

WALMART DE MÉXICO Y CENTROAMÉRICA REPORTS FEBRUARY 2014 SALES

FREE TRANSLATION, NOT TO THE LETTER

Mexico City, March 5, 2014

Wal-Mart de México, S.A.B. de C.V. (BMV: WALMEX) announces to its shareholders as well as to the public in general that during the month of February 2014, sales amounted to **\$31,058 million pesos**. This figure represents a **4.1%** increase over sales reported the same month last year.

	February			January - February		
	2014 Million MXP	2013 Million MXP	% Growth	2014 Million MXP	2013 Million MXP	% Growth
Mexico*	26,567	25,673	3.5	57,140	56,204	1.7
Central America**	4,491	4,156	8.1	9,306	8,631	7.8
Consolidated	31,058	29,829	4.1	66,446	64,835	2.5

*Mexico sales do not consider the restaurant division, in conformity with financial norm IFRS5.

**Central America sales growth figures are impacted by variations in exchange rates.

Mexico Sales

Total sales for Mexico increased **3.5%** over sales reported for the same month last year. Comp store sales during the month, meaning all those units in operation for over a year, posted a **0.8%** decrease compared to the same month of 2013.

Considering the **four-week period** from **February 1st to 28th**, as compared to the four-week period ending March 1st, 2013, total sales increased **3.4%** and comp store sales decreased **0.9%**.

	Mexico Sales Growth 2014*		Number of weeks	Retail Calendar (Saturday-Friday)	
	Calendar			Total Stores %	Comp Stores %
January			5	1.9	-2.3
February			4	3.4	-0.9
January-February			9	2.5	-1.7

*Mexico sales do not consider the restaurant division, in conformity with financial norm IFRS5.

This document may contain certain references concerning Wal-Mart de Mexico S.A.B. de C.V.'s future performance that should be considered as good faith estimates made by the Company. These references are a reflection of Managements' expectations about the Company and are based upon currently available data. Actual results are always subject to future events, risks and uncertainties, which could materially impact the Company's actual performance.



The number of transactions at our stores during the month of February experienced a 0.6% increase in comp units, and the average ticket at our stores had a 1.4% decrease.

Central America Sales

Total sales for Central America, on a constant currency basis, increased 5.7%, and comp store sales posted an increase of 1.7%.

Openings

In **February**, we opened six units:

Mexico: Five units.

- **Two Bodegas**, one in Tampico, Tamaulipas and one in Campeche, Campeche.
- **Two Mi Bodegas**, one in Gutiérrez Zamora, Veracruz and one in Matías Romero, Oaxaca.
- **One Bodega Aurrerá Express** in Mexico City.

Central America: One unit.

- **One Bodega** in Chiquimulilla, Guatemala.

Repurchase of Shares

From January 1st to February 28th 2014, we have invested **\$462** million pesos in the repurchase of **15,178,000** Company shares.

Corporate Social Responsibility

Walmart de México Foundation called nonprofit organizations nationwide on February 12th to submit social projects aimed at fighting hunger, empowering women to become economically independent and supporting the development of productive chains. Selected projects will be announced through the Foundation's website in July 2014.

ICI (Integrated Meat Industries) of Walmart de México y Centroamérica received the *National Quality Award* under the *big company* category on February 13th, 2014, based on its introduction of quality management systems and a culture of quality into its processes, on its responsibility towards the environment as well as on safety and hygiene. This award is the highest honor that the Nicaraguan Government grants to those companies that promote, develop and inform about processes and systems devoted to the continuous improvement of the quality of products and services.

Walmart de México y Centroamérica conducted an event on February 18th to recognize its business partners. Procter & Gamble was awarded the *Supplier of the Year 2013* in Mexico after its consistency with business indicators throughout the year and the adaptation of its value proposition for customers and members, which allowed Walmart to obtain higher results than those of the rest of the market. Additionally, Botanas Che-Che-Che, Nestlé and Productores Mexicanos de Invernaderos PROMEX received awards under the *SME*, *Sustainability* and *Social Responsibility* categories, respectively.

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Company Description

WALMEX is a Retail Sector company whose shares are traded in the Mexican Stock Exchange since 1977. As of **February 28, 2014**, it operated **2,872** units, broken down as follows:

2,205 Mexico	667 Central America
1,595 Bodegas Aurrerá:	473 Discount Stores
437 Bodegas	95 Supermarkets
293 Mi Bodegas	20 Walmarts
865 Bodegas Express	78 Bodegas
243 Walmarts	1 Club
156 Sam's Clubs	
92 Superamas	
109 Suburbias	
10 Medimart Pharmacies	

Ticker Symbols

Mexican Stock Exchange:	Bloomberg:	Reuters:	ADR's sponsored program:
Walmex	WalmexV MM WMMVY US	WalmexV.Mx WMMVY.Pk	WMMVY

Websites

Investor Relations: www.walmex.mx

Corporate: www.walmartmexicoycam.com.mx

From the different formats:

www.wal-mart.com

www.sams.com.mx

www.superama.com.mx

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Note: The information presented in this document is preliminary.

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March 5th, 2013

