

FALABELLA

The background is a dark, almost black, space filled with numerous small, white, out-of-focus dots, resembling a starry night sky or a microscopic view of particles. Overlaid on this are several large, flowing, wavy lines in a vibrant green color. These lines are composed of many thin, closely spaced parallel lines that create a mesh-like or wireframe effect as they curve and twist across the frame. The overall composition is dynamic and futuristic.



Fernando de Peña

New retail: physical evolution and tech adoption

Enrique Gundermann

Own brands as value driver

Gonzalo Somoza & Johann Ramberg

Truly omnichannel logistics

Benoit de Grave

Loyalty: building a proposition customers love

Juan Manuel Matheu

Key commerce enablers: financing and e-payments

Gonzalo Somoza

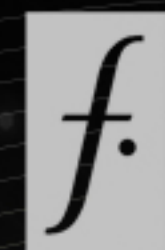
Marketplace as a retail Catalyst

Helder Mao de Ferro

Digital transformation at all levels



20
min





Significant market
opportunity



Expected continued
growth in GDP per capita

Avg Consumer Spend
US vs Latam 6x

Technology provides
upside potential





Physical stores still account
for 95% of retail sales

E C O S Y S T E M



E C O S Y S T E M



E C O S Y S T E M



Improve proposition

Reach new
customers

Reach old customers in new
ways and increase spend

Monetize our
capabilities