

Questions and Answers (Q&A): E-Commerce Strategic Evolution

1. What will the value proposition look like for customers?

With this new value proposition, our customers will find that the identity of our retailers has gained prominence in the browsing experience. We started this process by removing the orange of falabella.com, which has been developed further until we see the logo of falabella.com today using "Falabella green."

2. When entering falabella.com, what sites will the customer find or what will they see differently?

Customers will continue to find the quality and assortment of Falabella, Sodimac, and Tottus products, along with the offer of excellent Sellers, in the group's e-commerce. The difference is that this will now be structured into 3 sites that will coexist within falabella.com:

- a. First of all, customers will find a site with an excellent coverage of categories. The group's 3 retailers (Falabella, Sodimac, and Tottus) and all the Sellers will offer their products here. In parallel, they will see direct access to the sites of:
- b. Sodimac, where you will find the home improvement specialist proposal, which will also add the specific Sellers of this category.
- c. Tottus, where they can browse a supermarket specialist proposal that includes the specific sellers of this category.

This aims to simplify the browsing experience of users and the value proposition.

3. Will the marketplace still exist?

Refocusing the strategy does not imply dismantling the marketplace; on the contrary, we will continue adding the offer of Sellers of excellence to strengthen our retailers. We want to differentiate ourselves from our competitors by offering more mature products and thus ensure a high-quality standard.

4. Will there still be sellers?

All these changes are focused on improving the proposal for our customers. In this sense, we will continue to have our Sellers of excellence whose commercial conditions have not changed.

5. Why go back to green?

This decision allows us to continue advancing in consolidating our omnichannel ecosystem since both the digital and physical channels are part of the same value proposition, and that's why it makes sense that they share the same color. In addition, it simplifies our value proposition. Our purpose is that customers can simplify and enjoy life more, choosing for themselves how to live the shopping experience.

6.- How will logistics, shipping, and customer service work?

The SAC under Customer Experience and last mile logistics under Home Delivery will remain centralized under our Transformation Area.