



ENHANCE OUR
LOYALTY PROGRAM

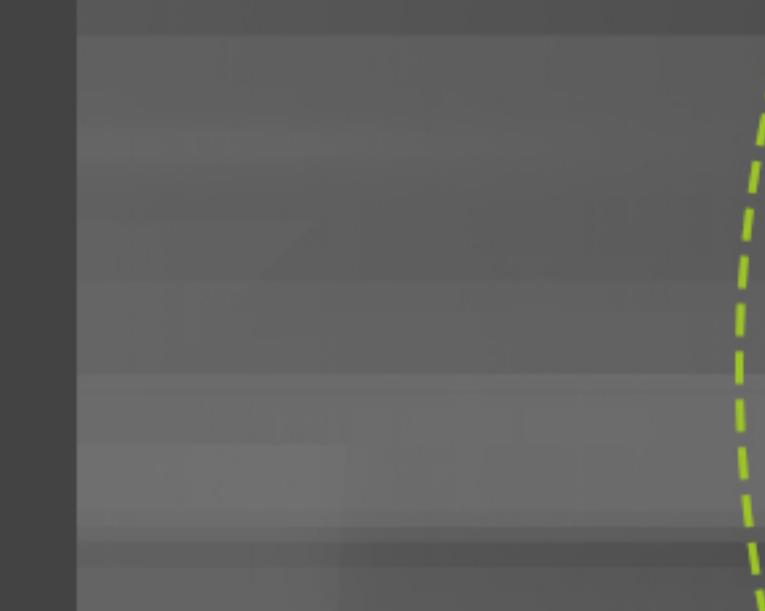
5.5 Mn CMR customers

1.5 Mn customers redeem their points

20% growth in redemptions

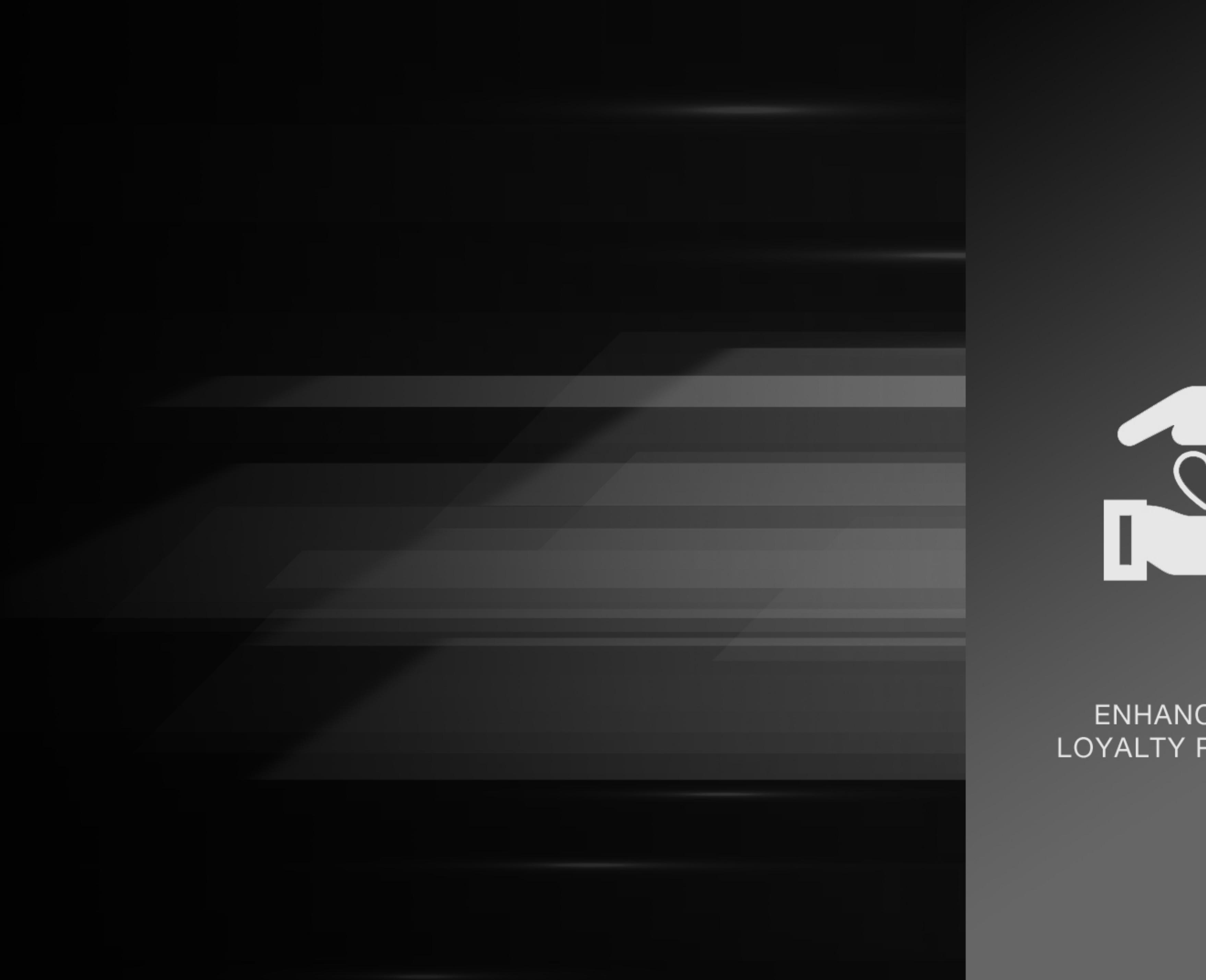


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Increasing the options to earn and
redeem loyalty points

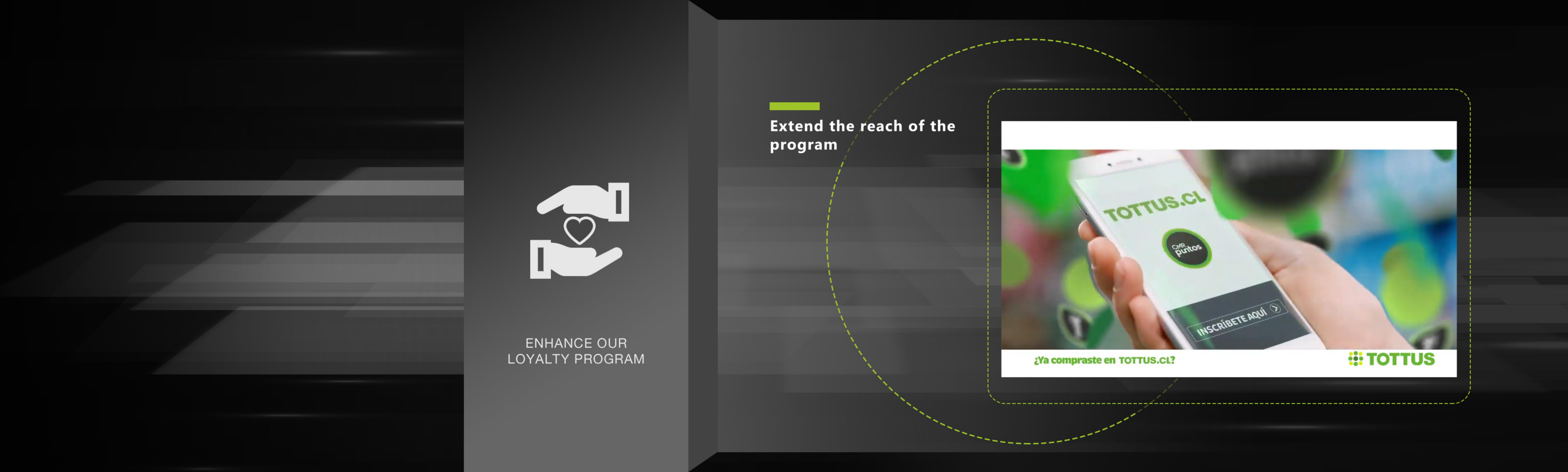




Focus on UX

The central graphic element consists of a dashed green circle and a dashed green rectangle, both enclosing a collage of images and logos. The collage includes:

- A smartphone displaying a photo of a person wearing bunny ears.
- A person using a green power sander on a wooden surface.
- A person riding a bicycle on a path.
- The logo for f. (Futura).
- The logo for SODIMAC HOMECENTER.
- The logo for HOMY.
- The logo for TOTTUS.
- The logo for viajes Falabella.
- A smartphone displaying a mobile app interface.
- A family eating breakfast at a table with a dog.
- A person using a power sander on a wooden surface.



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Extend the reach of the
program

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