

Strategic focuses by business

Let's tell you about the main strategic initiatives of the different businesses from the perspective of our two focuses that we have as a company:

- **Profitability**
- **Customer experience**

FALABELLA RETAIL:

Profitability initiatives:

- Buy shorter, more often (leads to less inventories and better margins)
- Buy later with more information about our sales and trends (more assertiveness, less risk)
- In e-commerce: Operational Excellence, Logistics and Retail Media

Initiatives with a focus on the customer experience:

- Buy faster, Fast Fashion (confirm trends and react to winners)
- In e-commerce: Offer greater range, navigation (launches of sites such as Create & Barrel, and Carters), and deliveries (more than 60% in less than 48 hours)

SODIMAC:

Profitability initiatives:

- Optimize expense structure through contract renegotiation, inventory adjustments, and productivity initiatives.
- Continue with the expansion plan in Mexico, with a focus on profitability and prioritization of resources, optimizing the use and financing of CAPEX
- Look for opportunities to increase store profitability with a regional standardization and transformation plan of Maestro in Peru.

Initiatives with a focus on the customer experience:

- Increase the Pro client's wallet share through initiatives such as CES, Maestrazo, and a differentiated digital experience.
- Improve the experience of our customers with a focus on showrooming, self-service improvements, and product innovation.
- Work on the digital strategy, enhancing the website and improving the experience of the omnichannel app

TOTTUS:

Profitability initiatives:

- **New negotiation model.** Structured model and expansion of business with suppliers
- **Expenses control.** Implementation of a new culture of doing more with less and giving a lot of value to the available resources.
- **Store optimization.** Adjustment of sizes x new food and non-food proposal.

Initiatives with a focus on the customer experience:

- **New TOTTUS Value Proposition.** We will be committed to providing our customers with exceptional value through the highest-quality products and the lowest daily prices.
- **Commercial as the main lever of change and growth.** New closer negotiation model, aligned with suppliers. A constant search for better products and prices
- **Knowledge of our client.** Better planning and commercial aggressiveness, better relationship with suppliers

MALLPLAZA:

Profitability initiatives:

- Increase the portfolio by approximately 619,000 m² and 15 malls in Peru.
- Growth of 225,000 m² to enhance our commercial proposal in the best assets of Chile, Peru, and Colombia for 2024, 2025, and 2026.
- Open and consolidate Mallplaza Cali's leasable 67,000m².
- Achieve 96% occupancy in December 2024 and grow sales by 10% vs. 2023.

Initiatives with a focus on the customer experience:

- Conversion of large stores. Incorporate innovative concepts of gastronomy and entertainment and lead brands in the conversions of Paris Tobalaba, Falabella Sur, and Alameda, improving revenues, NPS, and traffic.
- Omnichannel Transformation and Experience. 50% of parking with Freeflow, and 1.1 Million packages delivered in 2024.

BANCO FALABELLA:

Profitability initiatives:

- Implement measures to improve income given a **very complex macro and regulatory environment**.
- **Significant reduction in the risk cost** in Chile. Stabilize Peru and Colombia
- Continue to take actions to **contain the GAV** at a regional level

Initiatives with a focus on the customer experience:

- Be the **Preferred bank of our customers**, and let them be our **main promoters**
- Have the **App as the main channel** and look for our customers to **self-care**
- Reduce complaints, looking for more **stability in systems**

Your role!

*We invite you to talk with your team and transmit these guidelines to them. In this way, we will all have a vision of the business strategy that we have as an Ecosystem and that unites us as **one team**.*