

FALABELLA RETAIL



FRANCISCO IRARRÁZAVAL

Becoming an Omnichannel Multi-Specialist for our core categories, in partnership with top-quality brands




FALABELLA

 + falabella.com

 SODIMAC

 TOTTUS

 mallplaza

 Banco Falabella

INVESTOR
DAY 2024

We lead the retail industry in the three countries we operate

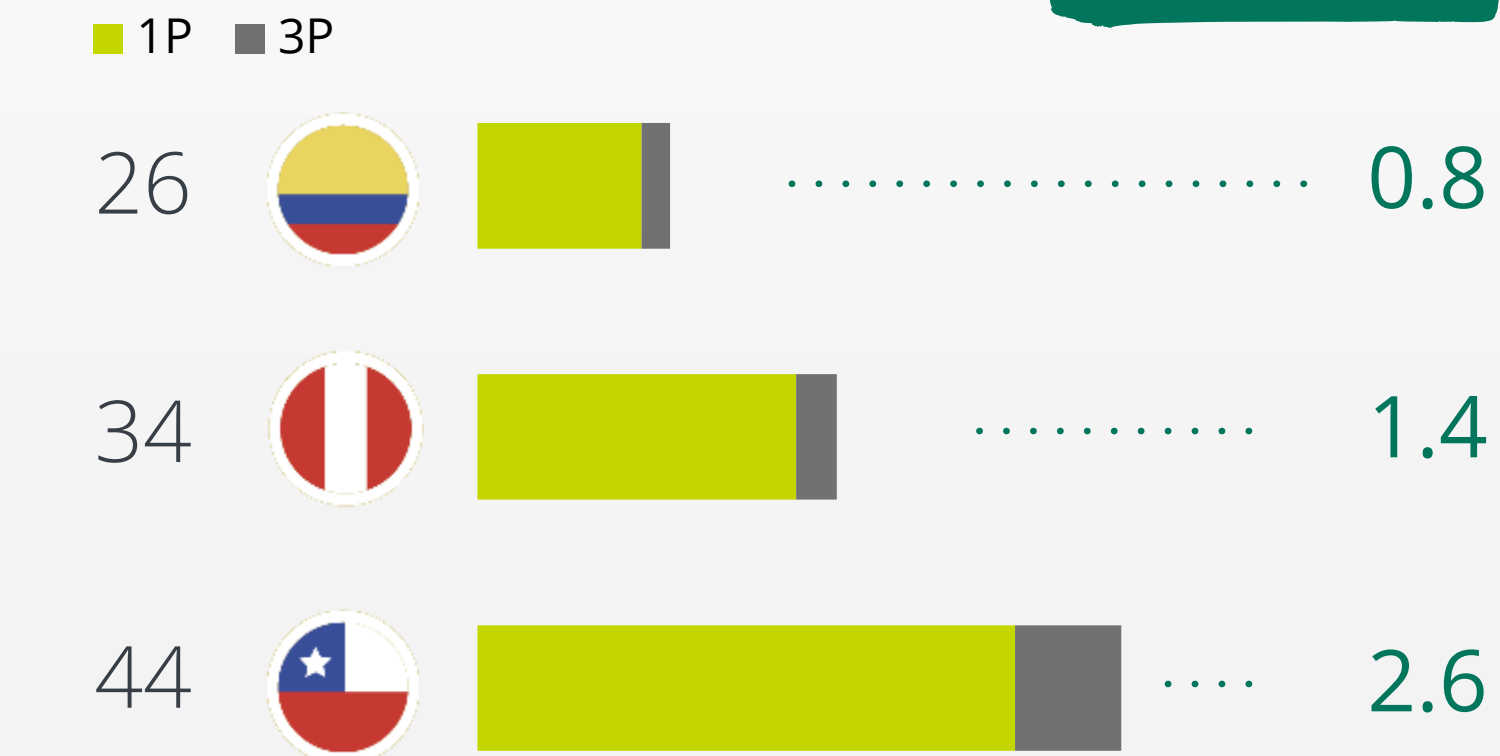
Falabella Stores
105

Best Brand Stores
74

Falabella.com
CO, CL, PE



#1 Market Share	#1 Kantar Brand Index
+19 MM Active clients	85 MM Total transactions
11 MM #Loyalty Program Clients	692 K Store sqm ⁽²⁾



of stores per country

(1) LTM approximated figures as of September 2024
 (2) Stores sqm includes Best Brand stores..

E-commerce has been our focus and growth driver, transforming us into the **regional leader**

6.6MM

Active Users on the App

\$1.9 B

Total Sales ⁽¹⁾

40%

Online GMV/
Total GMV LTM

1.6 B

Visits LTM

>60%

Under 48-Hour
Delivery / Total
Deliveries

>50%

Click & Collect

+15%

3P Growth LTM

(1) LTM approximated figures as of September 2024.

Shift towards a **Curated Marketplace**, supported by our **long-term relationships** with **Best Brands** and providing them omnichannel services

+75%

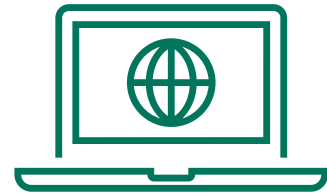
Best Brands 3P
Growth LTM



Advertising services

1.6%

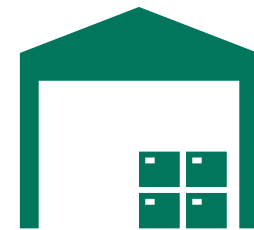
%NMV 3P LTM



Stand alone websites

5

Stand Alone websites



Fulfillment services

>20%

%NMV FBF/3P LTM



Home Delivery services

>80%

Delivery by Falabella Network

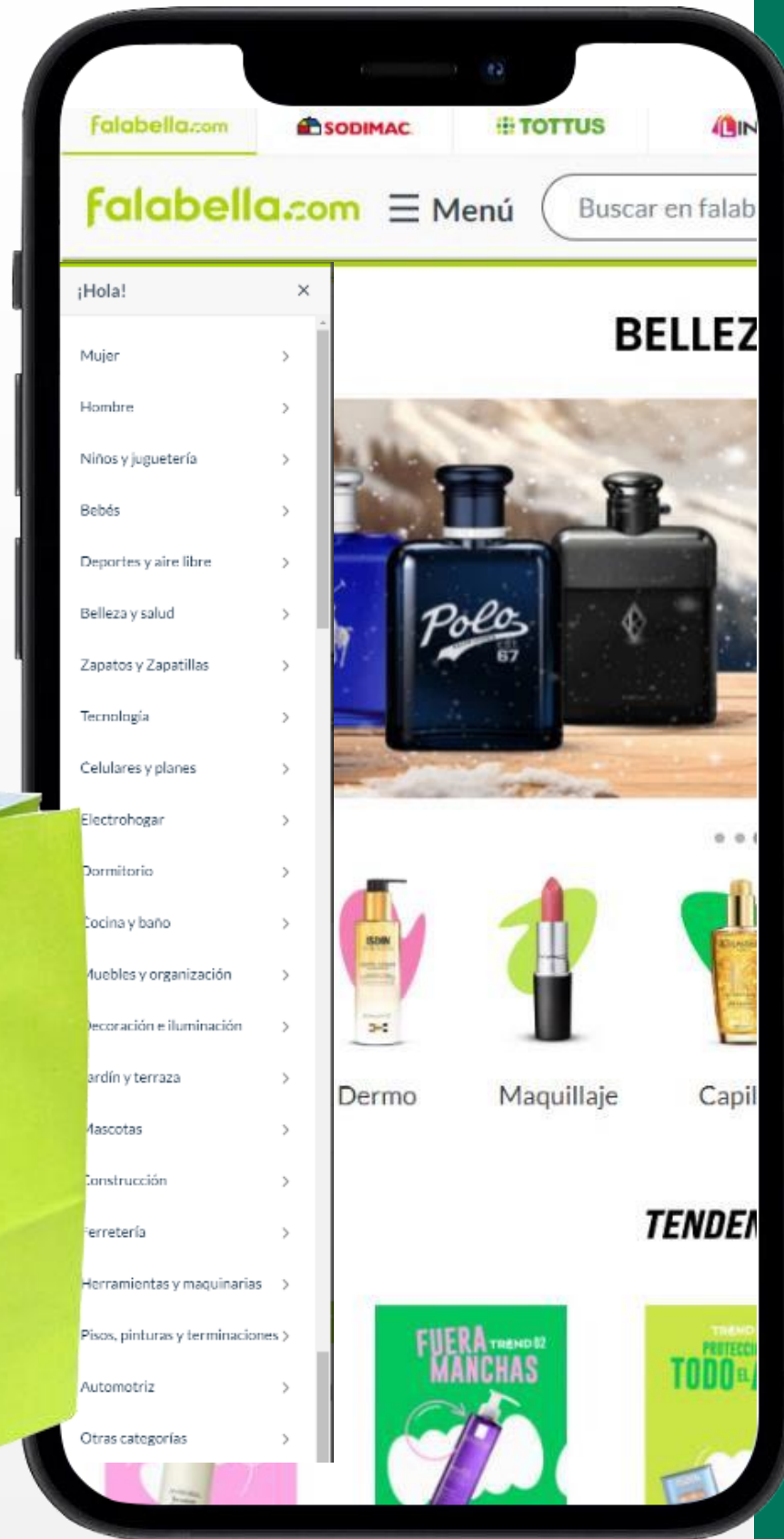


Benefits program

60%

Five stars Sellers orders delivery

Our strategy is to leverage the power of our brand to differentiate in our specialty categories



From a **Generalist** Store and Marketplace



Apparel



Beauty



Footwear



Home Decor



Technology

To an
**Omnichannel
Multi-Specialist**
Hub for top brands

90% of Sales

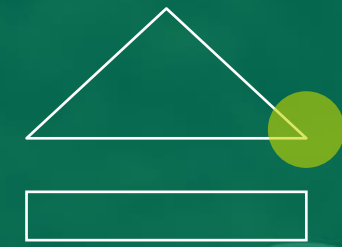
Apparel

Differentiation:
80% of what we sell,
can only be bought
through Falabella
Channels.



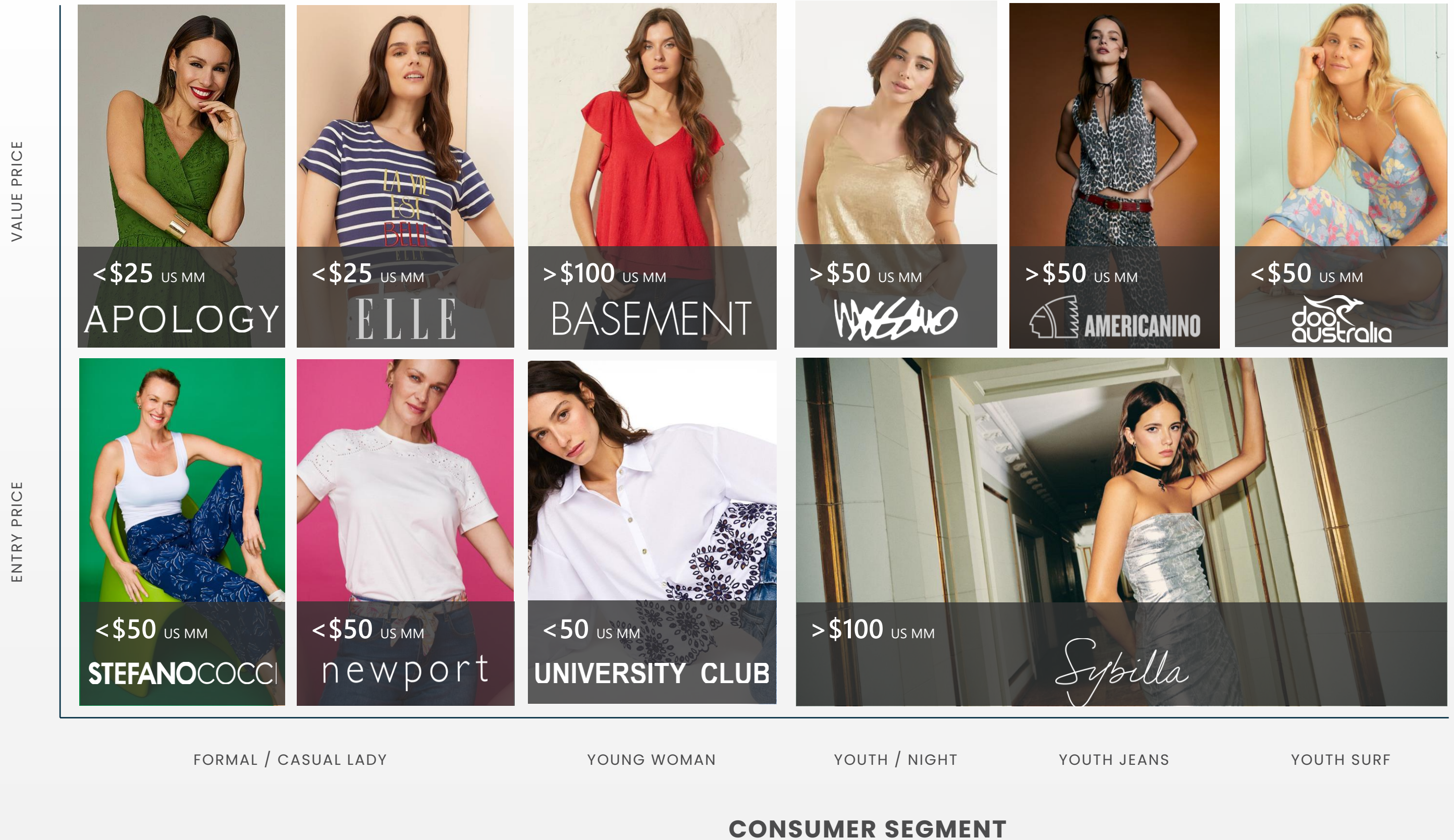
*LTM approximated figures as of September 2024.

Apparel



Convenience
& Fashion
Private Label
and Licenses(1P)

Women brand segmentation example



*LTM approximated figures as of September 2024.

Beauty

Our strategy is focused on **strengthening exclusive brands** with emphasis on global brands, that differentiate us through exclusive launches

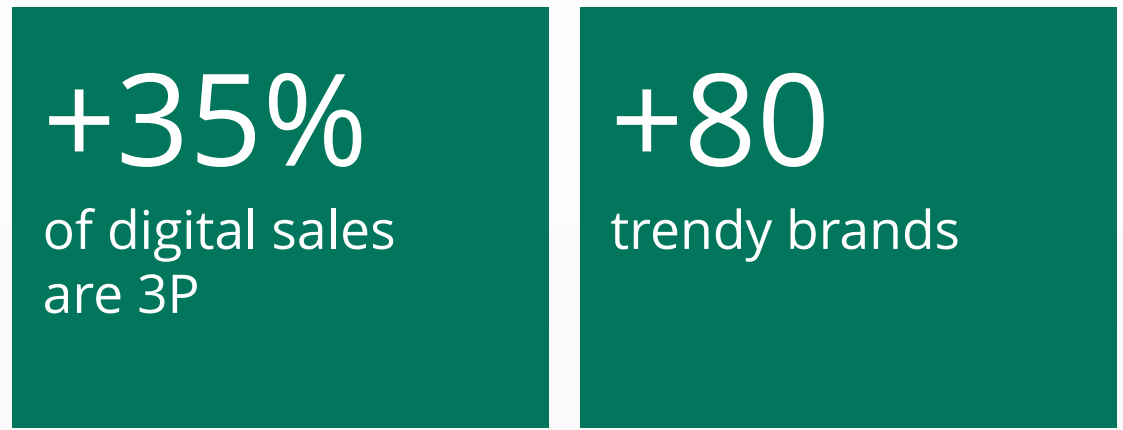


*LTM approximated figures as of September 2024.

Beauty

Traffic & Fashion
Local and Global Brands (1P+3P)

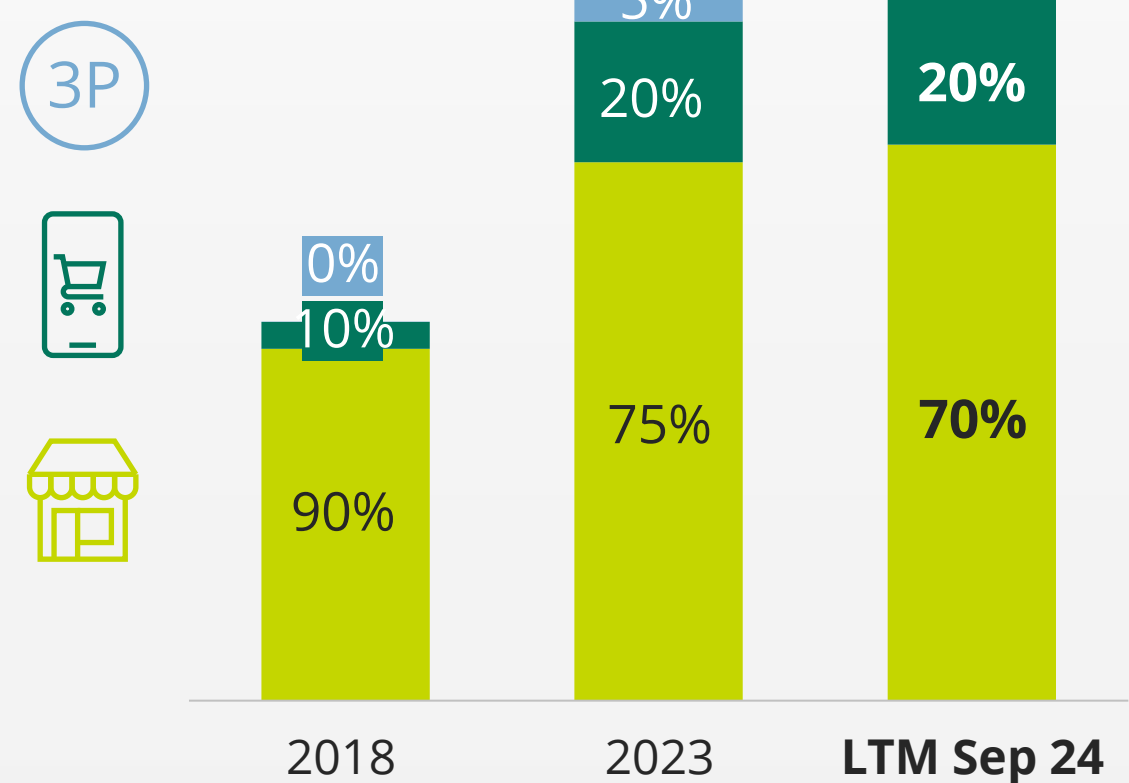
The 3P has a role as a trends laboratory



Current International 3P Brands provide access to an unlimited portfolio, innovative and trending brands

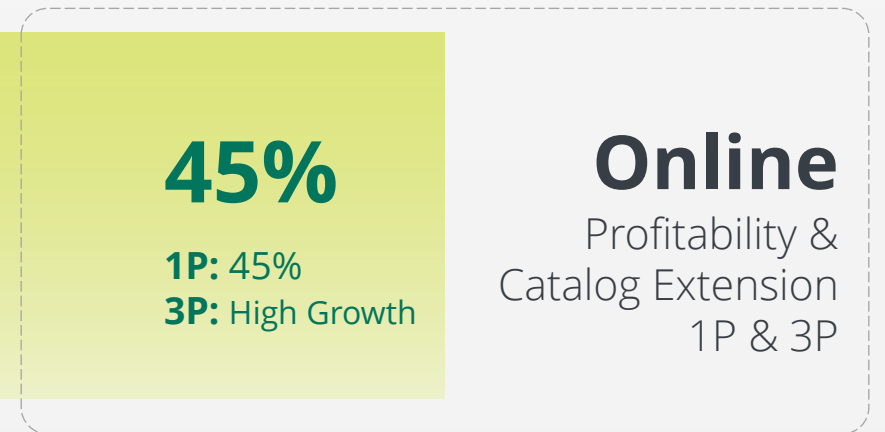
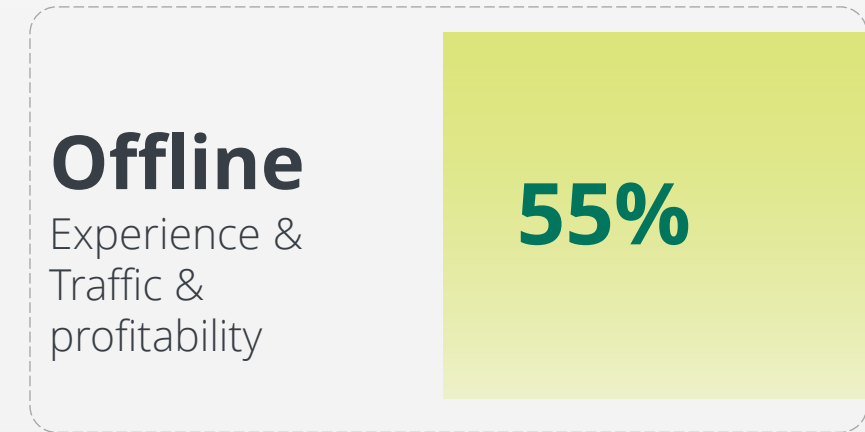
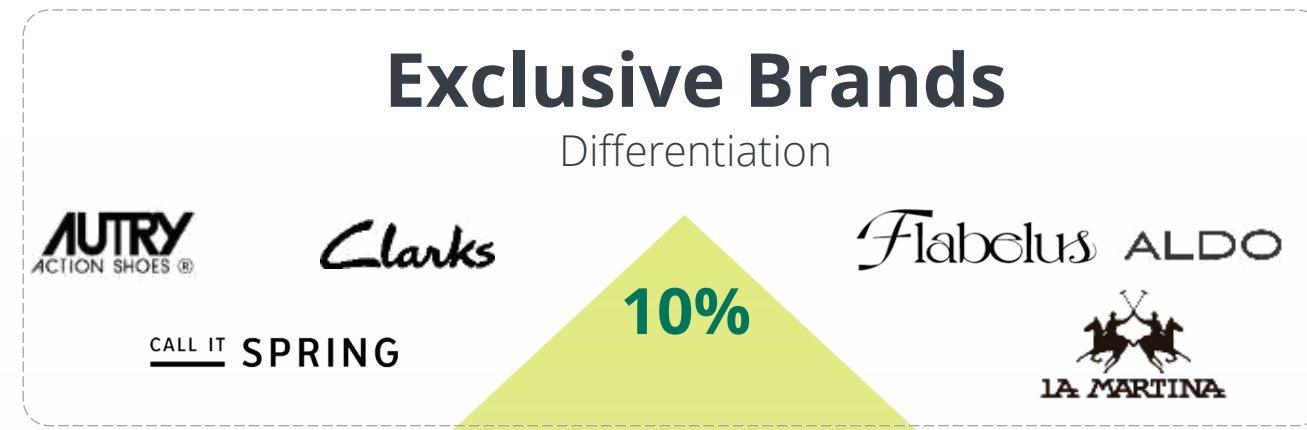


Sales by Channel



*LTM approximated figures as of September 2024.

Footwear



Strong market share in footwear, supported by the best brands with a **crucial role for the physical store**

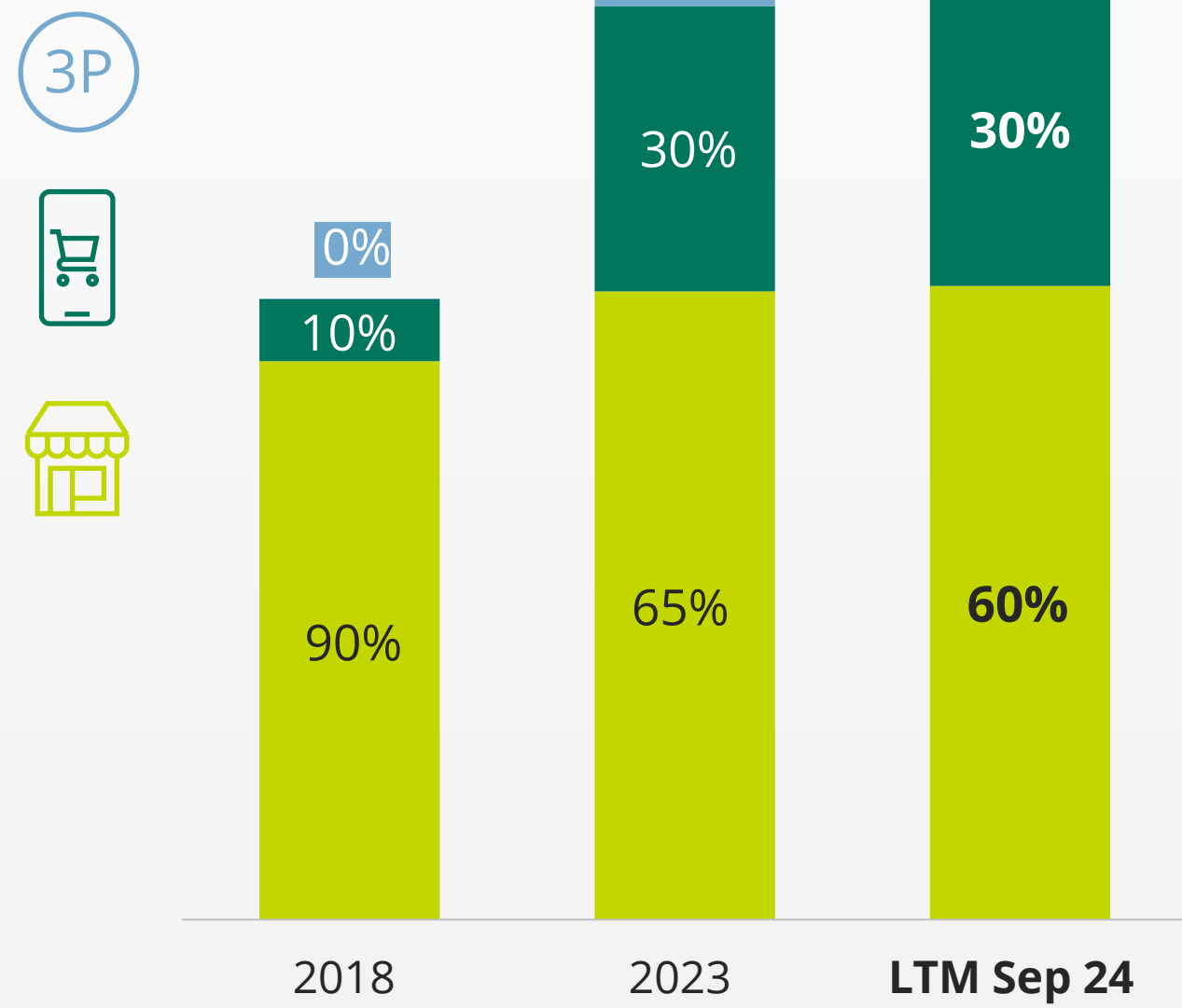
*LTM approximated figures as of September 2024.

Footwear

Traffic & Fashion & Profitability
Local and Global Brands (1P+3P)

We are **expanding online footwear sales** in close collaboration with top brand partners, while enhancing our catalog with 3P offerings

Sales by Channel



3P Current Best Brands



*LTM approximated figures as of September 2024.

Home Decor

In Home Decor, we have developed our own brands and **transitioned to an online model**



*LTM approximated figures as of September 2024.

Home Decor



Convenience
& Profitability
Private Label
and Licenses(1P)

Crafting an inspiring and convenient value proposition for mass formats, mainly driven by our Private Labels



BASEMENT
HOME

mica

benetton

CASA CANTABRIA
HERENCIA ÚNICA

RECCO

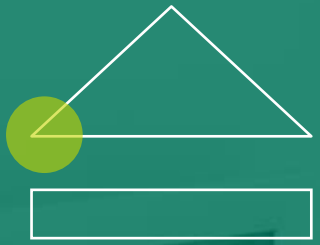
Würden

Minimal product differentiation, with competition primarily driven by price, making the **customer experience a key challenge**




*LTM approximated figures as of September 2024.

Technology





Traffic & Fashion
Local and Global Brands (1P+3P)

A differentiated strategy for **each product category**



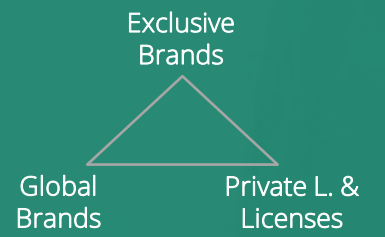
Core Products
Low-differentiation and high-cost products where we must **ensure convenience.**

Peripheral or Complementary
Accessories for core and emerging products, with growth focused on 3P in online. **Key to profitability.**

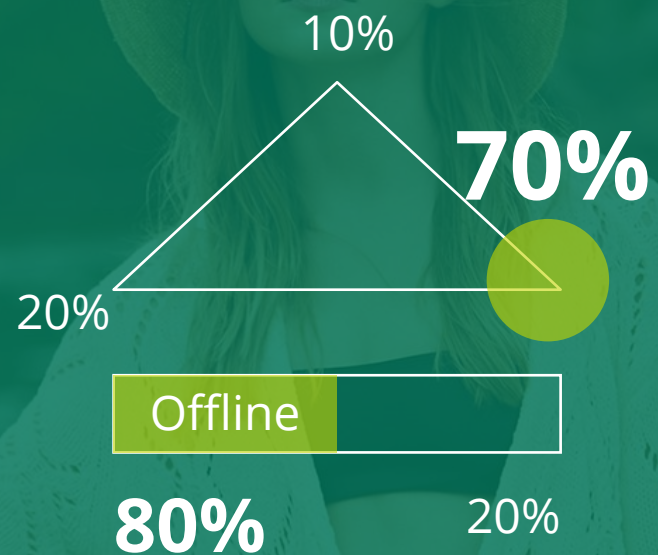


Emerging Technologies
Products that have become trendy and that we must have to **showcase #LoÚltimo.**

Specific strategy per product category and channel

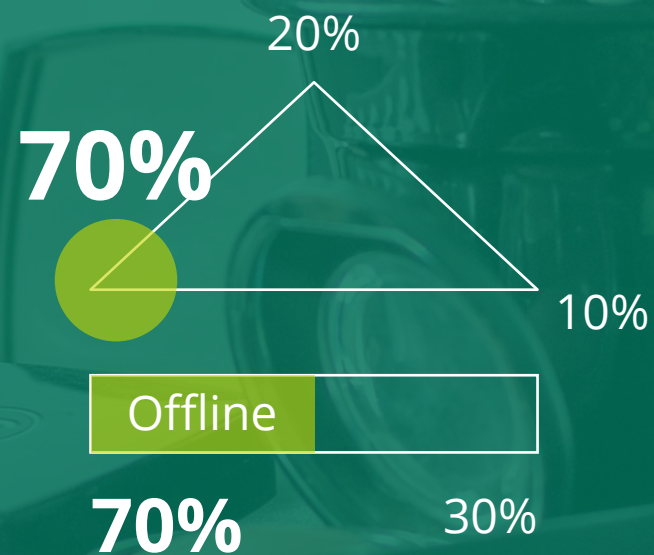


Apparel



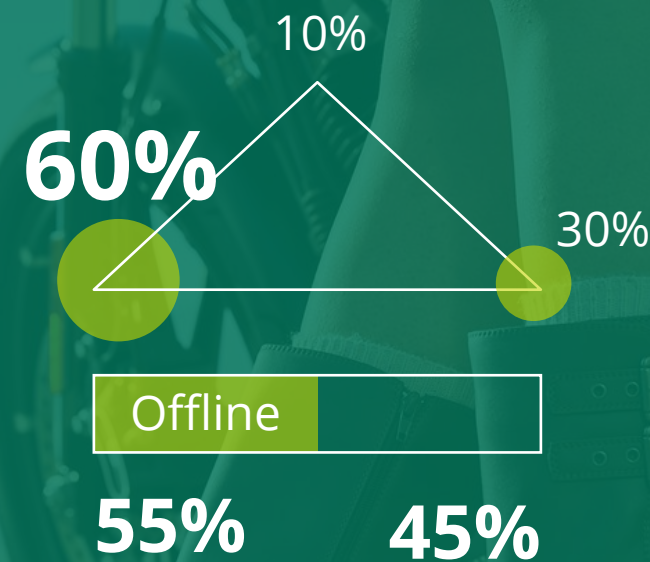
Differentiate through **private and exclusive** brands that bring higher margins and traffic.

Beauty



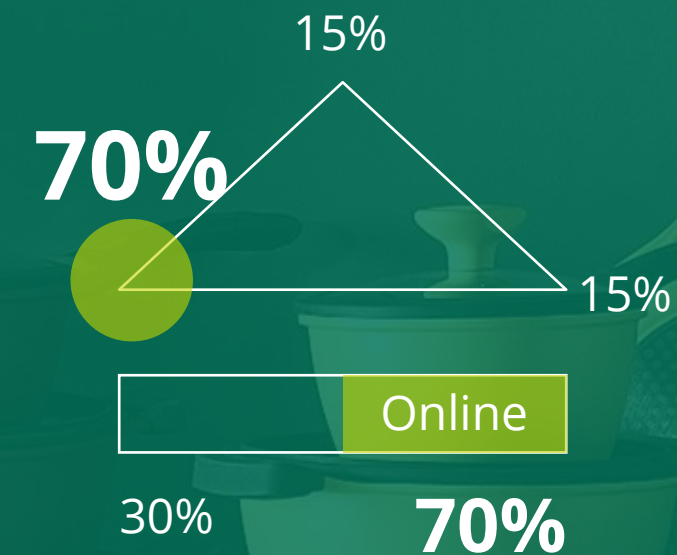
Strengthen exclusive brands and focus on **customer experience.**

Footwear



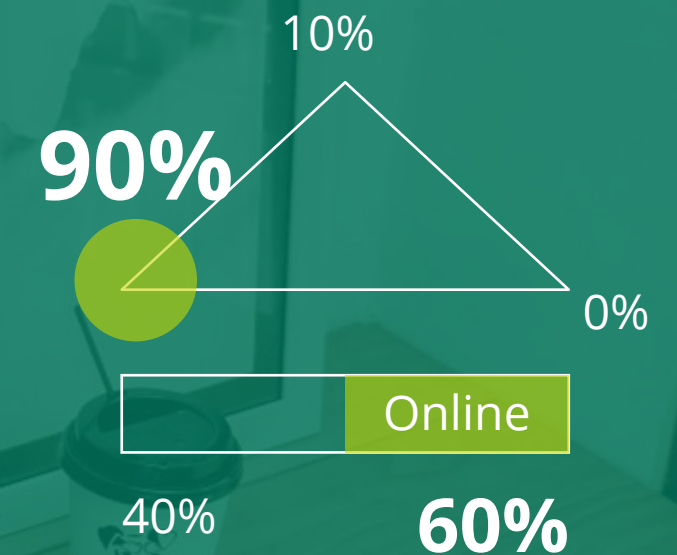
Expand our online catalog with 3P offerings while enhancing the physical store **experience.**

Home Decor



Continue developing our private label offering and **boost 3P online growth.**

Technology



Offer competitive **central products**, showcase **#LoÚltimo** in **trends**, and provide a full **accessories** catalog to enhance results.

Key takeaways



Focus on **Omnichannel e-commerce (1p + 3P)** to drive future growth



Leverage our relationship with **top brands** to grow online and offer hard-to-replicate **omnichannel services**



Build on **high-quality brand attributes** to grow **own products in specific niches** and across channels

Become an **Omnichannel Multi Specialist** for our core categories, in partnership with top brands, whose interests are aligned with ours