

## PressRelease

For Immediate Release

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### **Planet Retail's view on the Walmart Shareholders Meeting**

**"The same culture that drove our growth during our first 50 years can drive our growth for the next 50 years," Mike Duke, CEO of Walmart Stores, addressed attendees last week at the 2011 Walmart Shareholders Meeting in Bentonville, Arkansas.**

Attendees of the meeting were in for a few extravagant days, as this year the meeting was hosted by actor Will Smith and included an array of performances from the Black Eyed Peas and Alicia Keys. Natalie Berg, Planet Retail's Global Research Director, attended the meeting and has provided an update on Walmart's strategy, including their five key priorities for 2011 and beyond in ***Planet Retail's View: Walmart Shareholders Meeting, 2011***. Berg also identifies Walmart's future growth opportunities and assesses the potential of new business ventures, including multi-channel growth in the US and international expansion.

Berg commented: "If one thing was clear from the meeting, it was that EDLP is now a requirement across all markets. This will require a shift in strategy for suppliers, as we have seen recently in Brazil and Central America, and Walmart will need to retrain the consumer mindset in more promotional markets."

Planet Retail was also given an exclusive preview of the very first Walmart Express and Walmart on Campus stores. In Planet Retail's View find out whether this new business venture will be a success.

"It's still early days, but Walmart Express looks like a promising growth vehicle. Not only will it give them a better chance of penetrating untapped urban markets, but it will also enable Walmart to stem growth of the dollar stores which have been eating into their share. However, given Walmart's commitment to low prices, the biggest challenge will be maintaining margins in urban areas," Berg concluded.

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**About Planet Retail:**

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