

# Breakfast

Itau - 2Q 2025

August 19<sup>th</sup>, 2025

FALABELLA



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# CAUTIONARY STATEMENT

These webcasts, presentations and transcripts contain "forward-looking statements," relating to, among other things, future operating and financial results, project performance, expenses, the impact of acquisitions and divestments, business strategy and any restructuring plans. These statements use words, and variations thereof, such as the future tense verbs generally, "plan", "intend", "expect", "anticipate", "estimate", "maintain", "project", "continue", "reduce" and "grow". We caution you not to rely on these forward-looking statements as the basis for any investment or divestment decisions regarding securities issued by the Company. These statements are based on assumptions and expectations of future events at the time they are made and, therefore, are subject to uncertainty.

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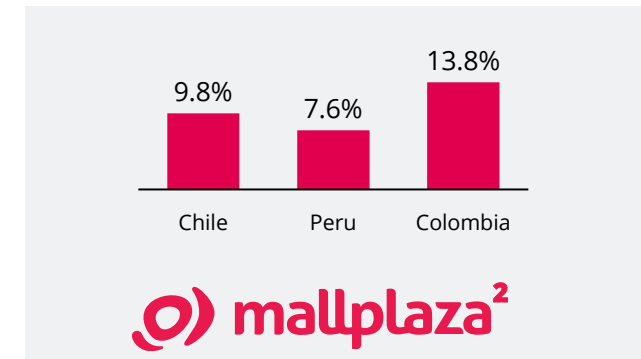
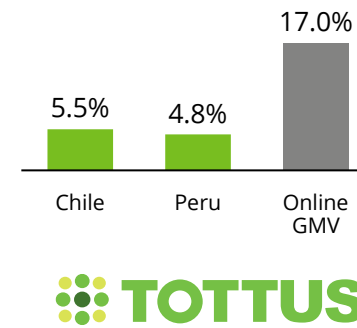
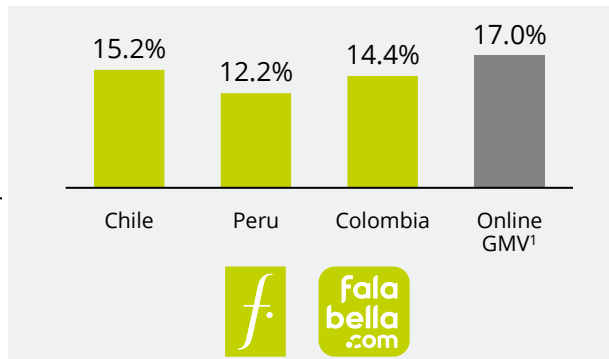
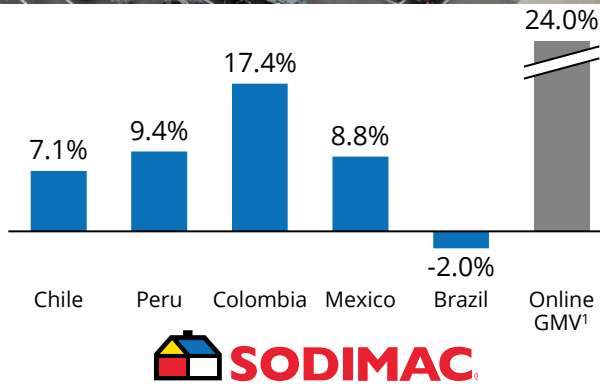
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All numbers in this presentation are converted to US Dollars and rounded to millions.



# Our retailers are maintaining their momentum in recovering topline growth, with total online GMV growing 19% YoY

## Revenue<sup>1</sup> Var (% vs 2Q24)



## Consolidated Revenues (% YoY)

6,6%

14,7%

7,4%

32,9%

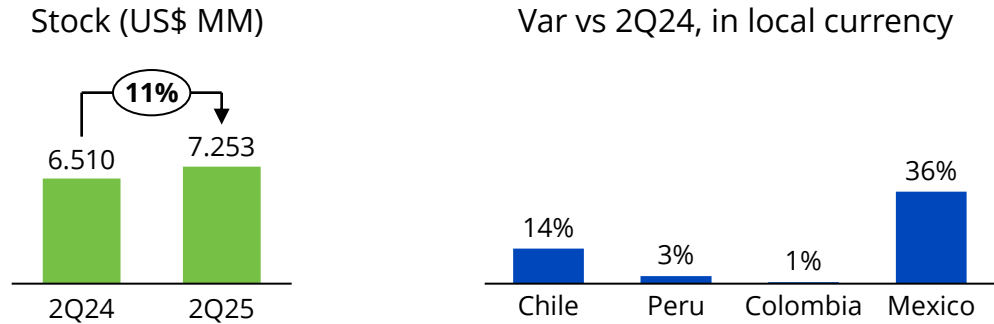
<sup>1</sup> In local currency.

<sup>2</sup> Includes 1P and 3P GMV.

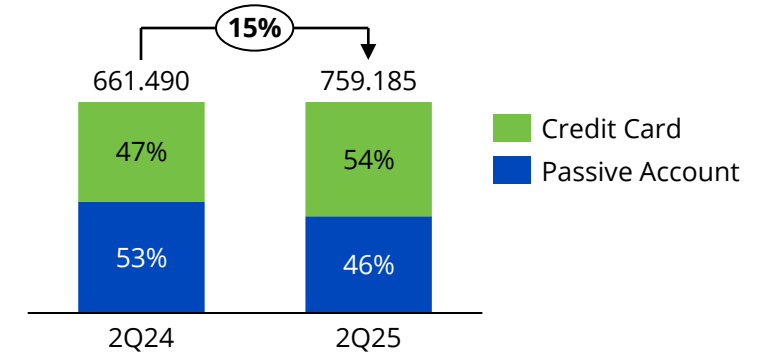
<sup>3</sup> Peru considers the operations of Mallplaza Peru and Open Peru, on a proforma basis.

# Building the leading digital bank of the Andean region<sup>4</sup>

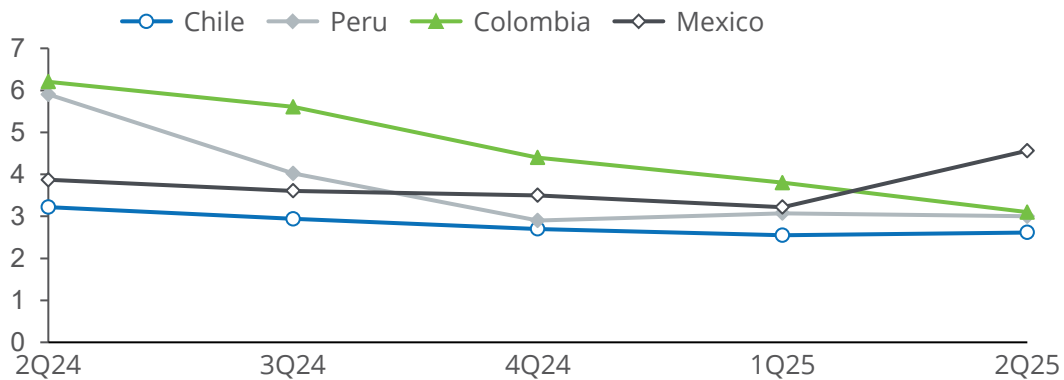
## Loan portfolio



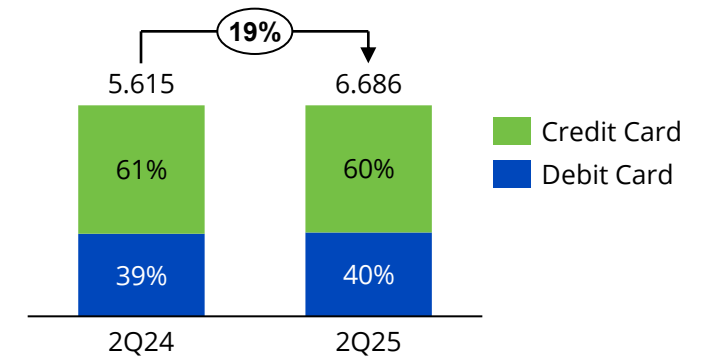
## Credit card & passive account openings (#)



## NPLs (%)

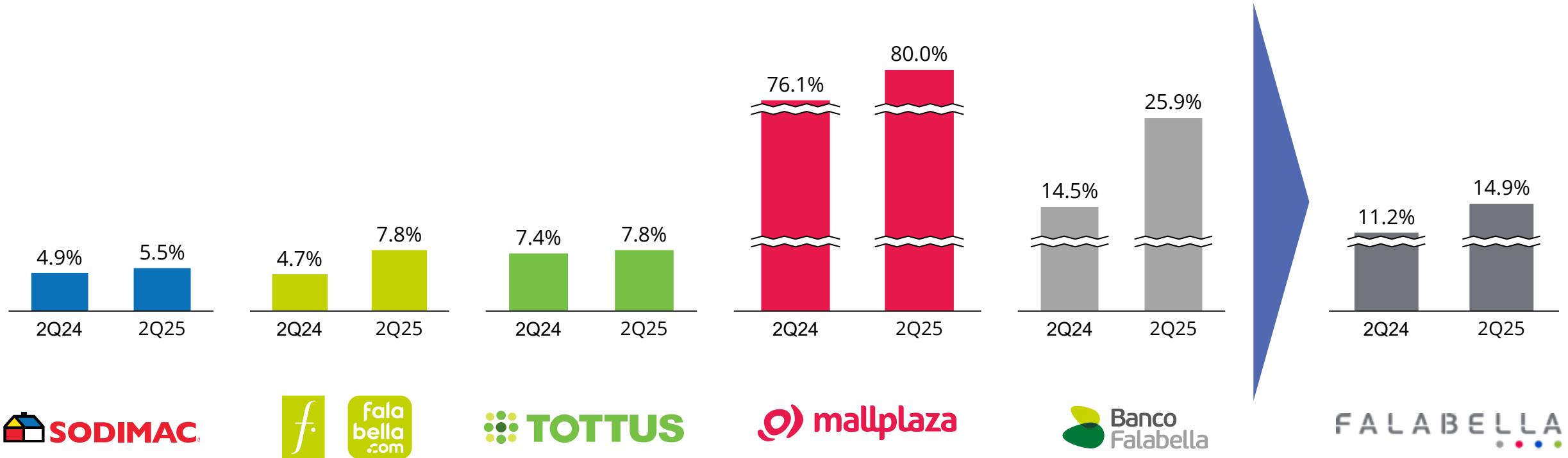


## Credit & debit card purchases (US\$ MM)



# Our strategy has allowed to enhance profitability across our five growth engines during 2Q25

## EBITDA margin (%)



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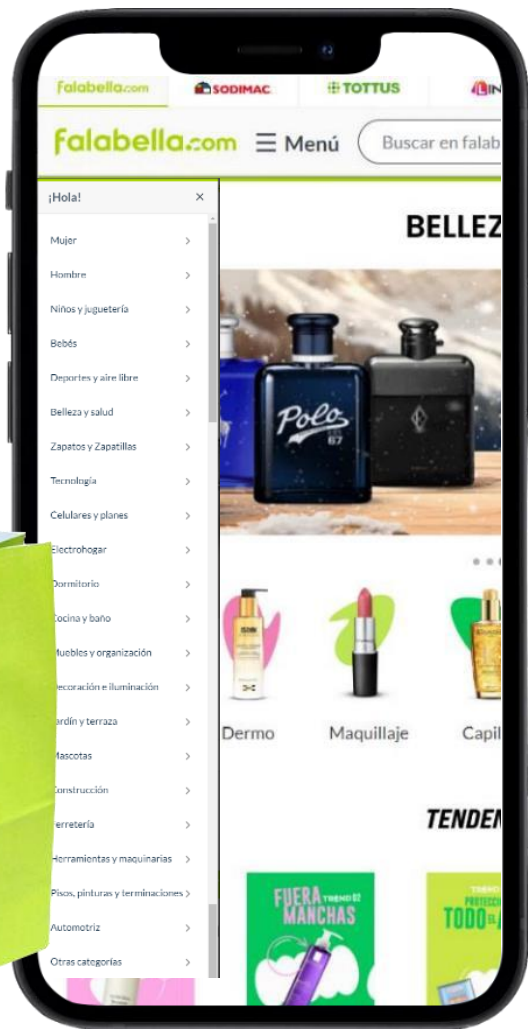
# Falabella Retail

FRANCISCO IRARRÁZAVAL



# Our strategy is to leverage the power of our brand to differentiate in our specialty categories

From  
**Generalist**  
Store and  
Marketplace



To an  
**Omnichannel**  
**Multi-Specialist**  
Hub for top brands

# The four pillars of our strategy

## 1. The Latest



## 2. Top Brands



## 3. Specialist Experience

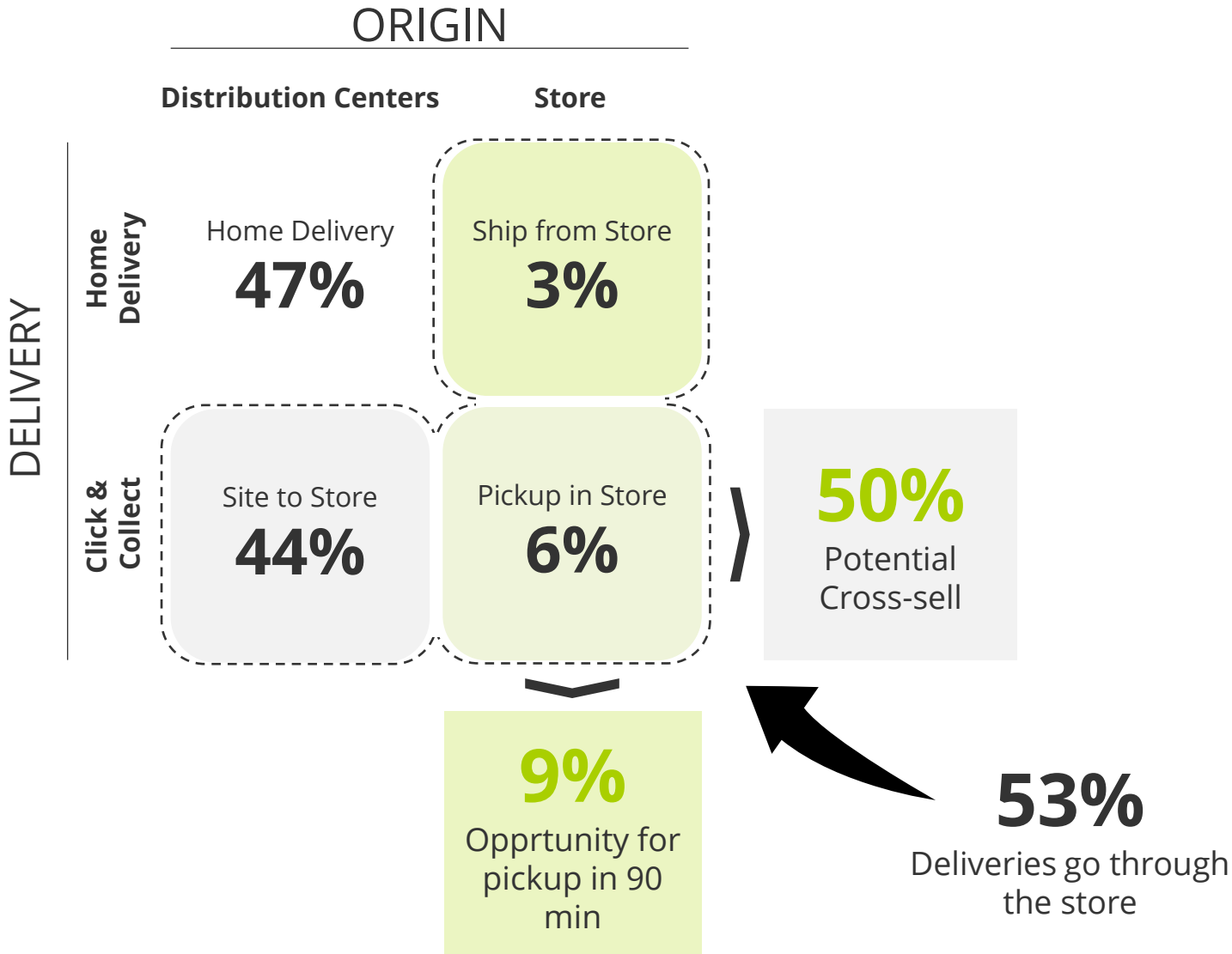


## 4. Convenience Always





# Our omnichannel positioning



Data of Chile, Peru & Colombia, Falabella Retail 2025





# Summary by specialty

## Apparel

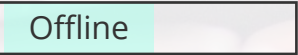
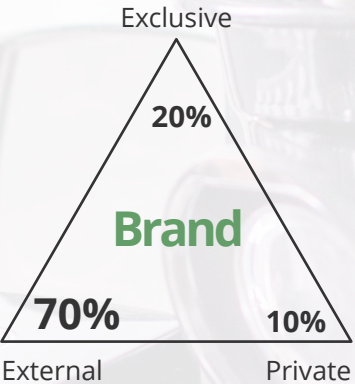
Private label and exclusive brands with an omnichannel trend proposal



80% 20%

## Beauty

Mix of trending brands and immersive omnichannel experiences



70% 30%

## Footwear

Mix of relevant brands with a complete assortment omnichannel



55% 45%

## Home Decor

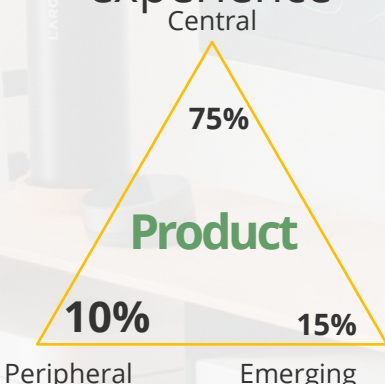
Conveniently-priced proprietary arcades and inspiring omnichannel experiences



30% 70%

## Technology

Complete assortment at convenient prices with an omnichannel experience



40% 60%

# Our eCommerce priorities

## Top Brands

- Consolidate ourselves as the site of the Best Brands
- Have the full assortment of the Best Brands
- Have the latest in our five specialties
- Tools for Self-Management of the best sellers

## Specialist Experience

- Have specialist browsing in the customer's buying journey
- Customize browsing according to customer preferences
- Deliver an omnichannel experience that facilitates the customer journey

## Service Excellence

### Deliveries

- Increase 3P offer and delivery speeds
- Offer convenient customer shipping without compromising profitability
- Strengthening the role of the store in our deliveries




### After sales

- Develop tools that deliver timely information and facilitate self-management

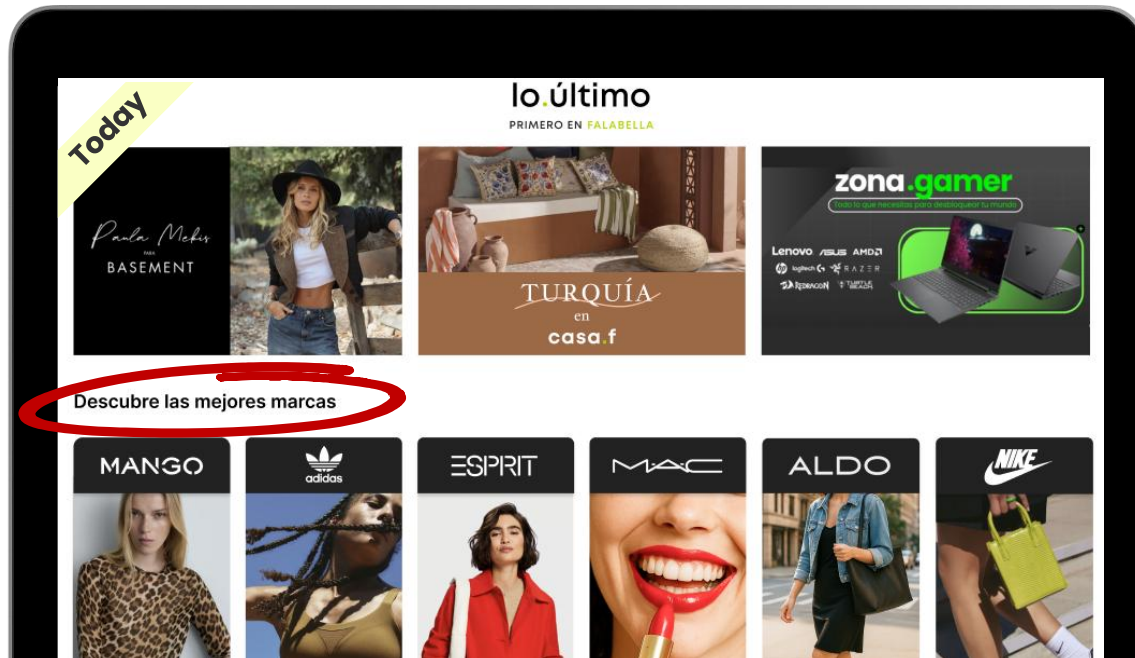
# Enhance best brand proposal

Customers browse through the site interacting with the Best Brands that live in Falabella

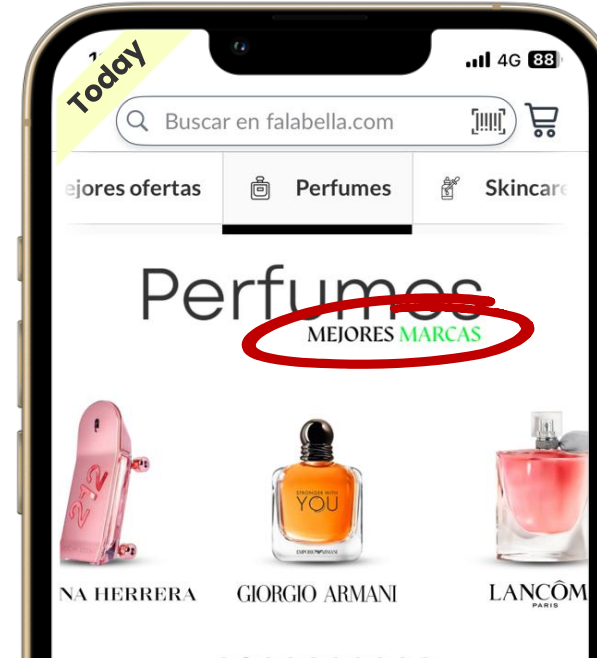
Our goals:

-  To be the **place where** the best brands live
-  **Personalize browsing** to deliver a relevant brand experience
-  **To make visible the best brands** at each point of browsing

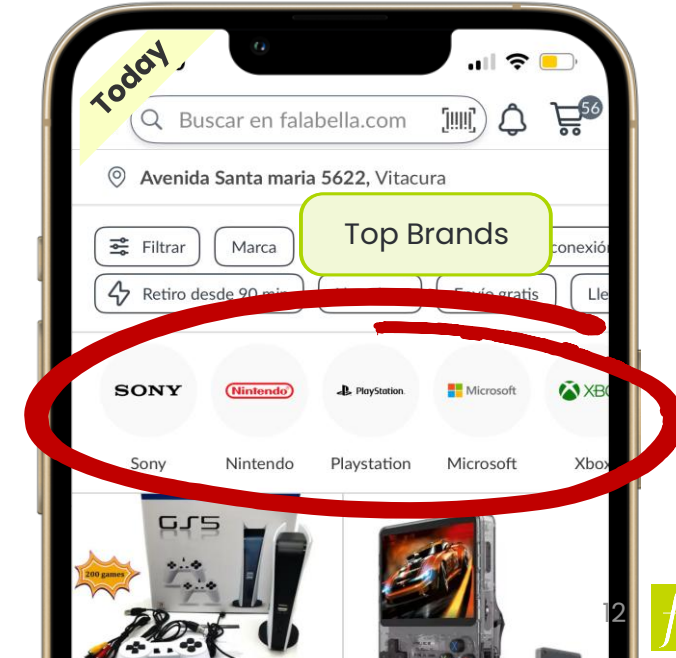
Home



Category Pages



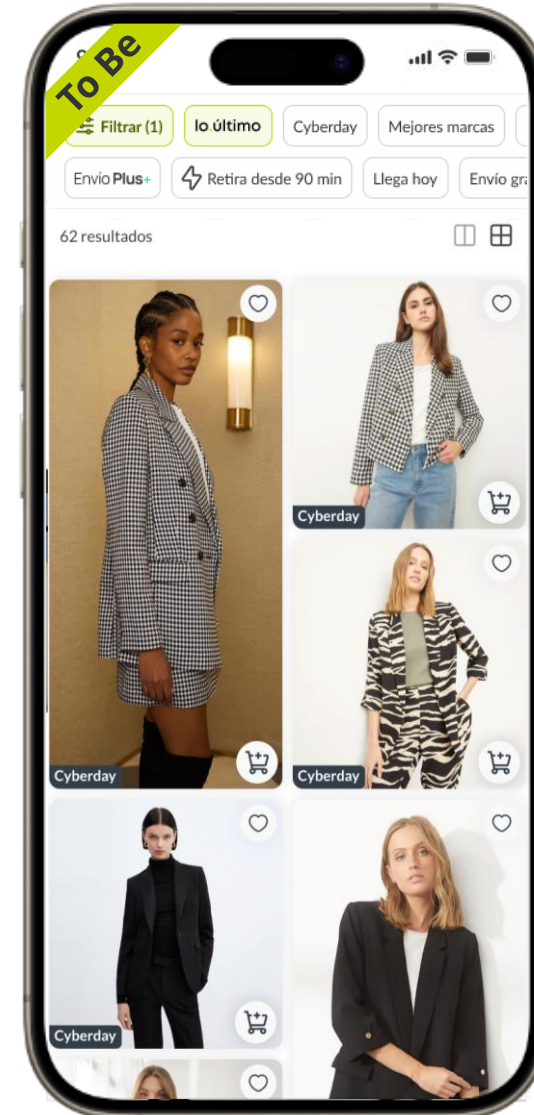
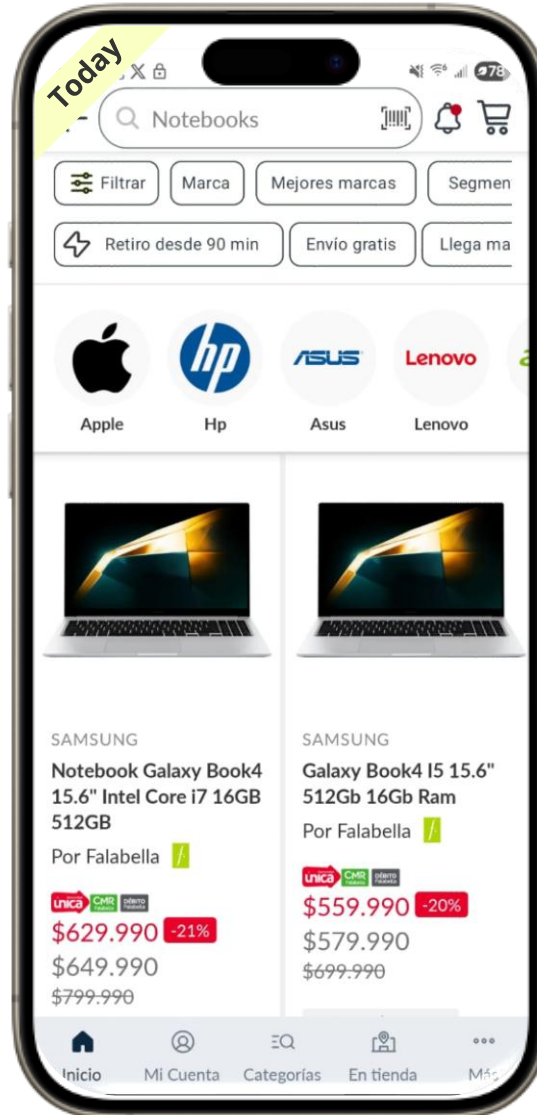
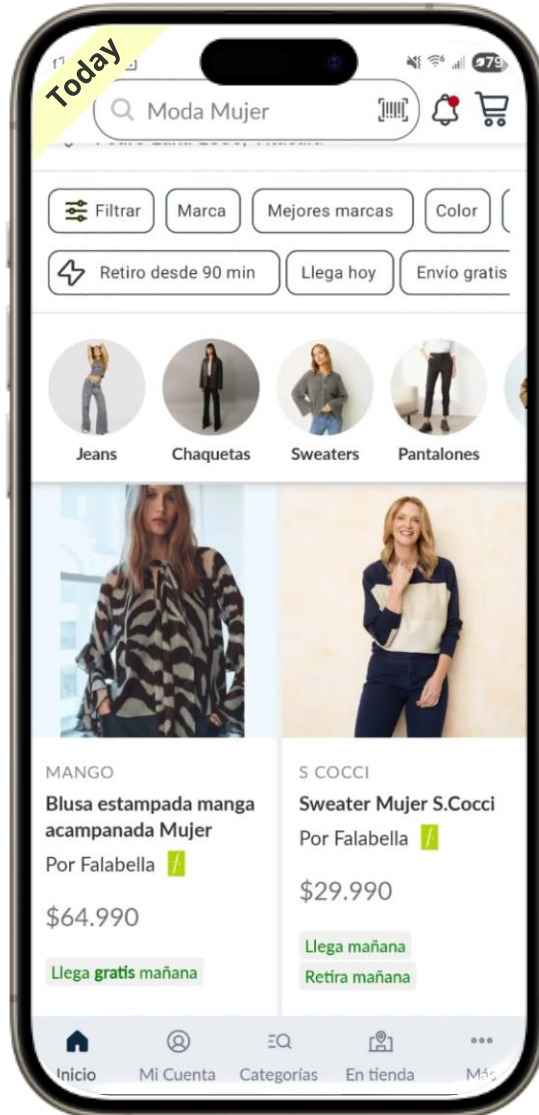
Product Lists





# Specialist browsing experience

We will also customize product listings by specialty by highlighting key attributes



## Upcoming Improvements

- **Views differentiated** by category type
- **"Latest" filter** to discover new trends
- **Optimization of information** displayed in PODs

## **E-MAIL**

inversionistas@falabella.cl

## **WEBSITE**

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