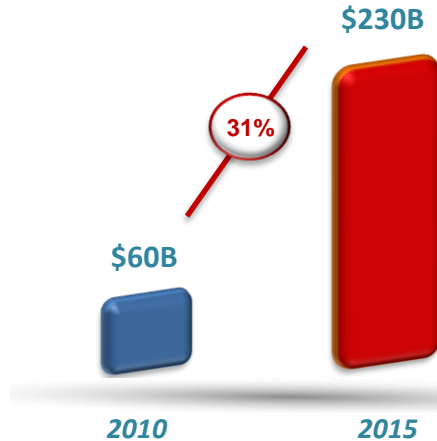
# We are growing where the world is growing





# Accelerate presence in China with Yihaodian

eCommerce market estimated to be US\$230B by 2015




Source: McKinsey & Co. analysis



Announced plans to increase investment in Yihaodian, one of the fastest growing eCommerce sites in China, to 51% ownership



Founded in 2008 and already:

-  same-day delivery of grocery and GM in Shanghai, Beijing, Guangzhou
-  provides next-day services to 40 cities plus coverage in many other cities
-  24+ million registered users

# Global eCommerce strategy

Excel in the fundamentals of eCommerce



Innovate in new areas



Win in key markets



**Unite and expand the Walmart platform  
to do what no one else can do**



# Unite and expand the Walmart platform



# Global eCommerce long-term financial goals

Grow faster than the market...



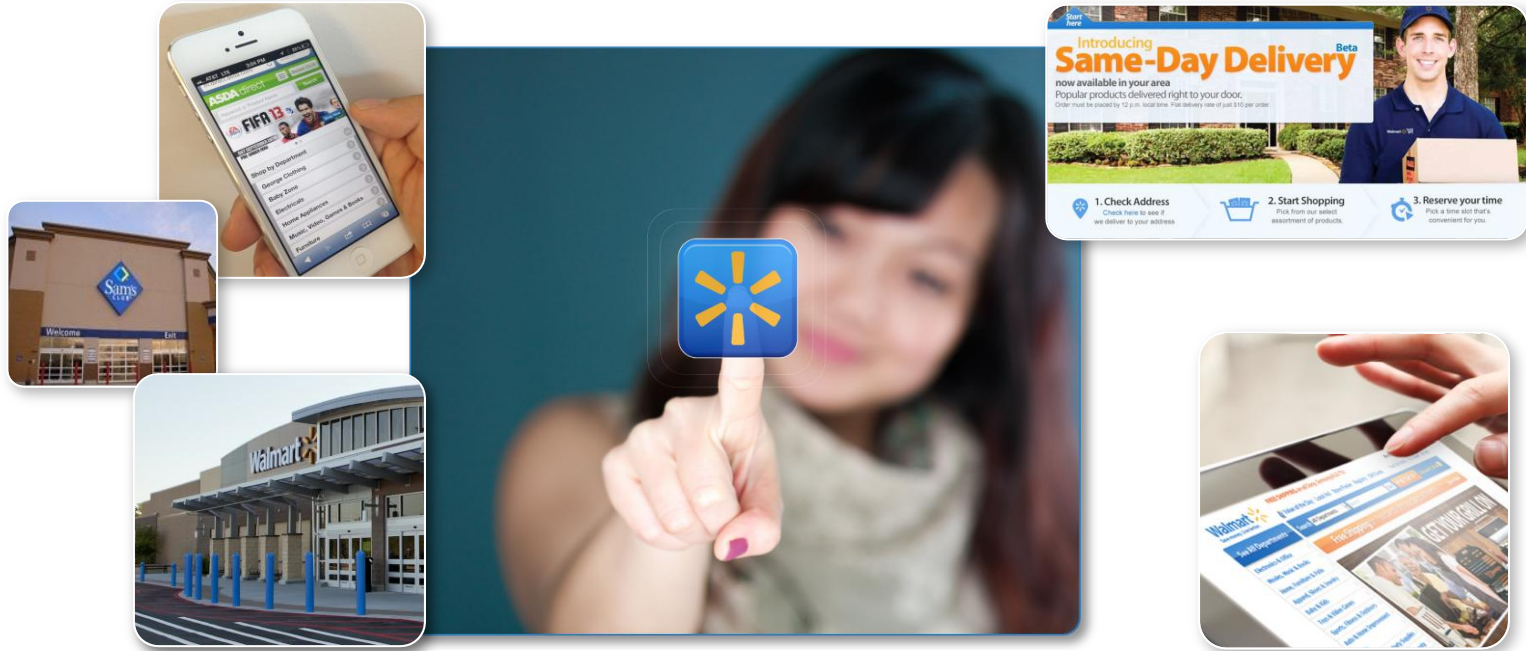
...while growing profitability



... and contributing to returns for WMT shareholders



# One customer, One Walmart



Anytime Anywhere Access



# Walmart GeC leadership team



**Neil Ashe**  
President and CEO  
Walmart GeC



**Joel Anderson**  
President and CEO  
Walmart.com



**Gibu Thomas**  
Sr. Vice President of  
Mobile and Digital  
Walmart GeC



**Jeremy King**  
Sr. Vice President and  
CTO Walmart GeC



**Andreas Schulmeyer**  
Sr. Vice President and  
CFO Walmart GeC