

# TECHNOLOGY & HOME DELIVERY

BENOIT DE GRAVE

Optimized transversal logistics and technology capabilities to strengthen and differentiate our ecosystem

FALABELLA



+ falabella.com

SODIMAC

TOTTUS

mallplaza

Banco Falabella

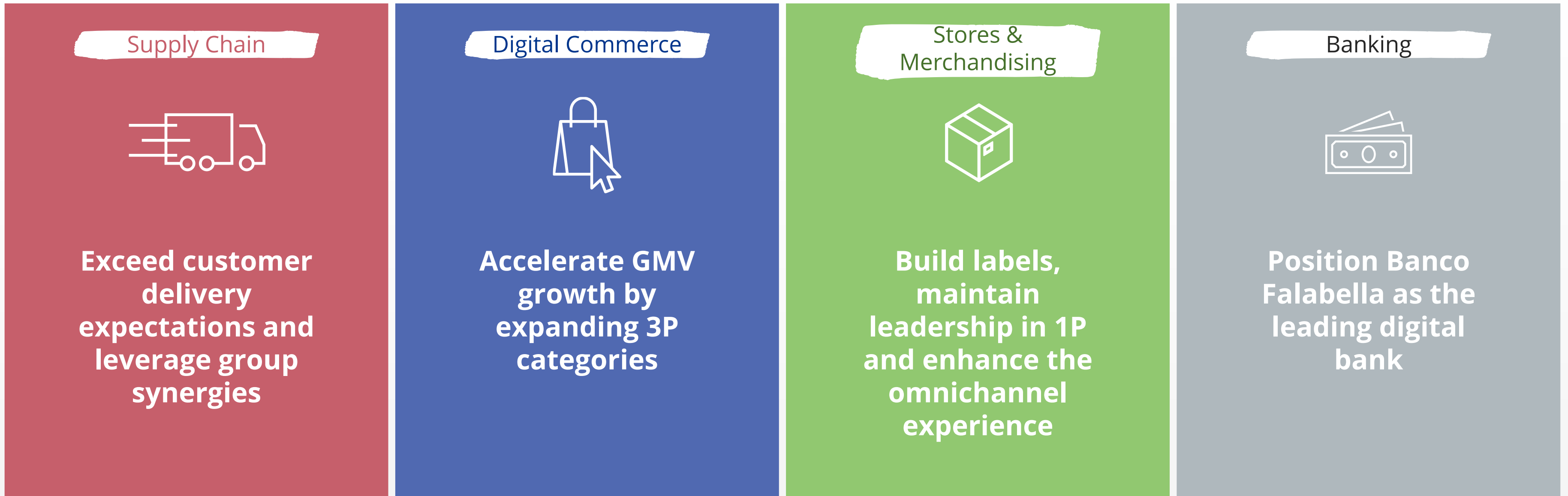
INVESTOR

DAY 2024

# TECHNOLOGY

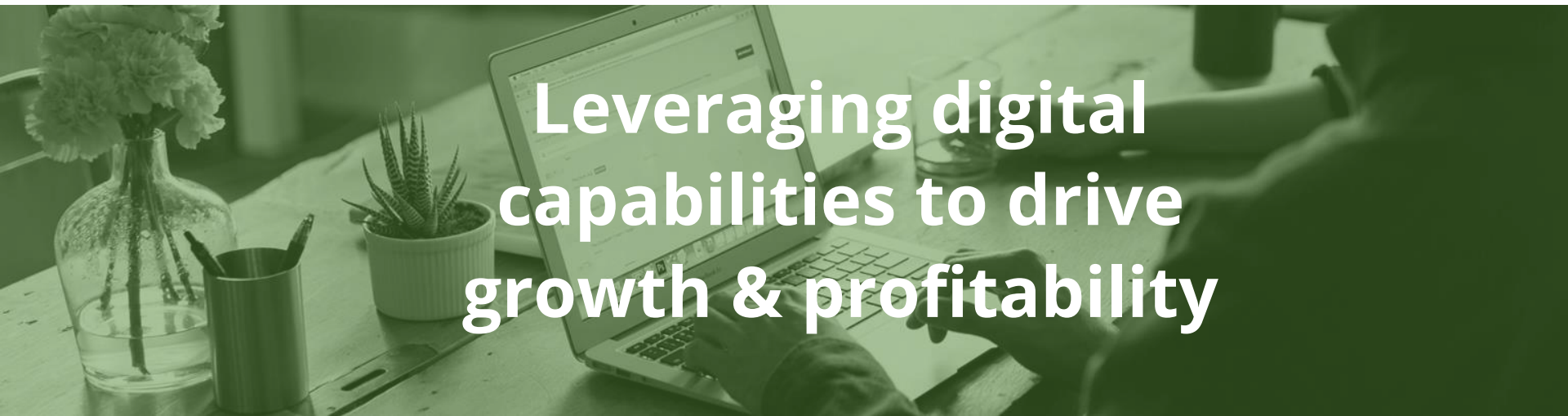
Allows us to deliver  
an enhanced experience  
while  
unlocking new revenue streams

We have successfully developed four highly scalable platforms, designed to adapt and grow seamlessly with evolving needs



4 technological enablers that complement and comprehensively strengthen our digital platforms:  
**Data, Security, Infrastructure & Development Engineering.**

# Evolving Digital & IT Strategy to Strengthen our Virtuous Cycle



2018 ————— 2022

2023 ————— 2024

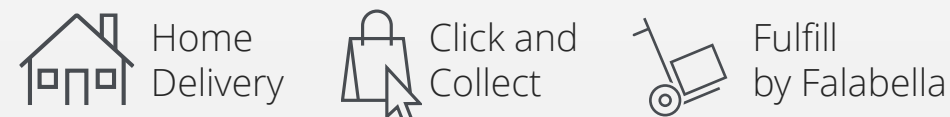
## 100% Digital Bank & CMR



Launch & growth of

## Marketplace / F.com

**falabella.com**



## Leveraging digital capabilities to drive growth & profitability

### Deployment with focus on **Customer Experience and scalability**

- > Relaunch of Tottus and Sodimac standalone sites
- > Acceleration of Third-Party Sales
- > Deployment of logistics managed network
- > Launch of instore functionalities
- > Retail Media & Value-Added Services
- > GenAI & Analytical Data Products

# HOME DELIVERY

Logistics is a

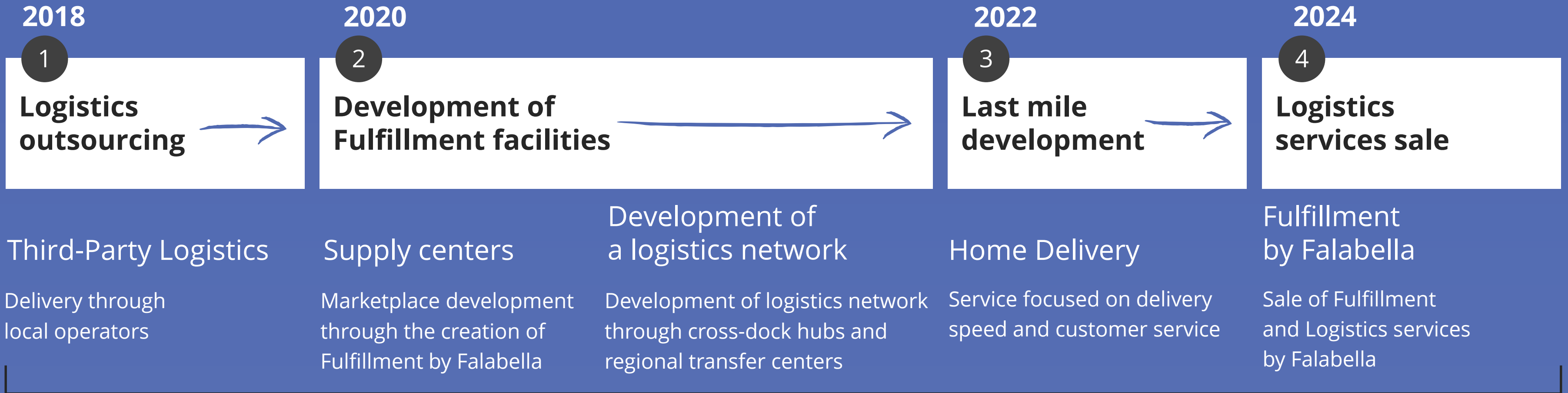
key driver of

e-commerce growth

and plays a fundamental  
role in customer loyalty

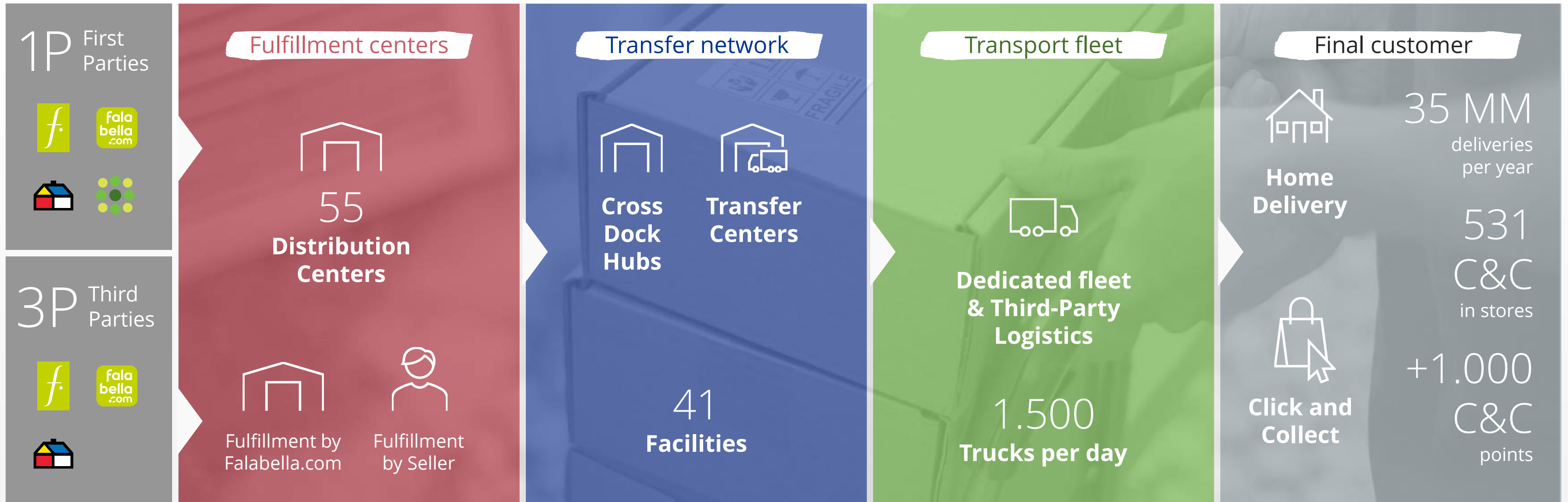


Logistics enhances customer experience and is crucial in their purchase decision, driving business growth



Our focus is on meeting our customers' expectations regarding service, speed and convenience

We develop our own logistics network by leveraging our facilities and capturing efficiencies in route densification, enabling us to **increase our delivery speed**



**Service**

Meet our customers' service and delivery expectations



**Speed**

Develop a logistics network that delivers our products to most of our customers in less than 48 hours



**Efficiency**

Support the scalable growth of our network by efficiently using our logistics network and identifying synergies between the volumes of our 1P and 3P sellers

Falabella leverages its stores and logistics capabilities to offer

competitive delivery options for 1P and 3P

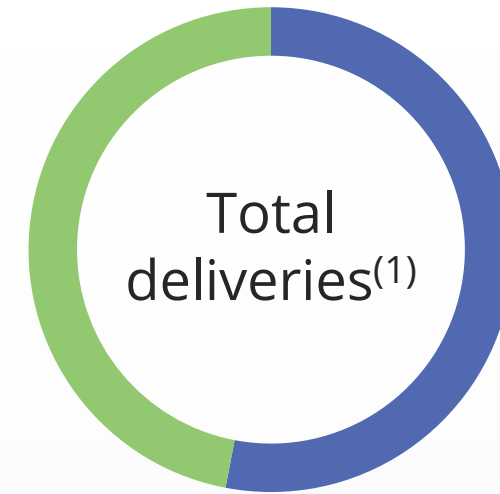
Falabella delivery options →



Home Delivery



47%



53%



Click and Collect



Nearby stores georeferentiation

Same day

24H / 48H

Pick a date

Next-day pick-up at external locations

Same day pick-up alternatives

Next-day pick-up at colaboratives points

Next day pick-up alternatives

(1) Information as of 3Q24 for Chile, Peru and Colombia, includes C&C and Home Delivery, does not include packages delivered by Sellers or food.



Delivery speed and service levels have improved in the region, and we are now

**accelerating with 3P sellers**



**+84%**

orders delivered with Falabella managed network<sup>(1)</sup>



**+71%**

of our customers receive their orders in less than 48 hours<sup>(1)</sup>



**+61%**

of our customers with delivery in the capital get their orders in less than 24 hours<sup>(1)</sup>



**+95%**

customer service level<sup>(2)</sup>



**-34%**

in average last-mile cost<sup>(3)</sup>