

LOYALTY



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Falabella loyalty program:
our ecosystem's value creation catalyst

FALABELLA



+ falabella.com

SODIMAC

TOTTUS

mallplaza

Banco Falabella

INVESTOR

DAY 2024

CMR Puntos is the preferred Loyalty Program in Chile

VALUE PROPOSITION

- Varied Rewards
- Special Events
- Flexibility

Leadership positions in our core markets

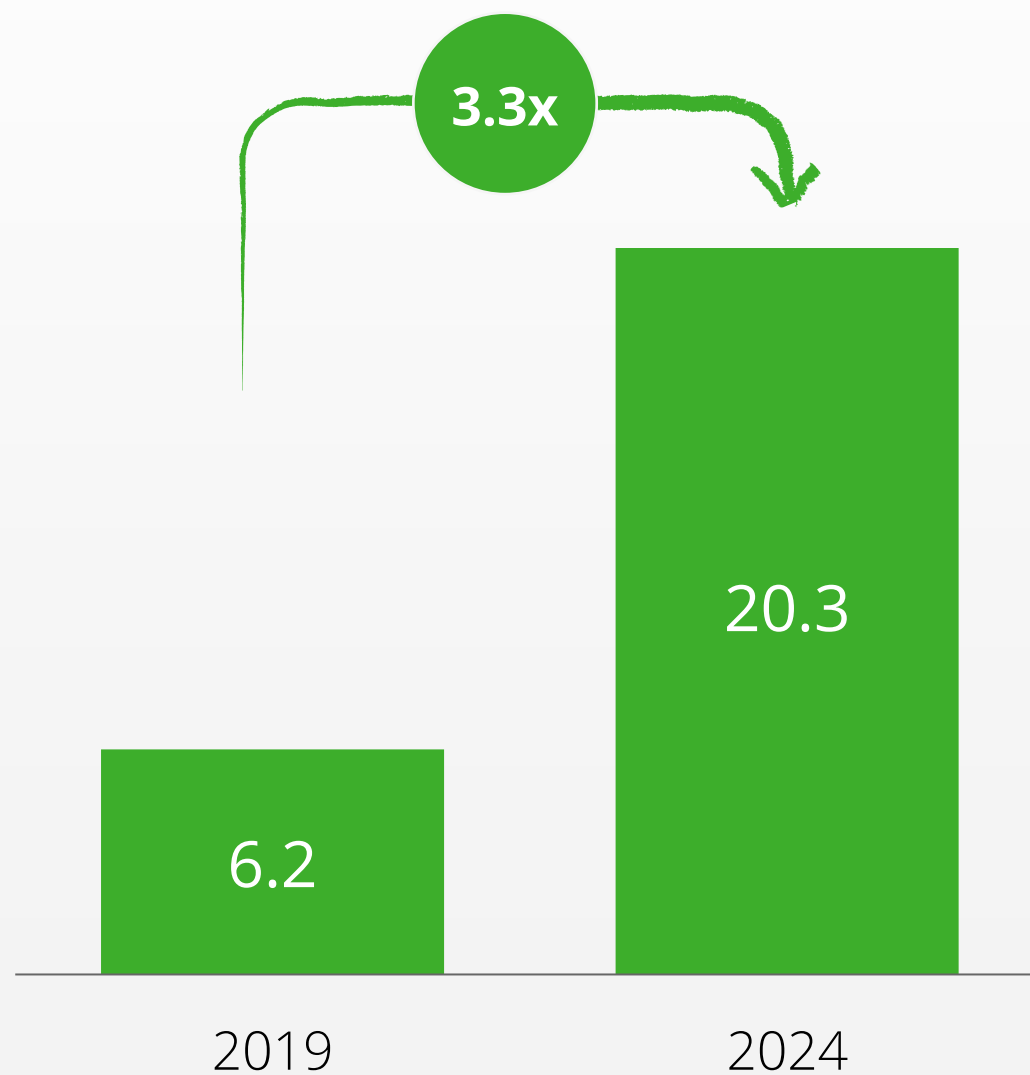


CMR Puntos

is one of the largest and more dynamic loyalty programs in the Andean Region

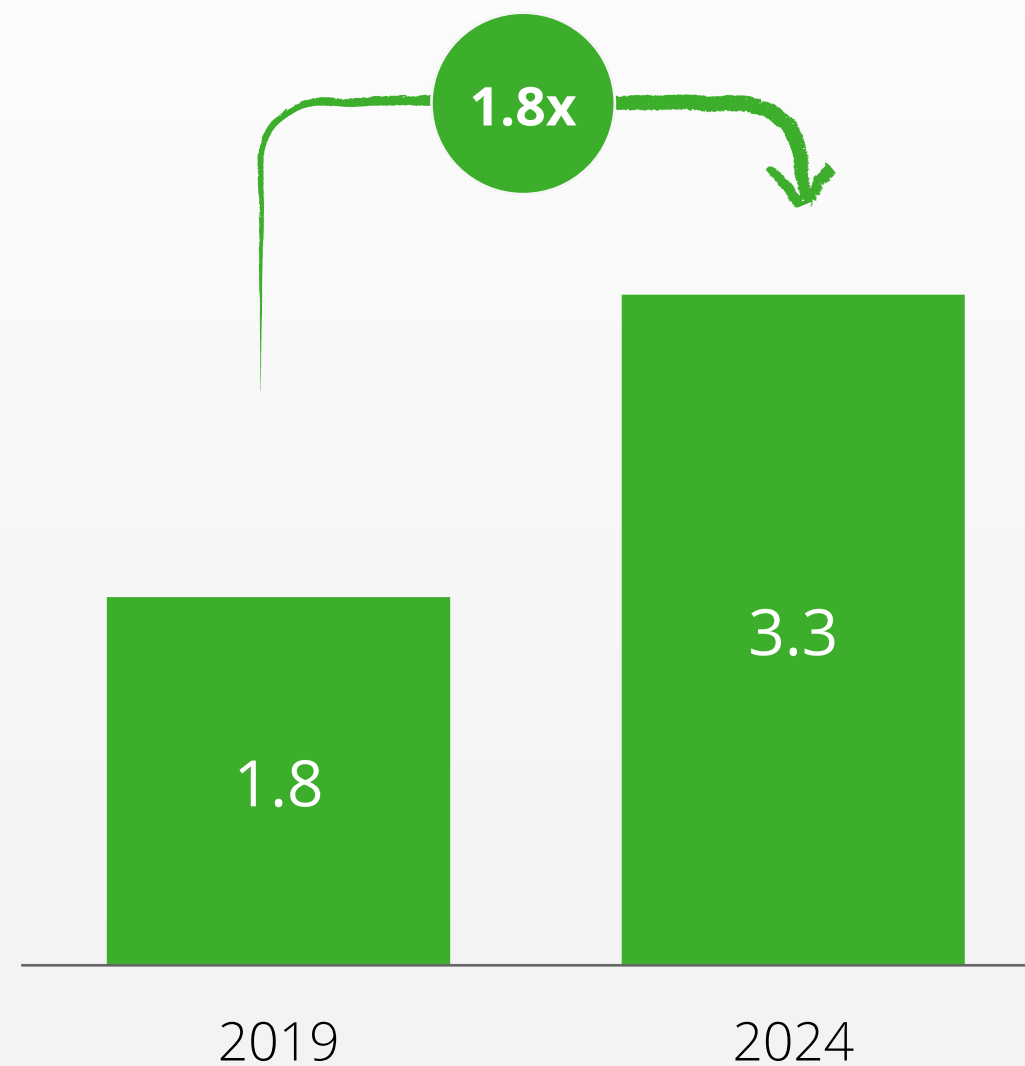
of participants

(# MM)



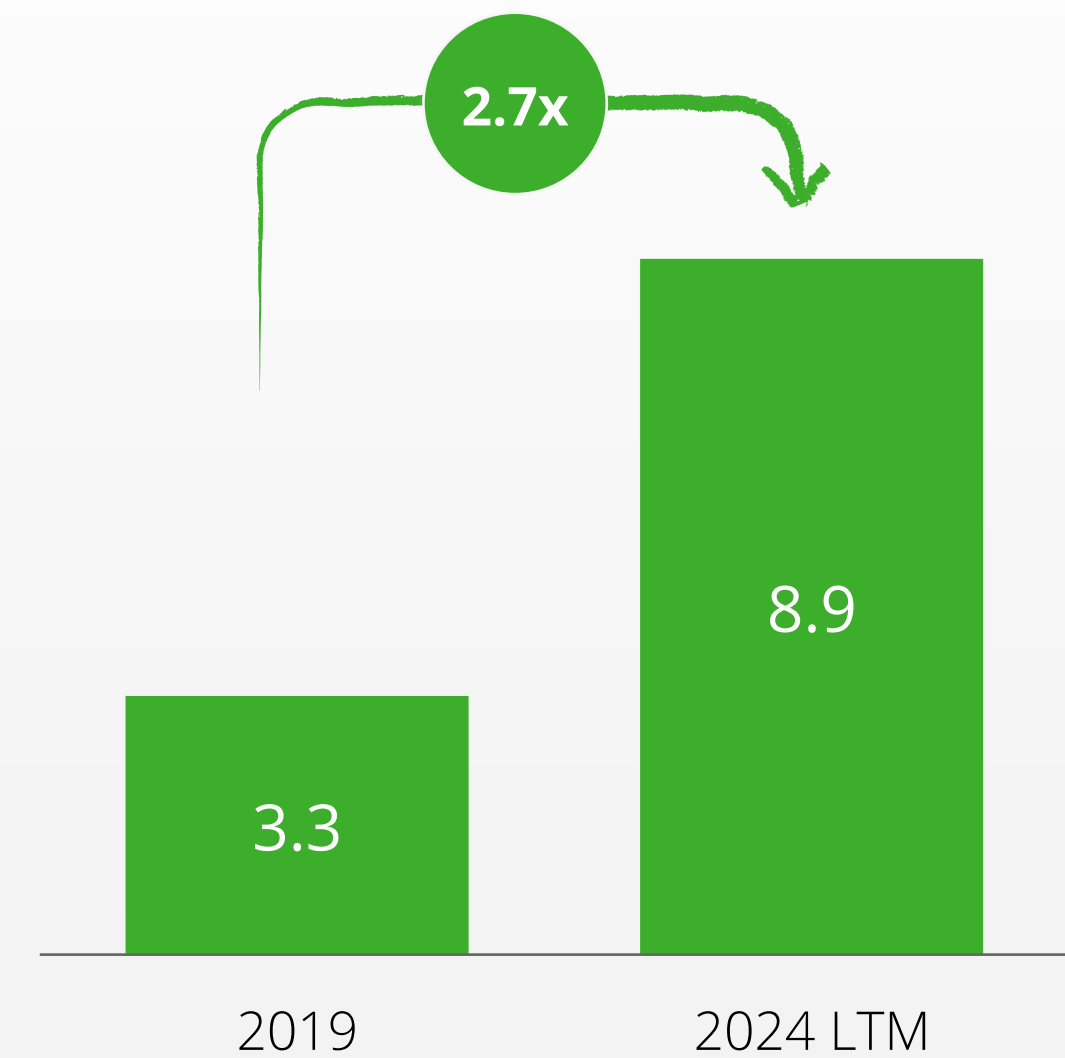
of redeemers

(# MM)



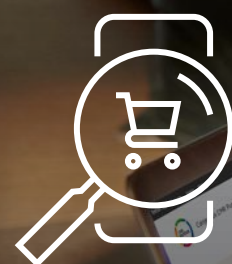
of redemptions

(# MM)



Participants: any customer who has accumulated points within the last 12 or 24 months, depending on their Loyalty category; Elite or Premium: 24 months, Fan 12 months.
Redeemers: participating customer who has redeemed points within the last 12 or 24 months, depending on their Loyalty category; Elite or Premium: 24 months, Fan 12 months.
LTM: Last Twelve Months.

The program plays a key role as an enabler of two **business objectives**:



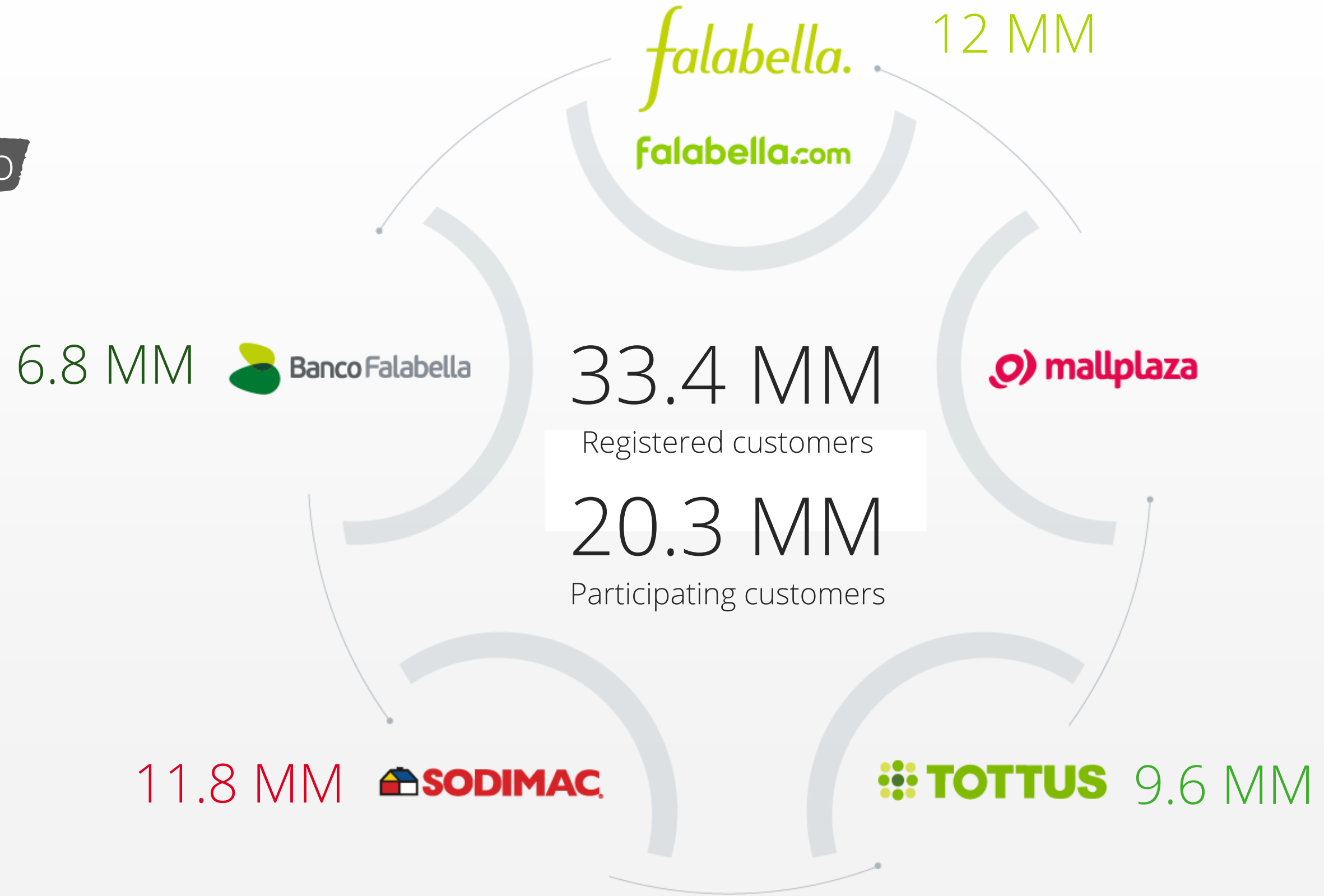
**Data Access
(Opt-in)**



**Boost customer
lifecycle**

Enabling data sharing and expanding value creation within our ecosystem

Loyalty Customer Portfolio
Participating customers (MM)



By multiple uses across the whole business cycle

Customer Journey



Business Objectives



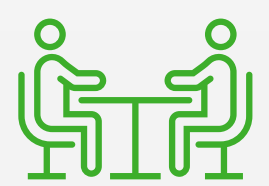
Customer Acquisition

- Welcome Packs
- Strategic Onboarding



Cross-selling

- Driving traffic to malls and stores
- Personalized offerings



Retention

- Increase Frequency
- Reduce churn



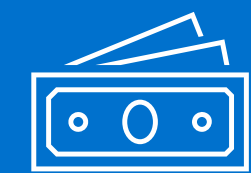
Risk Assessment

- Pre qualified credit cards
- Fraud Prevention



Marketing Savings

- E-mail marketing
- Custom audiences



Monetization

- Custom audiences for 3rd parties pilots
- Media

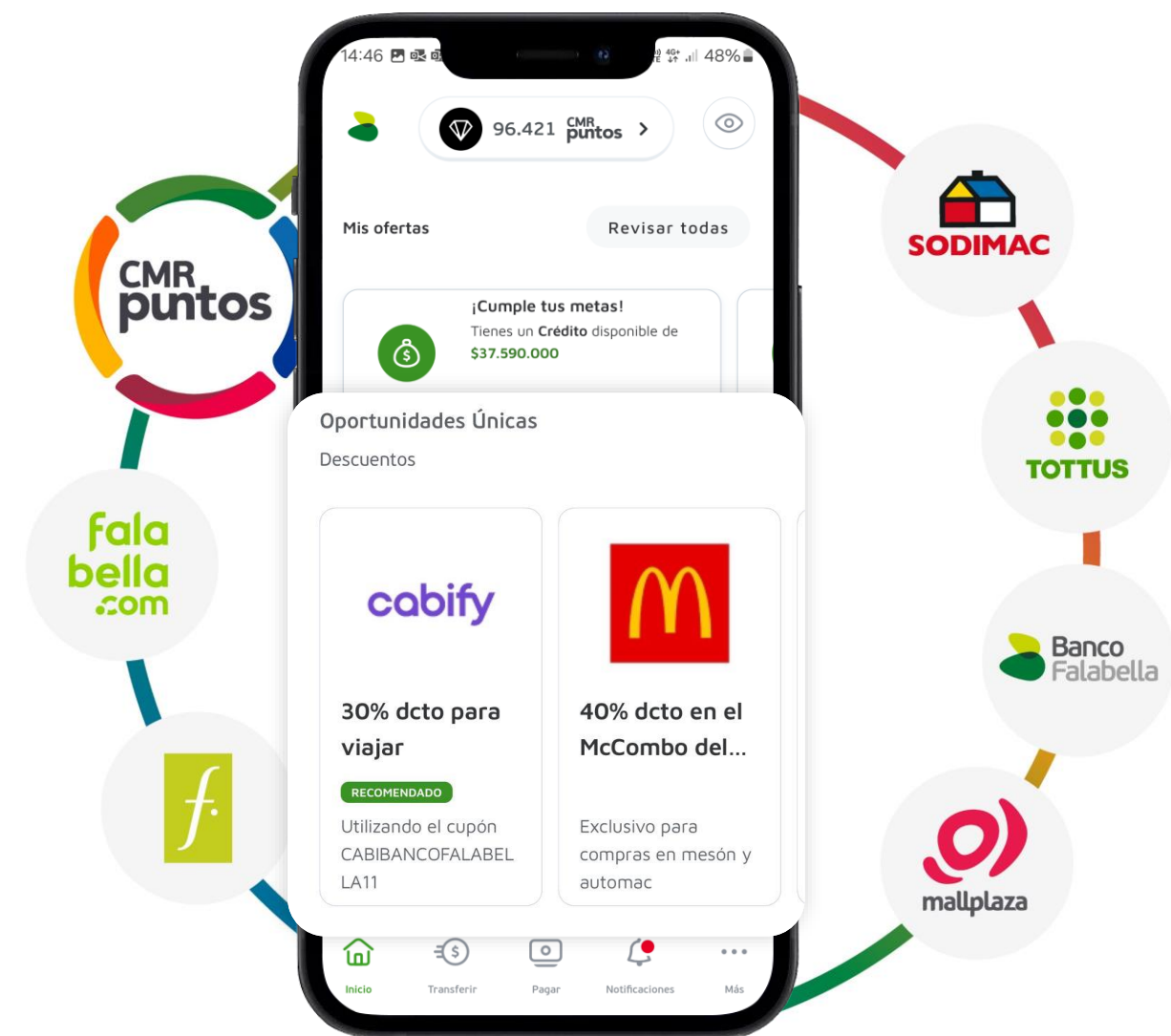
And allowing for personalization on the bank's app

Personalized retail promotions in the Bank App with **newly launched functions**



+30%
incremental sales⁽¹⁾

Third party promotions in the app which we monetize

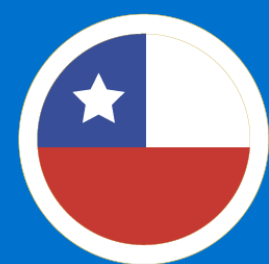


2X
incremental sales⁽²⁾

(1) Based on preliminary results after launching the functionality for our entire customer portfolio. As of nov-24

(2) Comparing behavior of customers who see the personalized Retail promo in the carousel versus those who don't, we found that those who saw it spent twice as much as those who don't.

The program generates stickiness



80% Loyalty Program spending converted to sales at Falabella retailers

Redemption revenue considers payment for redeemed products and the use of gift cards in each format. Redemptions of Points + \$ included in the format that corresponds to the share in the cart at the time of redemption.

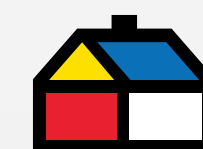
Redemption Revenues

(Chile, % of total)

44%



20%



16%



20%



Others

...and incremental value per customer

**Increase
in spending**

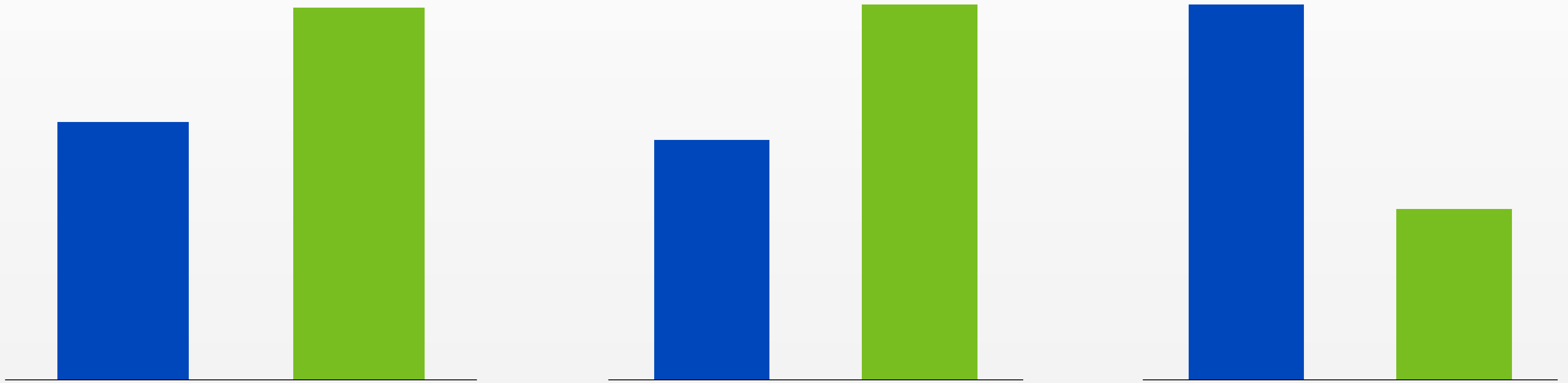
1.4x



**Increase in
transactions**

1.5x

**Decrease
In churn**

-55%



 Redeemer & Banco Falabella customer
 Potential Redeemer

Churn: clients who did not purchase during a 6 month testing period - data as of Sep'24