

CEO

ALEJANDRO GONZÁLEZ

Focusing on Our Five Growth Engines
to Strengthen Our Ecosystem

FALABELLA



+ falabella.com

SODIMAC

TOTTUS

mallplaza

Banco Falabella

INVESTOR

DAY 2024

Connecting leading Global Brands, Retailers, Financial Services, and Shopping Centers in a virtuous business cycle




35 million clients

Market position


 #1 Home Improvement ⁽¹⁾

 #1 Shopping Centers

 #1 Omnichannel Multi-Specialist Retailer

 #1 Loyalty Program ⁽²⁾

 #2 Supermarket ⁽³⁾

 #1 Credit Cards & Checking Accounts ⁽⁴⁾

(1) In Chile, Peru, Colombia and Uruguay.
 (2) In Chile.
 (3) In Peru
 (4) In Chile.

Our strategy is driven by four key priorities that guide our efforts



Enhance the value proposition of our five core businesses to accelerate growth



Refocus our **digital strategy and ecosystem** development



Drive a more **effective organization**



Prioritize investment decisions and capital allocation to restore profitability

Focus on our five growth engines:

enhancing their value proposition and improving the customer experience, while restoring profitability

Omnichannel retail



Shopping Centers



Financial Services



Strategic enablers



Loyalty Program



Home Delivery



Talent



Technology & Data

While strengthening our ESG leadership in LatAm and securing long-term value⁽¹⁾

Climate action

↓20% emissions
Scopes 1 and 2 (vs 2021)

73% of our energy
Supply from renewable sources

Circularity and waste

↓7% food loss and waste
(vs 2021)

Diversity, equity and inclusion

39.4%
Women in top and middle management position

51.2%
Women in total workforce

Social impact

+130k
Participants in training and/or commercial activities for entrepreneurs and sellers

+100k
Boys and girls reached by educational initiatives

+33k
People benefitted by infrastructure improvement projects

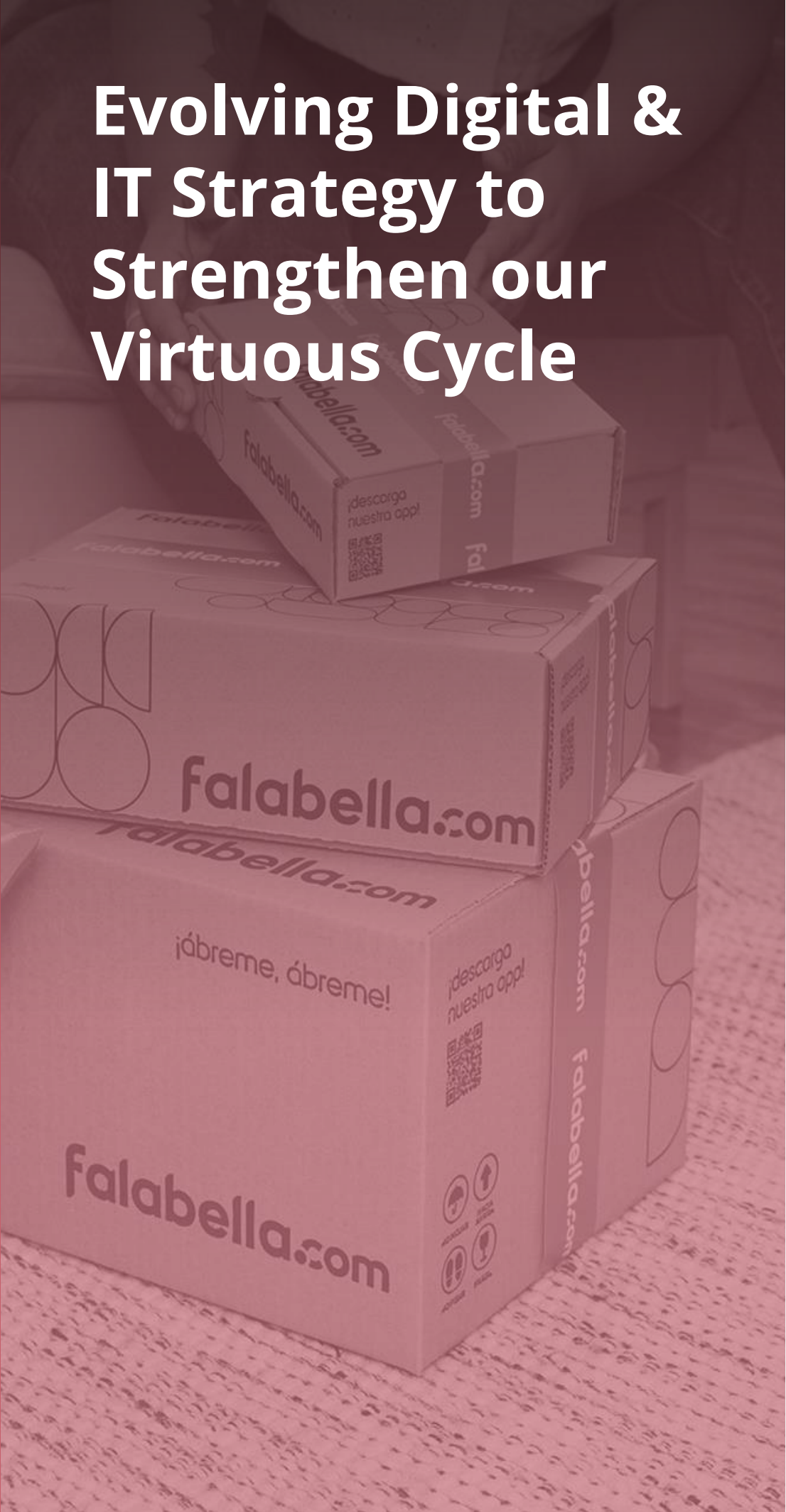
Corporate governance

ESG risks integration
Greenwashing, community conflicts and climate risks integrated into ERM policy and model

Human Rights
due diligence processes in all our business units

(1) End of period figures as of 2023..

Evolving Digital & IT Strategy to Strengthen our Virtuous Cycle



Building digital capabilities

2018 ————— 2022



Leveraging digital capabilities to drive growth & profitability

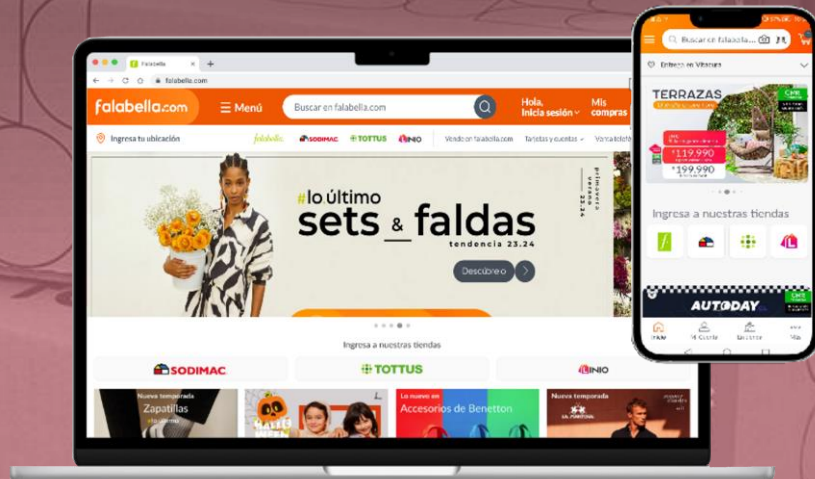
2023 ————— 2024

Strengthening Our Brands' and E-commerce Specialist Experience

More Specialized Marketplace

Partnering with the Best Brands

falabella.com



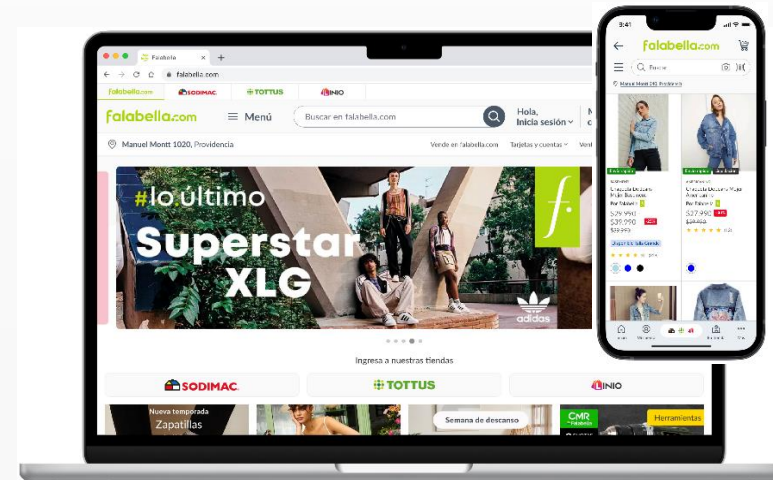
falabella.

SODIMAC

TOTTUS

Sellers

falabella.com



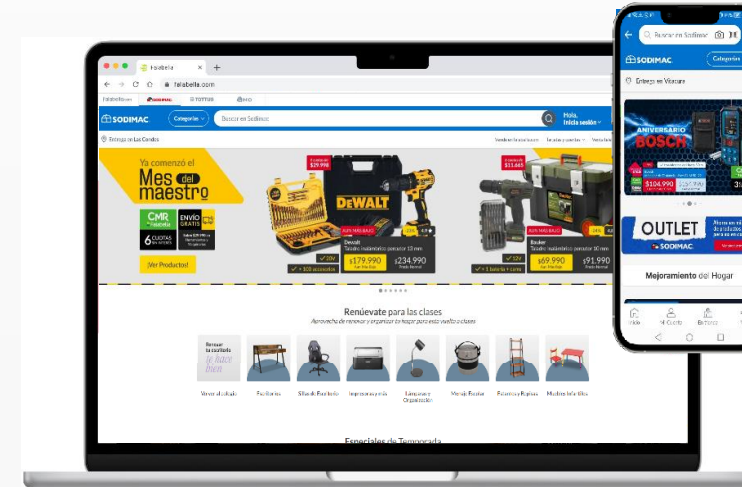
falabella.

SODIMAC

TOTTUS

Sellers

SODIMAC



SODIMAC

Sellers

TOTTUS



TOTTUS

Cross-Functional Enabler



Product



Home Delivery



Customer Experience



Digital Marketing

Reinforcing a Results-Driven and Empowered Organization with Simpler and More Focused Operations



Empowerment
and Accountability



Business
Results-Driven
Incentive Model



Organizational
Redesign to Simplify
Operations

Focused on Driving Profitability

through Disciplined
Expense Control,
Capital Allocation
and Investment
Processes



Efficient cash flow management and expense control



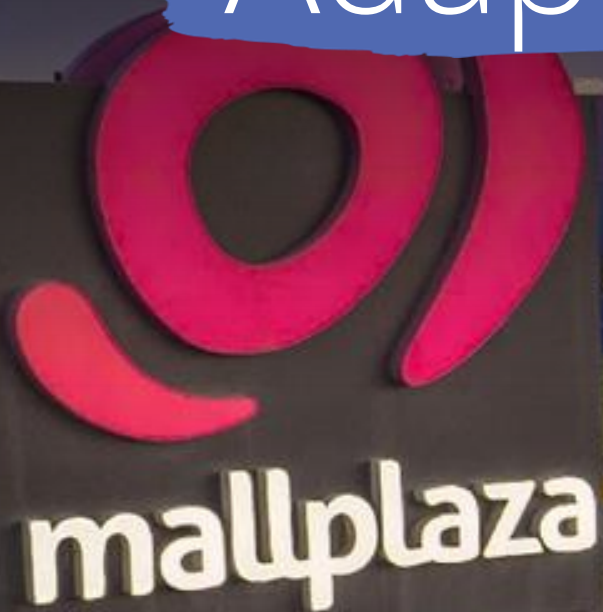
Portfolio investment optimization



Capital allocation aligned with strategic priorities

Lessons Learned

Adapting Our Way of Working

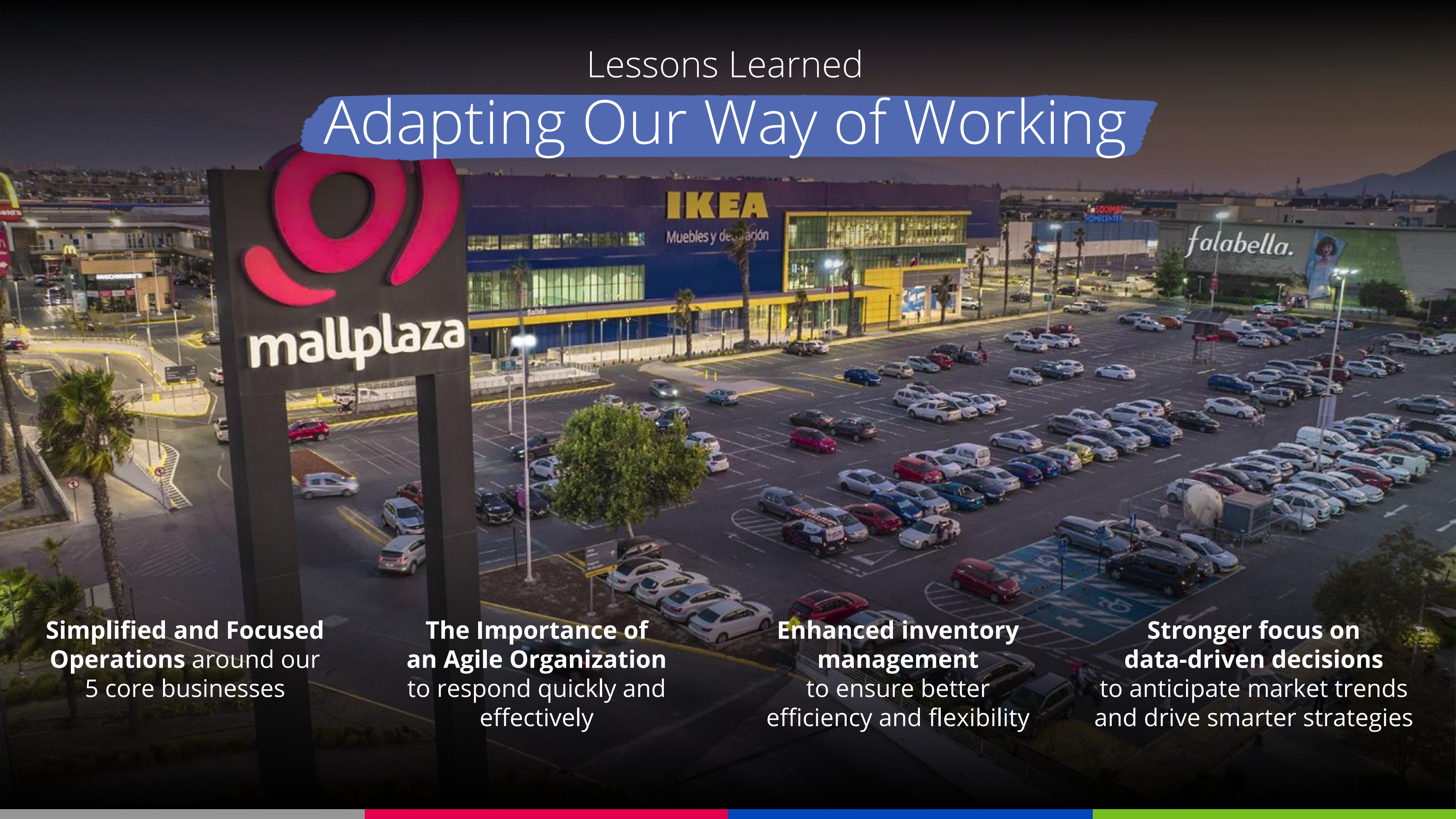


Simplified and Focused Operations around our 5 core businesses

The Importance of an Agile Organization to respond quickly and effectively

Enhanced inventory management to ensure better efficiency and flexibility

Stronger focus on data-driven decisions to anticipate market trends and drive smarter strategies



We aim to capitalize and accelerate growth opportunities in our 5 core businesses



Strengthen our leadership in the region

 **Accelerate expansion** in Mexico

 **Restore profitability** in Chile



Strengthen omnichannel offering

 **Specialist offering with** the best brands

 **Accelerate 3P growth**



Enhance and Differentiate Our Value Proposition

 **Physical expansion** in Peru

 **Enhance value proposition** in Chile



Consolidate as the leading shopping mall operator in the region


 **Consolidate operation** in Peru

 **Brownfield growth + M&A in the Andean region**



Leading Digital Bank in the region

 **Grow Loan Book** in Chile and Mexico

 **Drive profitability** In Peru and Colombia

A woman with long dark hair, wearing a grey t-shirt, is smiling and leaning over a young child who is crawling on a dark wooden floor. The child is wearing a white short-sleeved shirt and blue denim overalls. The background shows a living room with a white sofa and a brown jacket draped over it.

Trends that are shaping
The future of our industry

Customers increasingly value **seamless omnichannel options**

The experience will become inseparable from the **product**

Driving Value through **Loyalty Programs**

Monetizing Core Capabilities to Drive Growth