

TOTTUS



RENATO GIAROLA

Refocusing Our Strategy to Better
Serve Our Customers

FALABELLA



+ [falabella.com](https://www.falabella.com)

SODIMAC

TOTTUS

mallplaza

Banco Falabella

INVESTOR

DAY 2024

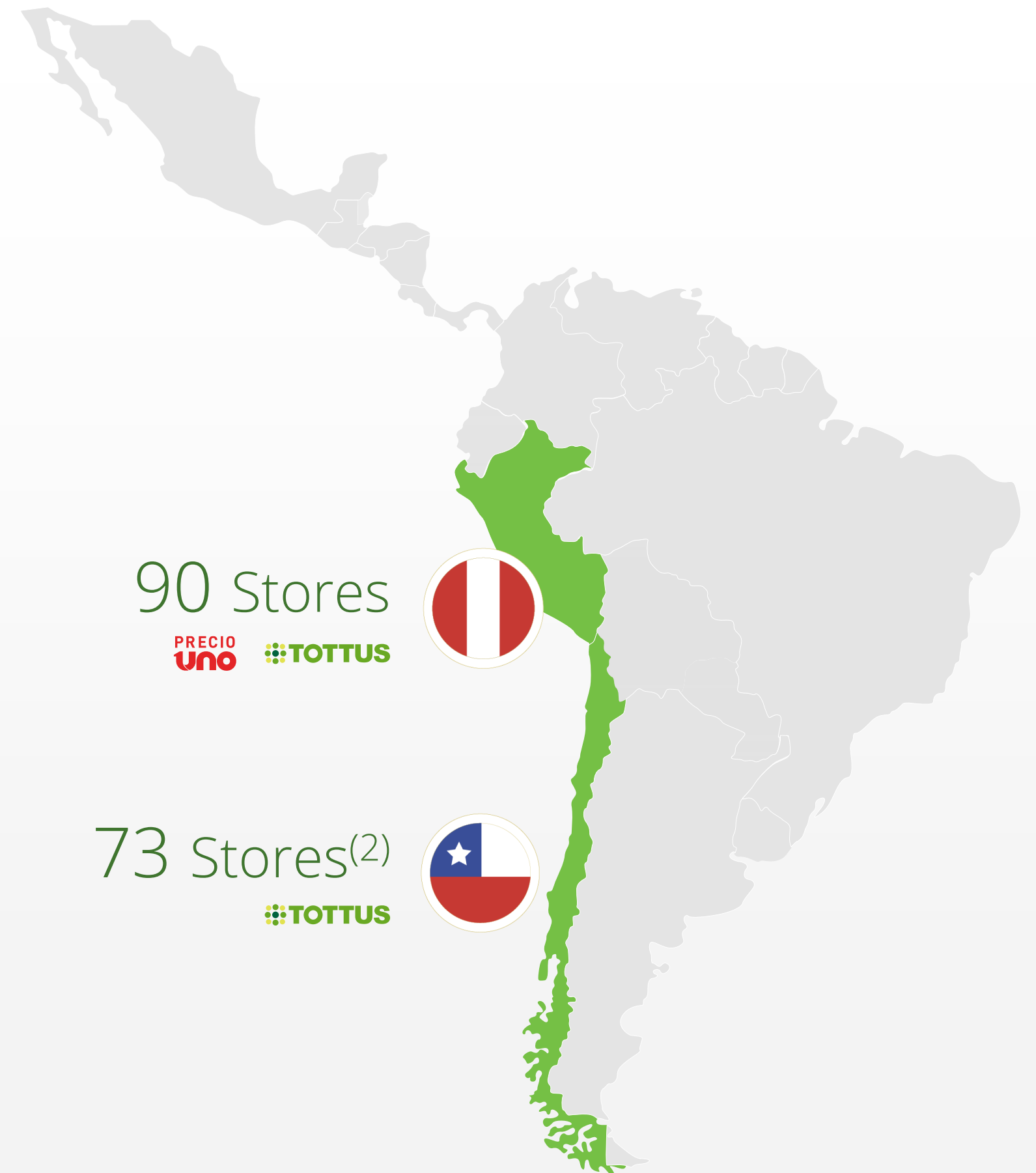
More than
15 million customers
 in our supermarket reflect the
 strength of our business

#2
 in Market
 Share⁽¹⁾ in
 Peru and 4th
 in Chile

+US\$ 2.6 B
 in revenue
 LTM sep-24

Revenue
 +7% in Chile
 +8% in Peru
 (3Q24 vs 3Q23 growth)⁽³⁾

7.1%
 LTM EBITDA Margin
2pp
 (YoY growth)



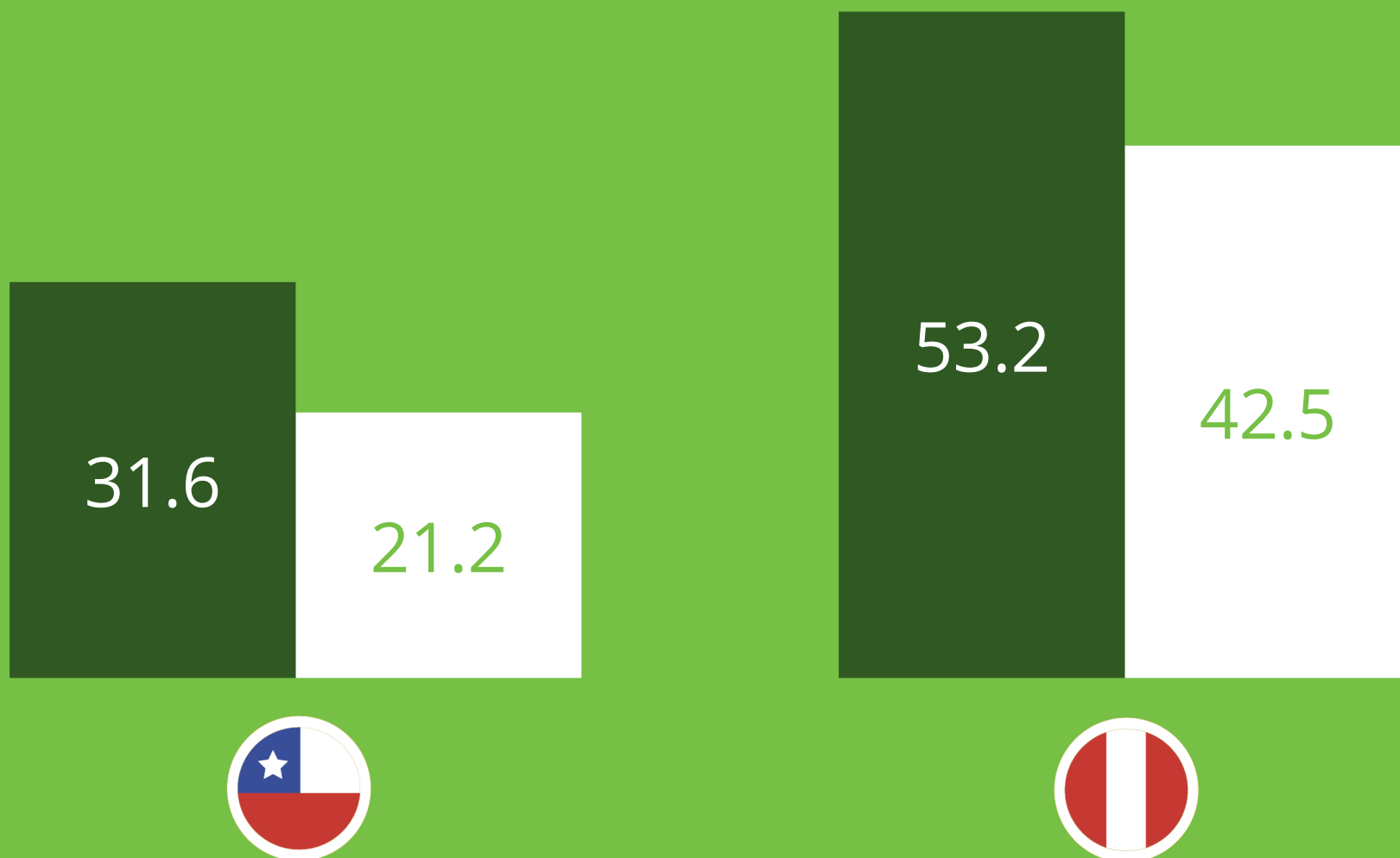
(1) Market share: Nielsen
 (2) Considering the new stores opening in December 2024 (Punta Hermosa in Peru, and Quillayes in Chile)
 (3) Local currency

Tottus a stable, resilient business with Frequent Customer Engagement

Business with Stable Essential Demand⁽¹⁾

Household Spending on food & non-alcoholic beverages (%)

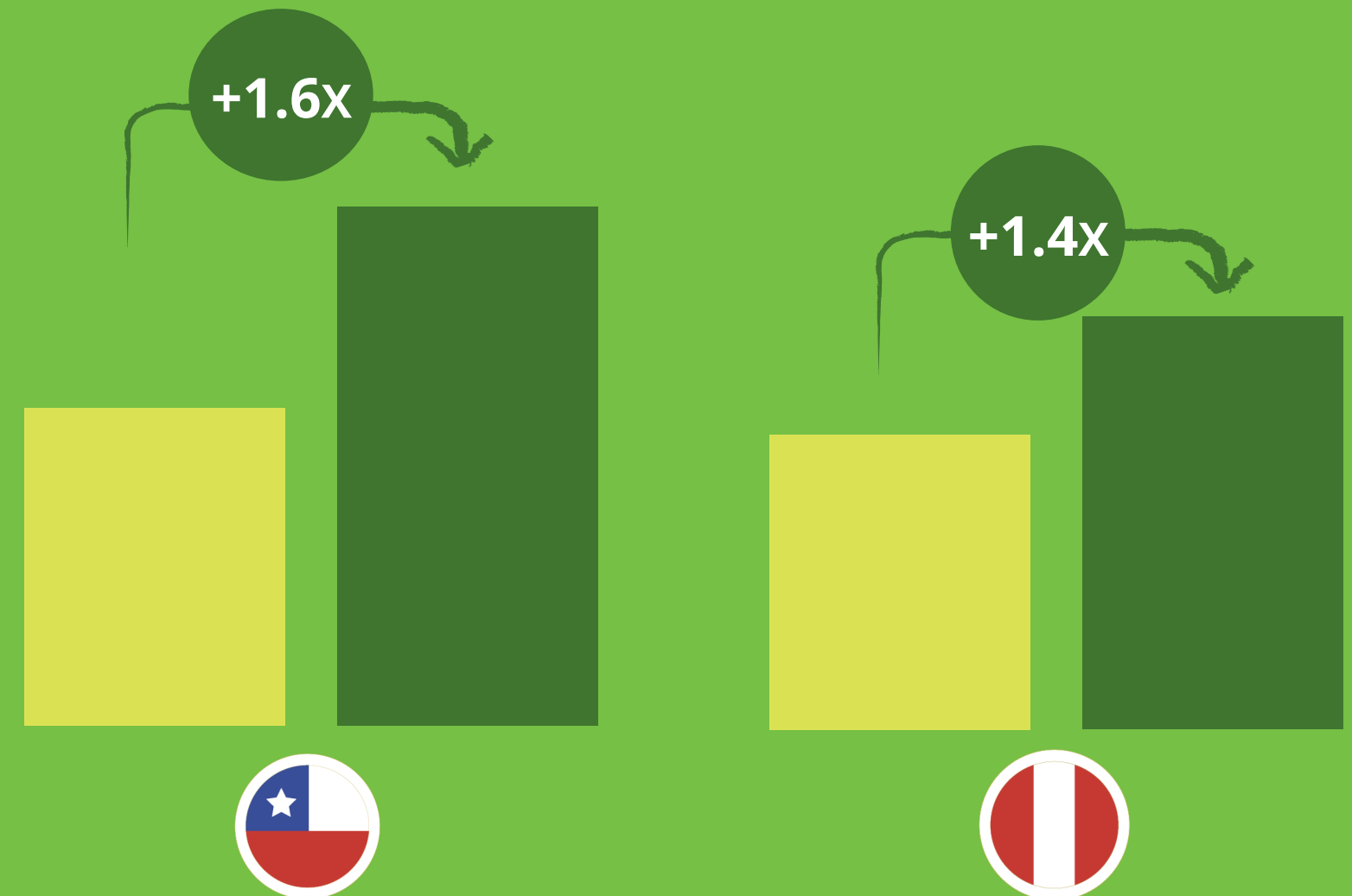
- Average
- Top Quintile



Supermarkets Lead in Customer Frequency⁽²⁾

Purchases per client/year (#) ⁽¹⁾

- TOTTUS
- *falabella.*



(1) Source: Household spending (INEI, Kantar). 2023 data for Chile and 2022 for Peru
 (2) LTM figures as of September 2024.

The new Tottus

A better client price/experience equation

Our strategy
is built on three pillars

Improved
experience with low-
priced perception

Customer
engagement through
differentiation

Operational
excellence

Position Tottus as the go-to choice for competitive pricing

Unmatched value through consistently attractive prices and compelling promotions

Best price for value products

We are developing better and more structured models



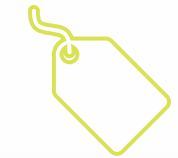
Structured Negotiations

That enables a strategic approach to enhancing margins and drive efficiency.



More aggressive pricing model

That drives margin optimization through enhanced pricing strategies.



Dynamic promotional model

That boosts campaign effectiveness and supports sales growth.



Differentiate through stronger branding, leveraging our ecosystem

Outstanding client experience to set the brand apart and build customer loyalty

Optimized assortment of products and leveraging our Falabella's loyalty program

What we expect from differentiation?



Strengthening perishables offering

to drive customer experience through quality, price, and reliability.



Reviewing our portfolio to align with our strategy and customer needs.



Leverage our corporate loyalty program to continue to offer special benefits to our clients.



In 2024, we launched **Quality Private Label Labs** to enhance development, testing, and **foster a culture of innovation.**



Driving Profitability While Strengthening Our Omnichannel Strategy with Physical Growth

Enhanced in-store layout to optimize the shopping

- Higher relevance of food categories
- Improved perishable counters (with personalized services)
- New pastry and bread counter offering freshly-baked products
- Optimized assortment, with new exclusive brands and an elevated private label

+5pp
NPS in Chile and Peru

+15pp
Of perishables participation in new Punta Hermosa store in Peru

Examples of Improvement in Customer Experience



Strengthen the brand through a seamless omnichannel experience and faster delivery

Relaunch of our specialist website with a complete assortment of **food & non-food items in digital channels**



Leverage unique features such as a seamless e-commerce platform

Leverage digital marketing and monetization to increase revenues

Faster delivery

90 minutes

minutes for food and smaller items



24-48 hours

for non-food large items



Driving efficiency and elevating customer experience

Achieve superior efficiency and reliability through streamlined processes, cost-effective operations, consistent delivery

Customer-focused approach that enhances overall shopping experiences



Physical expansion

with a focus on our discounter format "Precio Uno" (Peru).

PRECIO UNO

Continuing to Enhance Profitability

Simplifying our operation

Ensuring low operating costs

Strengthening our commercial strategy and client offering.



Opportunity to grow in Peru through our discounter brand

Fast growing demand, particularly in the peripheral area of Lima and other provinces.

Emphasis on the lower price with private label and first price brands

Focus on volume, high turnover and contribution

Efficiency in stores, better logistics and less costs

~30% sales

penetration of private label

~10% lower prices

compared to supermarkets

5 new stores in 2025

(32 stores to date)

The image shows the exterior of a Precio Uno store. A large red sign with the words "PRECIO UNO" in white is mounted on the building. Below the sign, there are signs for "SALIDA" (exit) and "INGRESO" (entrance) with arrows. The store's entrance is visible, showing a glass door and some interior lighting. A motorcycle is parked in front of the store, and a white car is partially visible on the left. The sky is overcast.

PRECIO
UNO

SALIDA

BIENVENIDOS
PRECIO
UNO

INGRESO ↑

CAMPEONA
EN PRECIOS BAJOS

Key takeaways



Introducing a New Private Label Brand Architecture to enhance customer loyalty and elevate our market presence (2Q25)



Transforming In-Store Experiences, implementing layout changes and strengthening food categories to drive engagement during 2025



Expanding Our Footprint (+6 stores in 2025) to reach more communities and grow our customer base



Driving Operational Excellence by continuously refining internal processes to boost efficiency and maximize productivity