

HOME IMPROVEMENT



ALEJANDRO ARZE

Market Leadership Through an Enhanced Value Proposition




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 SODIMAC

 TOTTUS

 mallplaza

 Banco Falabella

INVESTOR
DAY 2024

Market leaders in our core countries with more than 260 stores 🏠



<p>+US\$ 5.7 B in revenues⁽¹⁾</p>		<p>#1 in Market Share⁽²⁾ in Chile, Uruguay, Peru and Colombia</p>
<p>+20 MM Customers</p>	<p>7 Countries</p>	



(1) LTM figures as of September 2024 includes Colombia and Mexico, operations that we do not consolidate.
 (2) Market share: Internal estimation.

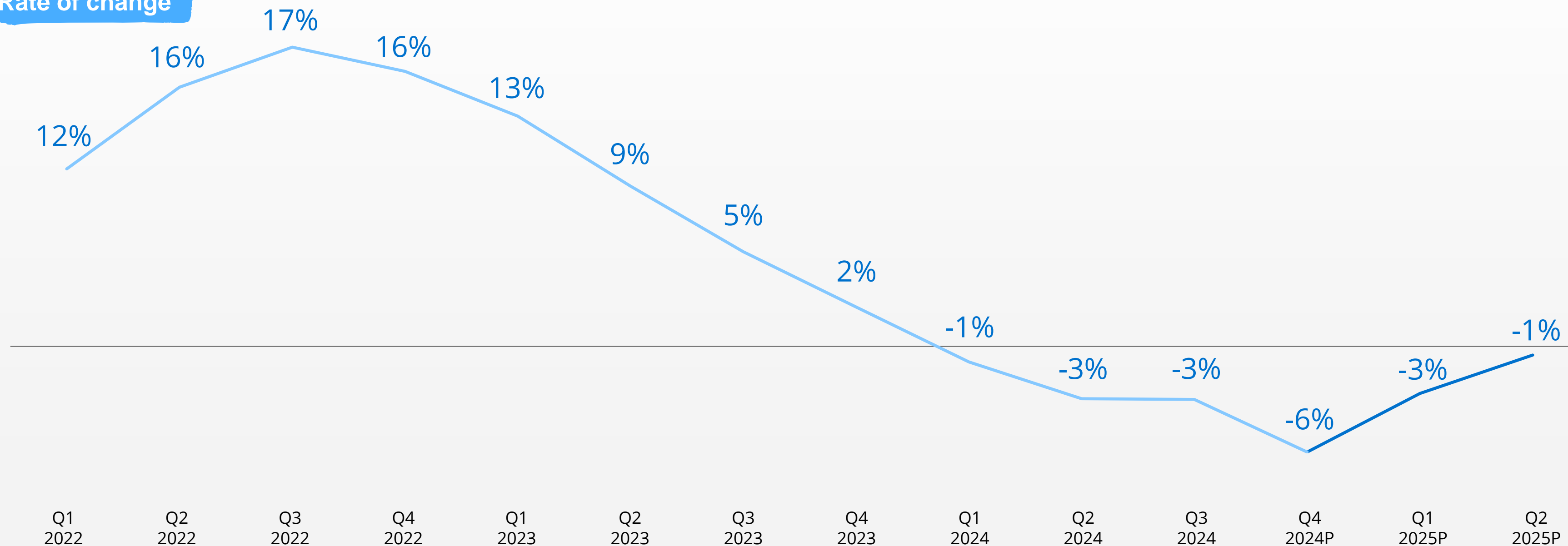
Global slowdown in the construction industry



Leading Indicator of Remodeling Activity ⁽¹⁾

US\$B

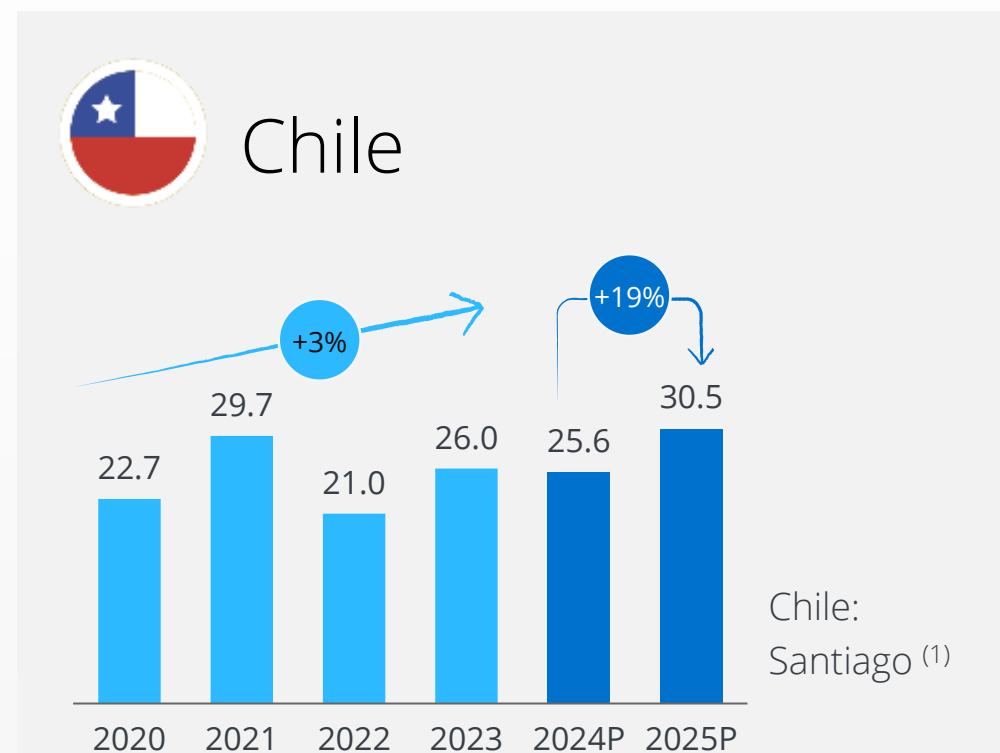
Rate of change



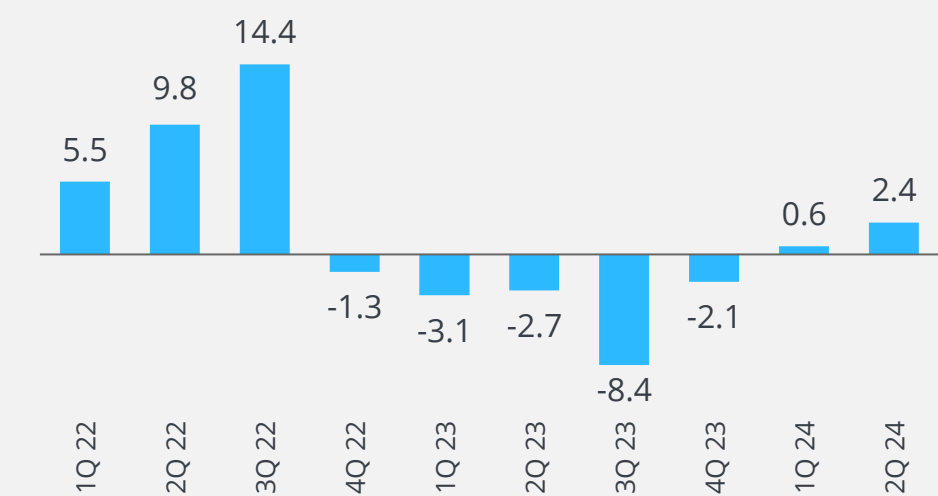
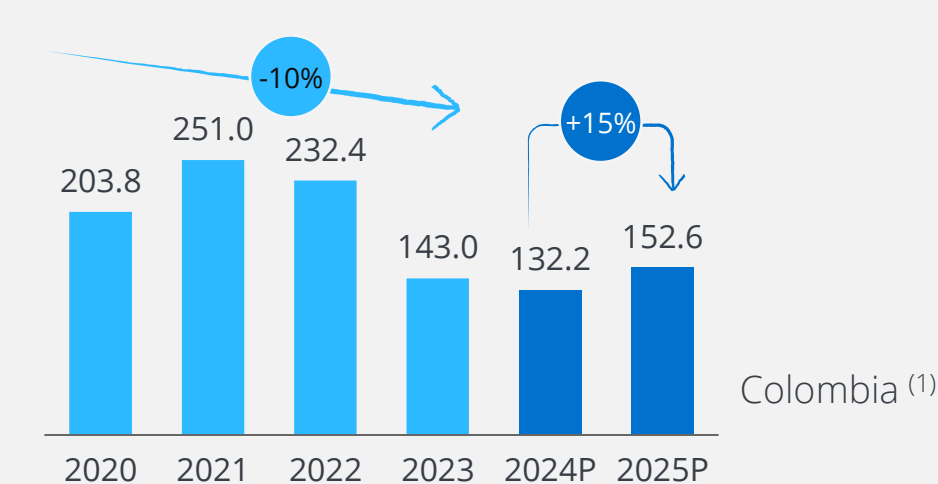
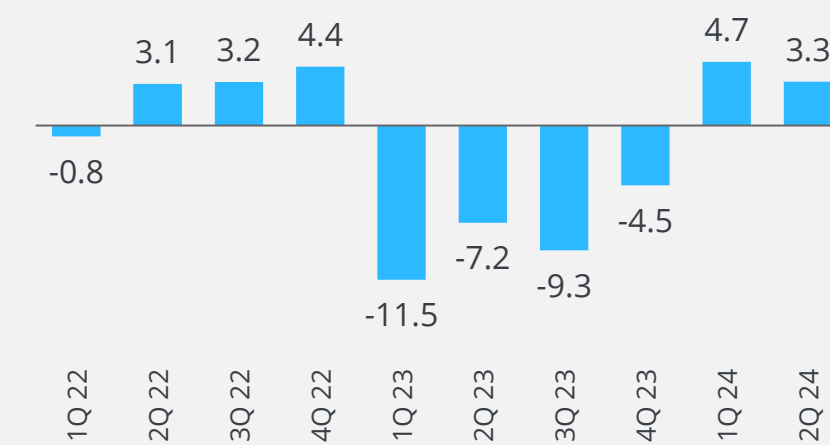
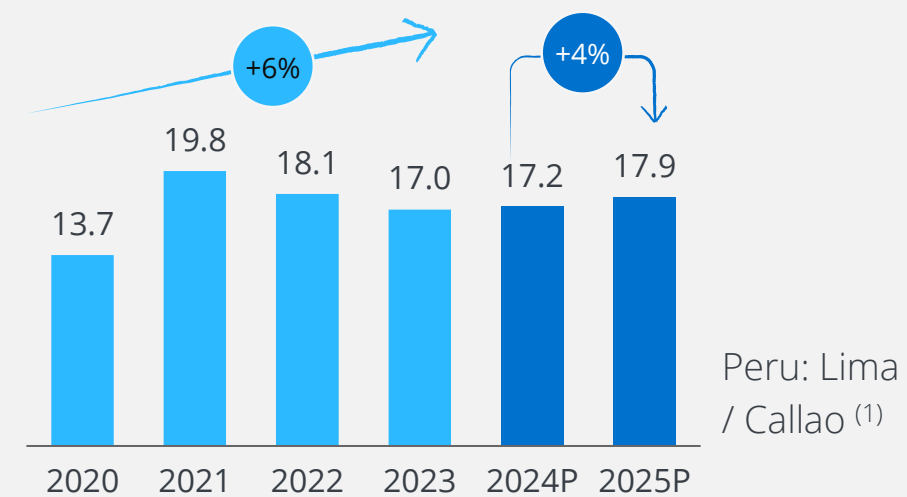
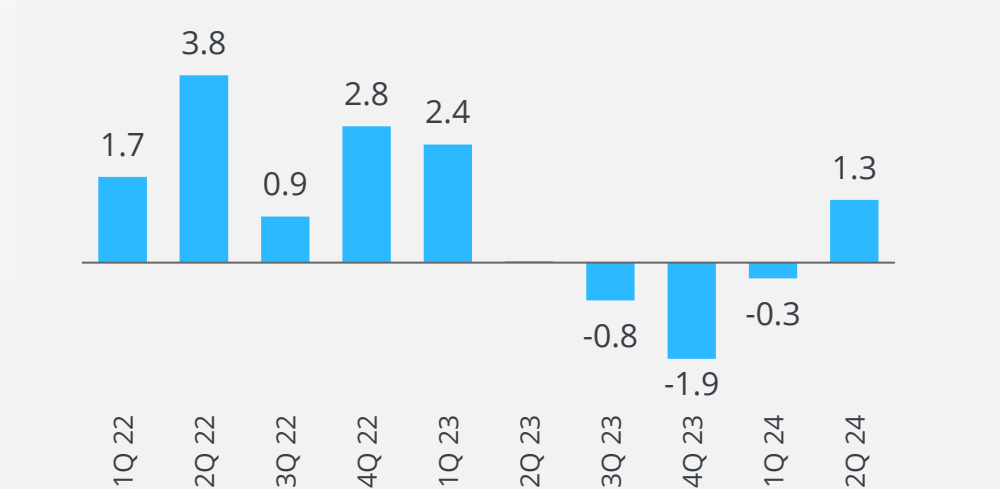
(1): LIRA (USA)

Expected future recovery of the construction market

Sale of new homes (K)



Construction GDP (2) (YoY variation)



(1) Source: Central Bank of Chile, SAE (Peru) and CAMACOL (Colombia).

(2) Source: CChC (Chile), Central Bank of Peru and DANE (Colombia). GDP YoY variation in real terms.

Winning strategy for our three client segments:

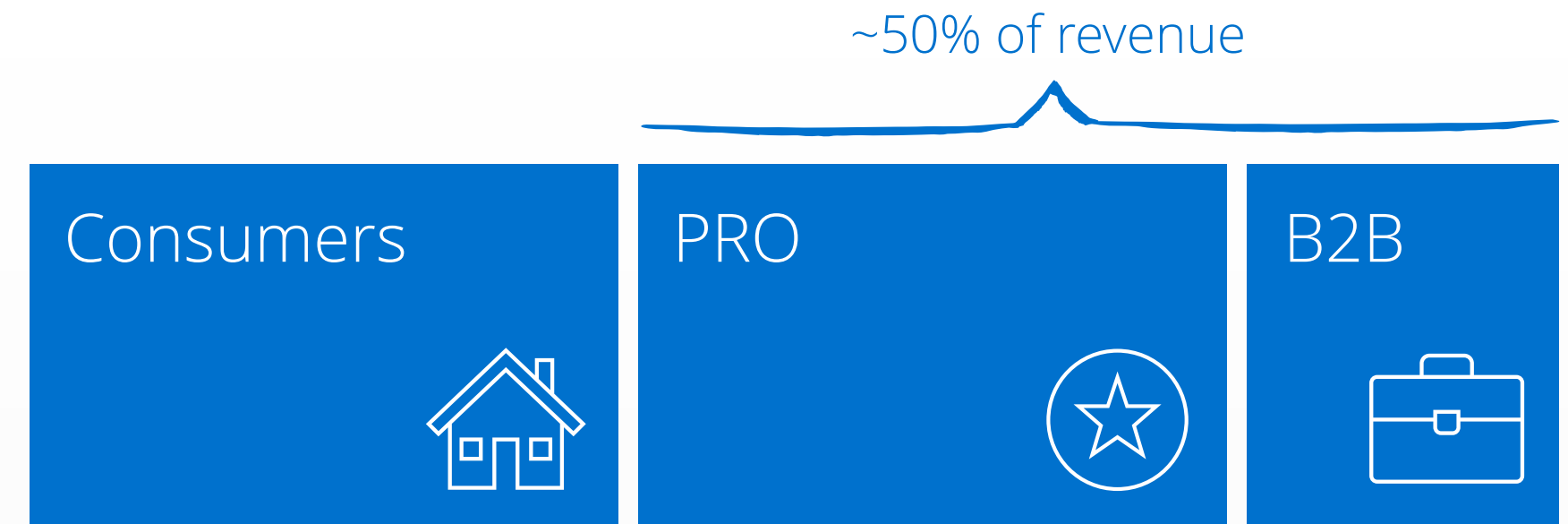
Consumers, PRO and B2B



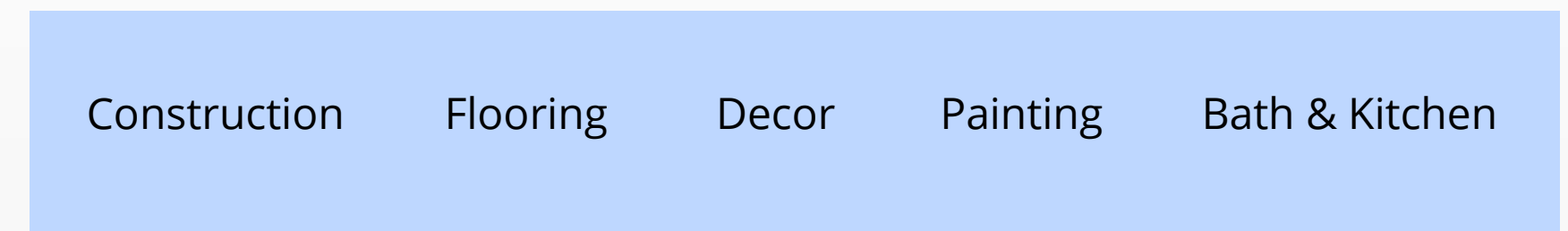
VALUE PROPOSITION

“Offering all products and services at the best price and in the quantities our customers need, all in one place with a seamless omnichannel experience.”

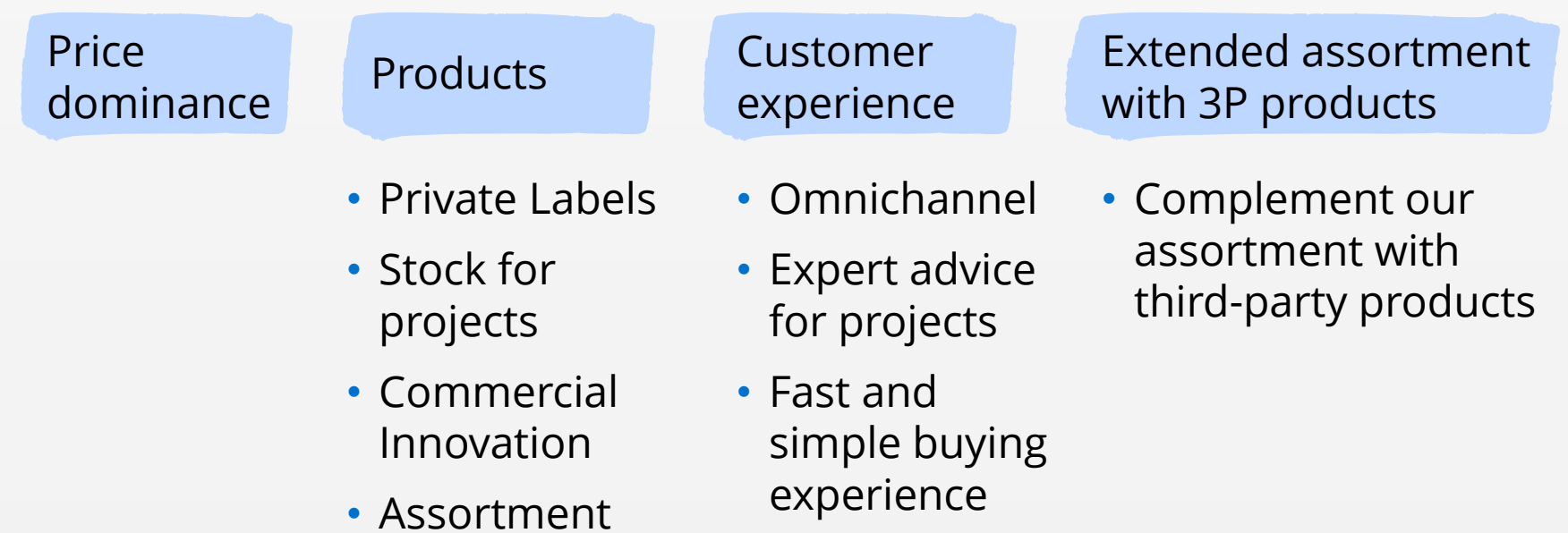
Clients



Categories



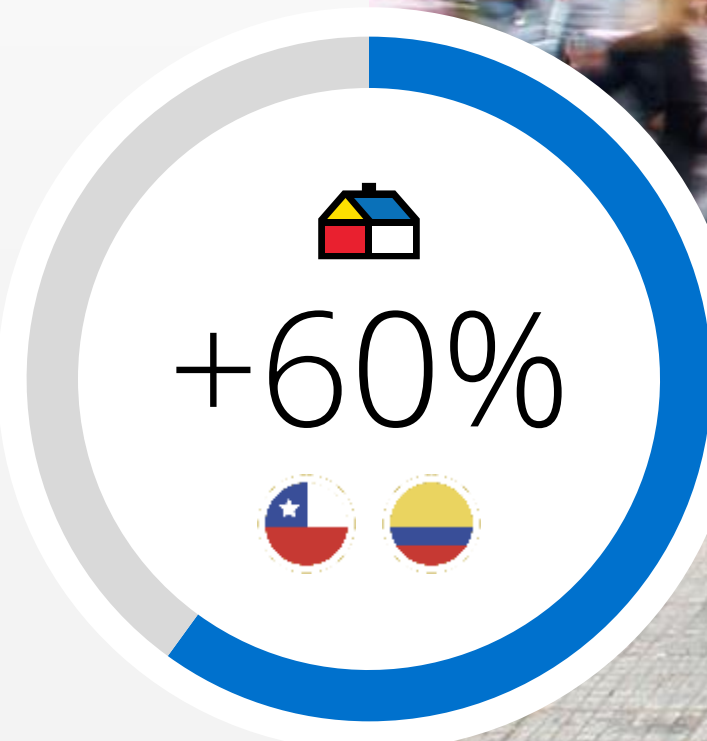
Key attributes



Our strategy has resulted in
strong brand awareness
and recognition
by our customers



Brand awareness



Top of mind awareness

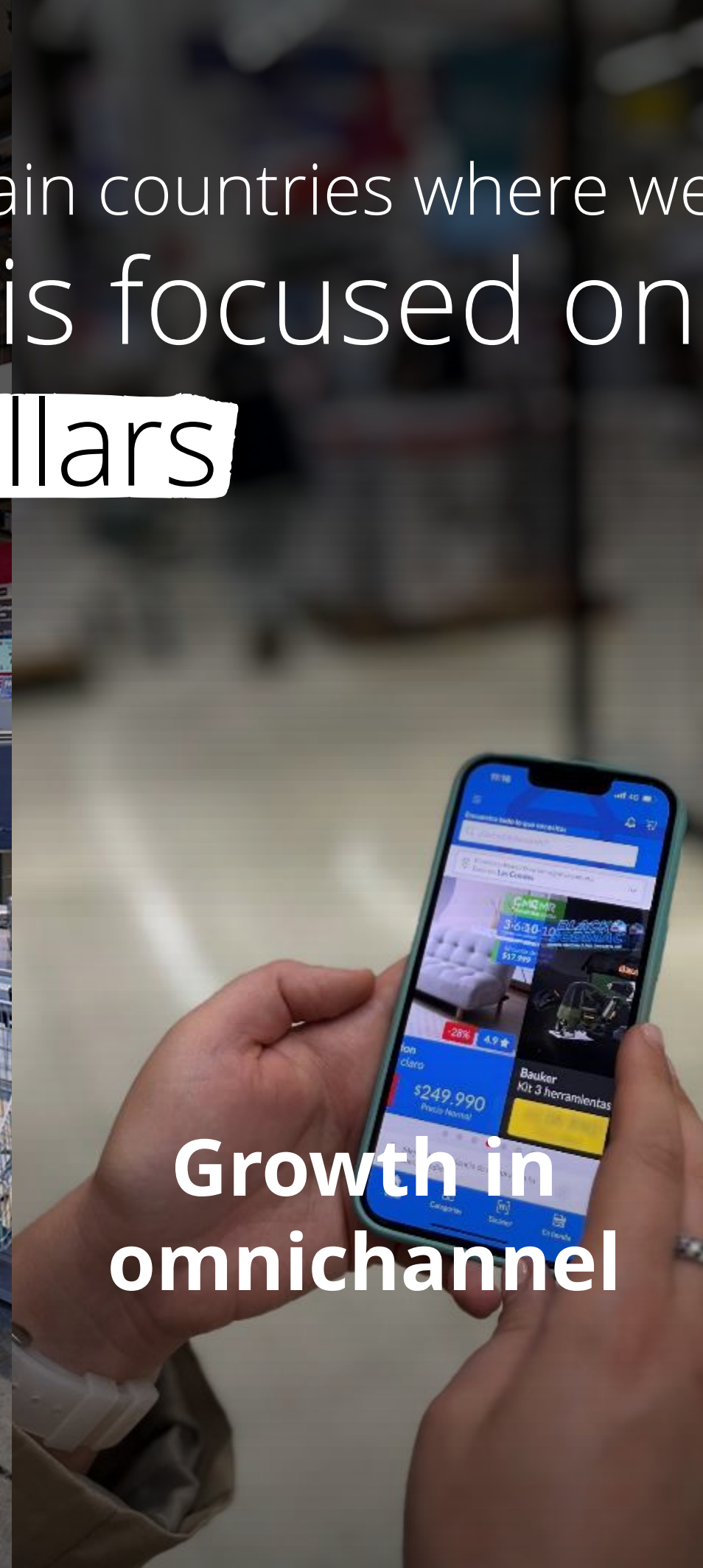
To lead the HI market in the main countries where we operate,
our strategy is focused on
4 pillars



**Focus on
PRO Clients**



**Private
Labels**



**Growth in
omnichannel**



**Product and
experience
innovation**

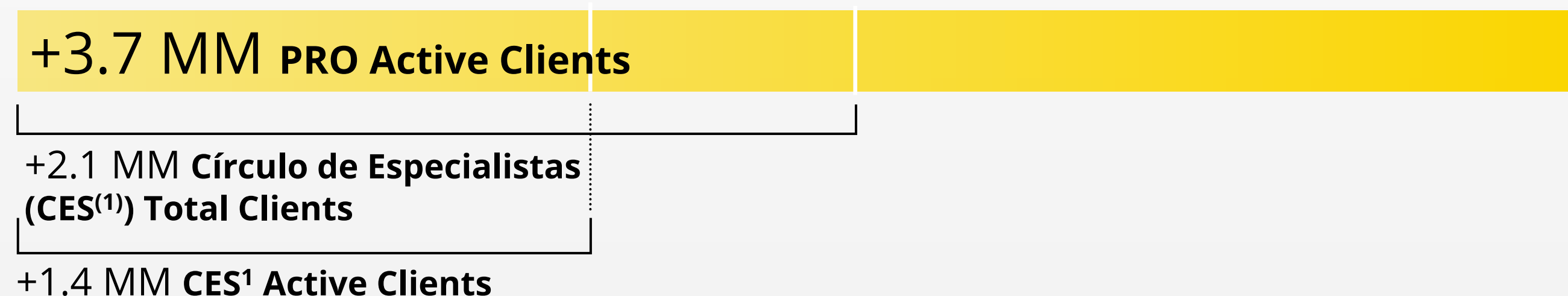


Focus on PRO Clients

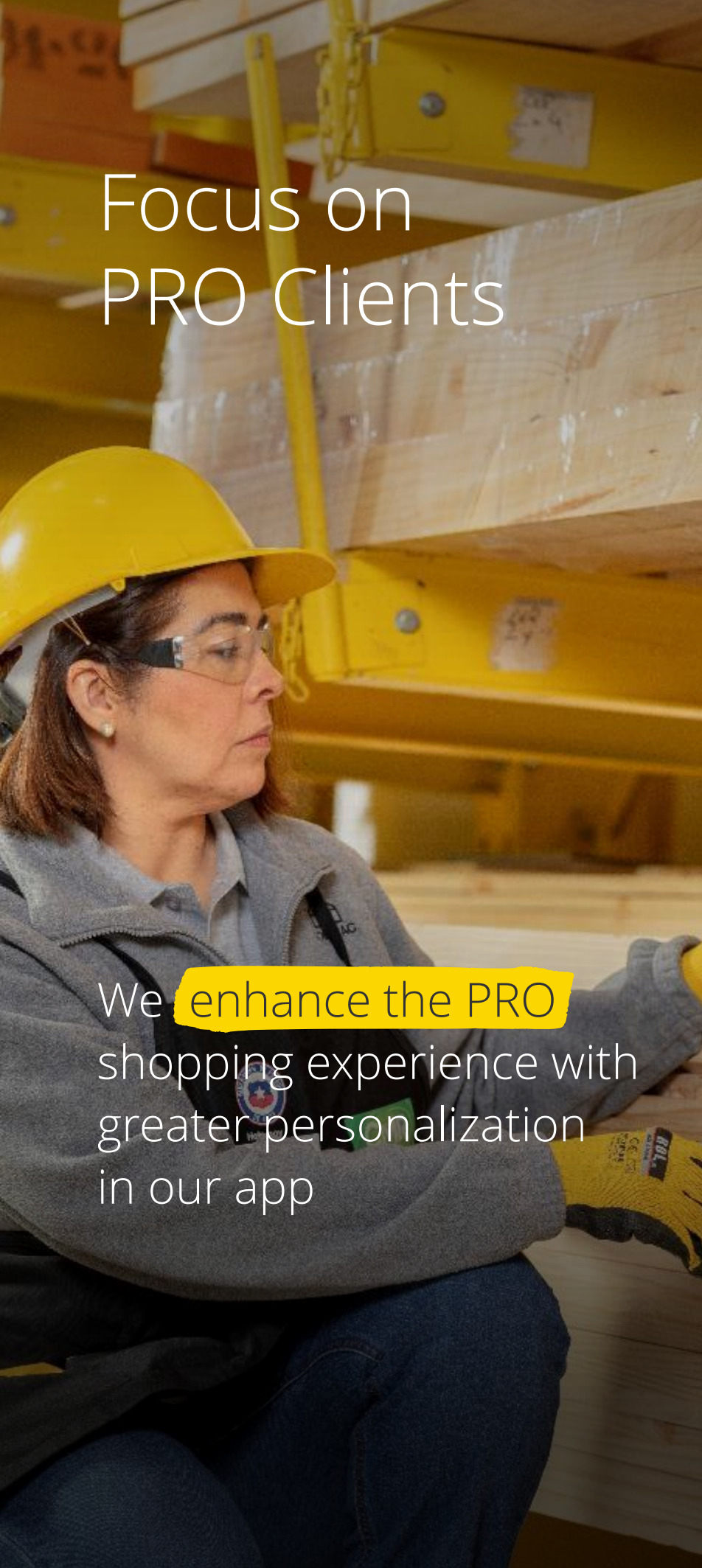
Sodimac is a **trusted ally** of our PRO customers, helping them execute more and better jobs, helping them grow

<p>PRODUCT Everything they need in bulk quantity</p>	<p>PRICE Lowest price guaranteed</p>	<p>RELATIONSHIP Best advisory service in the market</p>	<p>SPEED Ensuring a fast purchase experience</p>	<p>FINANCING Helping them to finance their projects</p>
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Building PRO loyalty through personalized services, a superior omnichannel experience and a targeted loyalty program to increase purchase frequency.



Data LTM September 2024. Círculo de Especialistas
 (1) CES: Loyalty Program focused on PRO clients.
 Active clients: customers who bought in the period.



Focus on PRO Clients

We enhance the PRO shopping experience with greater personalization in our app

PRO App customization

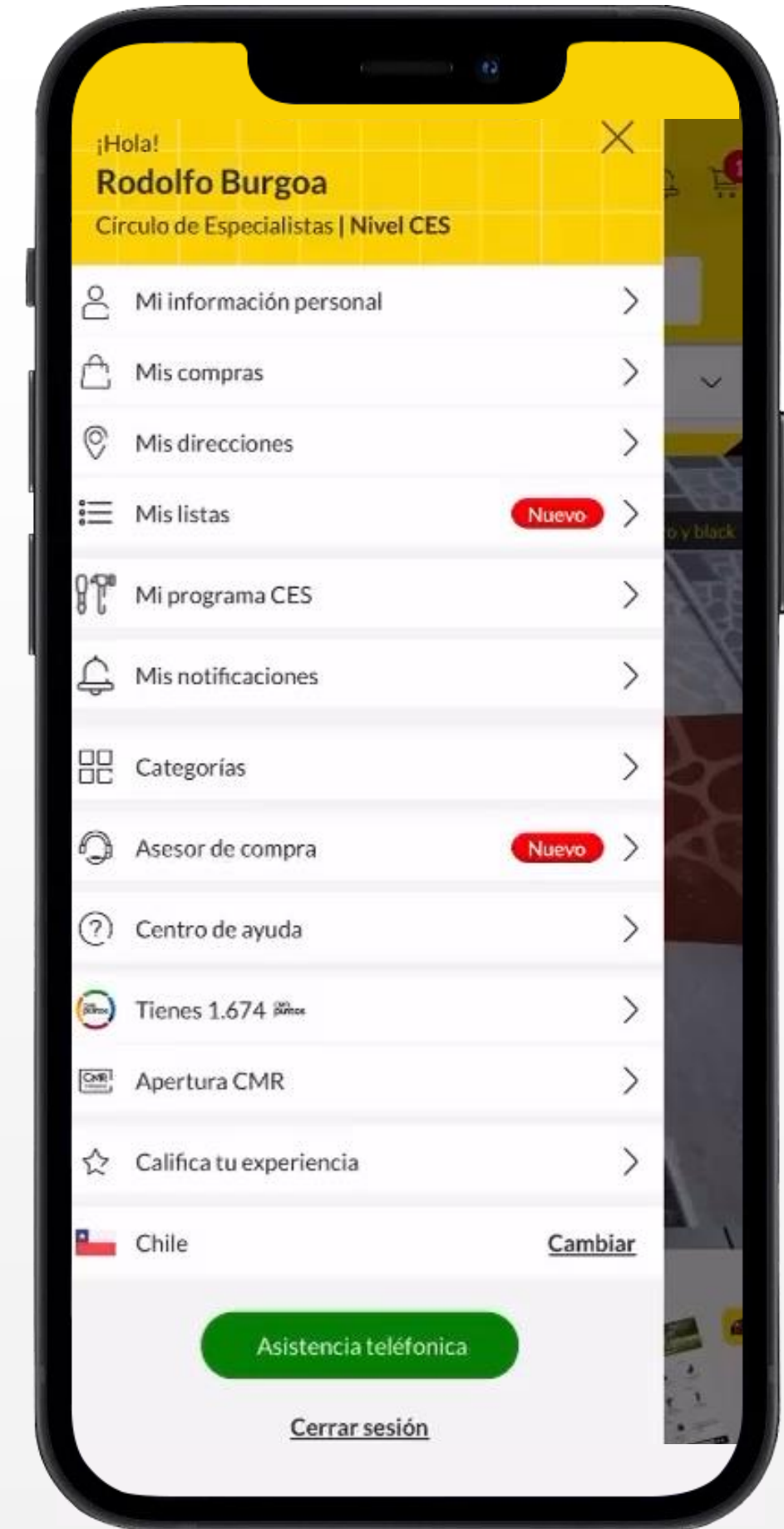
Customized Home page with PRO products

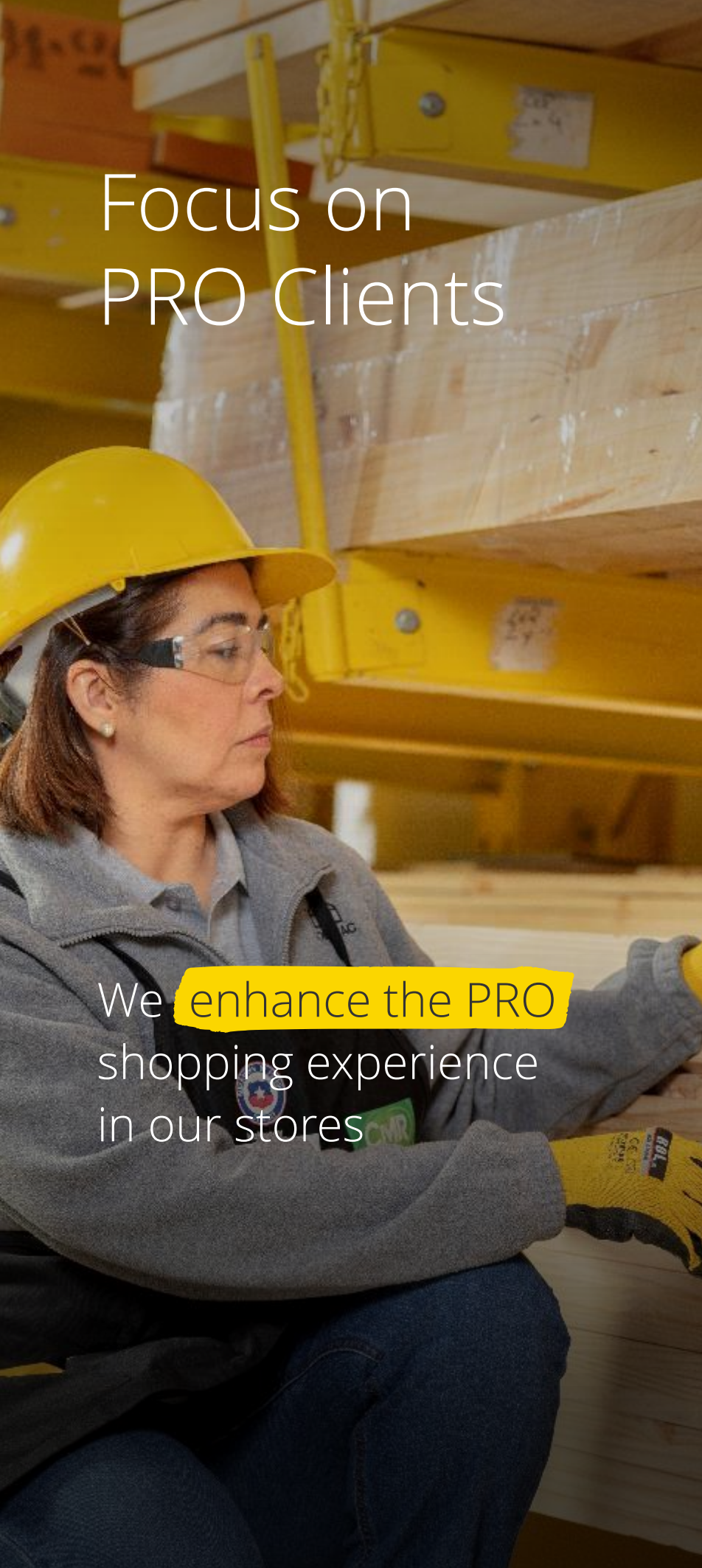


CES details



Customized discounts through de navigation flow, adapted to browsing behavior



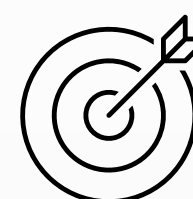


Focus on PRO Clients

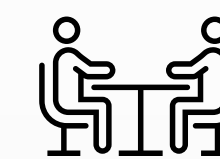
Personalized PRO in store service



Personalized service to our best CES clients



All the services used by the PRO in one place



Product collection area, co-work space and especial benefits

We enhance the PRO shopping experience in our stores



+95
Stores provide this service at a regional level

Private Label

Private label strategy

- Market differentiation** 

Maintain an exclusive portfolio of products and brands in all our channels
- Business profitability** 

Maintain profitability by Improving commercial conditions with suppliers
- Product authority** 

Development of products that meet the specific needs of our consumers
- Supplier negotiation** 

Investment in brand development, making spending more efficient through direct sourcing

Private label categories

Best



Better



Good



OPP



Private labels



A growing, profitable business driving differentiation and exclusive customer value

(1) LTM figures as of September 2024.

We aim to become a **Specialist Superstore** in home improvement e-commerce by leveraging:

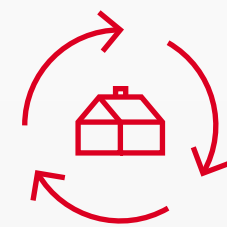
Growth in omnichannel

We defined five strategic pillars to become regional market leaders by improving the omnichannel experience for our customers



Growth in omnichannel

We relaunched Sodimac.com to position ourselves as the **Home Improvement leaders** in LatAm



Strengthen the brand



Improve our value proposition through a more specialized HI website



Research Online effect on purchases offline



Chile + Peru

+404 K
SKUs listed⁽¹⁾

69%
of listed-SKUs are 3P⁽¹⁾

+19%
Visits (Web + App)⁽²⁾

+30%
GMV⁽²⁾

+84%
Growth of Monthly Active Users⁽²⁾

(1) (1) YTD October 2024
(2) (2) September v/s June

Product & experience innovation

+ PROYECTOS

Strengthening in-store exhibition to improve customer experience

~50%⁽¹⁾
Revenue growth vs non transformed stores

Transformations from Maestro to Sodimac in Peru



(1) Revenue growth Maestro Plaza Norte & Maestro Chiclayo vs other Maestro stores in the region 3Q24 vs 3Q23.


Product & experience innovation

+ PROYECTOS

Adapting our footprint to the local markets

Compact format



 Plaza Central
Mexico City

Opening
July 2022

M2
+4,000

 Interlomas
Mexico State

Opening
July 2023

M2
+5,000

 Sincelejo
Sincelejo

Opening
September 2023

M2
+3,000

Well positioned to capture growth in main markets

Revenue US\$ MM
(LTM sep-24)

%
CES/PRO⁽¹⁾

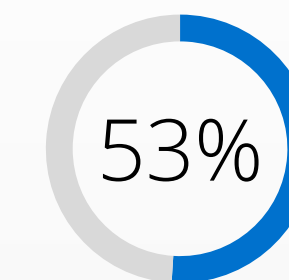
Chile

Maintain leadership position

Strategy by categories to recover growth and margins

Expense control without affecting CX

2,631



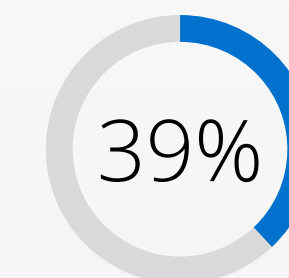
Colombia

Expand footprint to new cities

Operational efficiency without compromising customer experience

Improve B2B value proposition: ecommerce, enhanced assortment

1,496



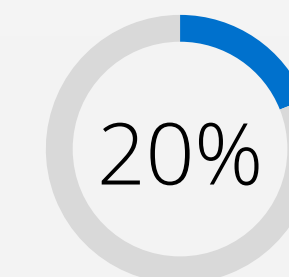
Peru

Continue Maestro store transformation (already converted 4 stores)

Enhance CX throughout the customer's journey, improving our NPS

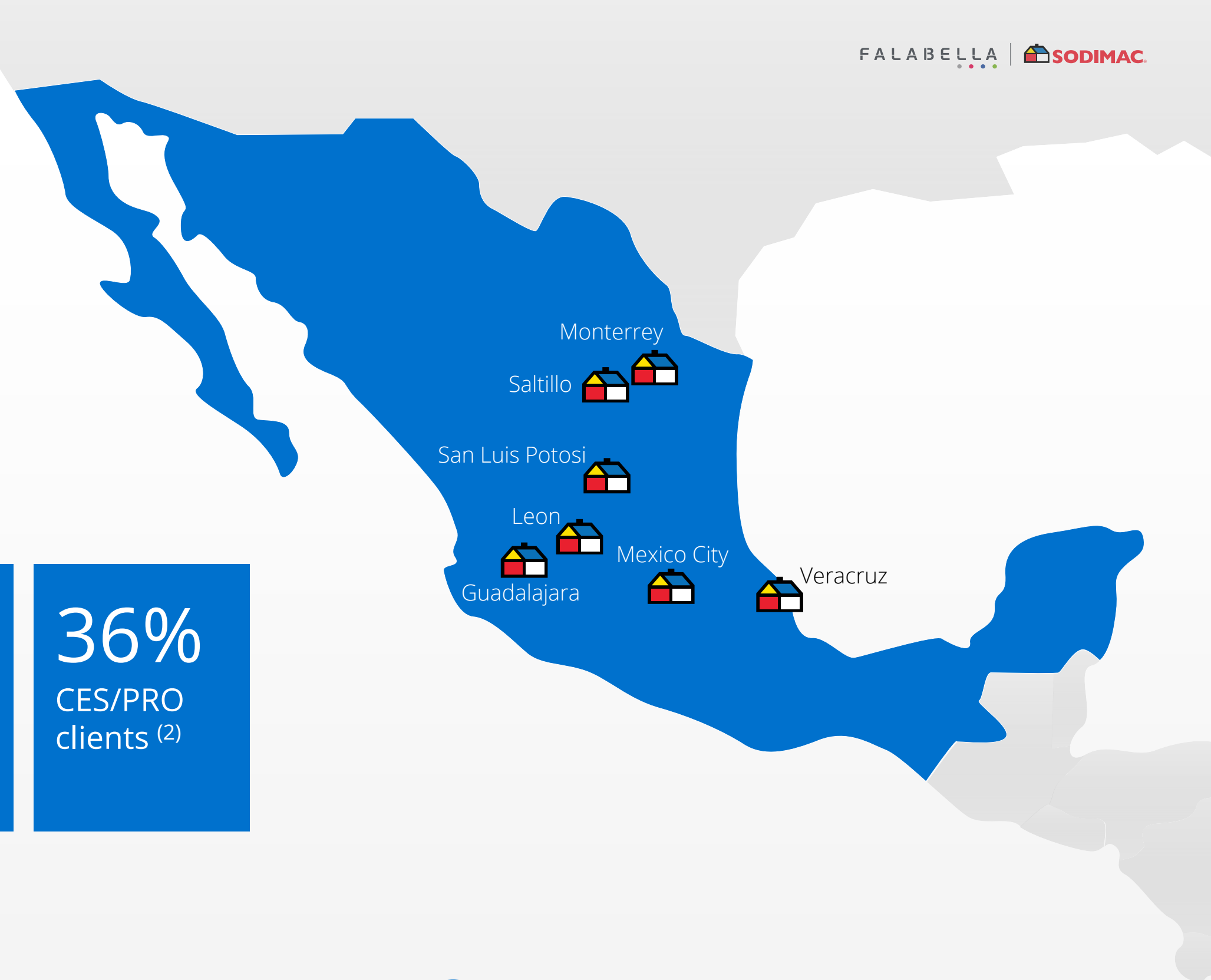
Innovate via showrooms

835



(1) Círculo de Especialistas (CES): Loyalty Program focused on PRO clients. CES/PRO ratio shows % clients of PRO segment who are part of CES.

Mexico: highest growth potential for Sodimac



Optimized and standardized store layouts, for a better CX and improved profitability



Enhanced PRO loyalty program, improving purchase frequency in this segment



Looking for benefits of scale with new stores in relevant cities within delivery coverage area to continue strengthening our brand

(1) LTM figures as of September 2024.

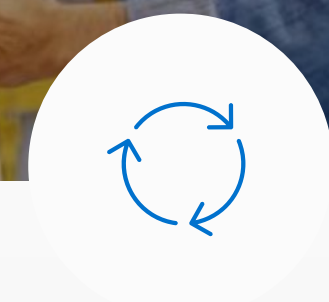
(2) Círculo de Especialistas (CES): Loyalty Program focused on PRO clients. CES/PRO ratio shows % clients of PRO segment who are part of CES.

Key takeaways

Market leaders despite global slowdown in the construction industry.



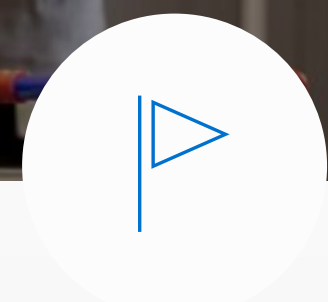
Keep developing the PRO value proposition in order to increase that segment's loyalty



Improve our extended assortment to **become an omnichannel Home Improvement Superstore**



We are prepared to resume **growth and increase profitability in our main countries**



Expand our footprint in Mexico