



**In the next four years:
The Falabella Group will invest US\$4,363 million in the region**

Santiago, January 5, 2015 – The Falabella Group announced its organic growth plan for the period 2015-2018, which consider investments for US\$4,363 million.

The corporate CEO of the Falabella Group, Sandro Solari, noted that “this translates into investments in existing and new points of sales, but also in logistics and technology platforms which will allow us to better serve our customers and take advantage of the opportunities the ecommerce expansion brings us. In fact, we had already announced last year an investment in logistics and IT, which in the 2015-2018 plan we increased to US\$1,150 million, focusing on improving efficiencies in the company. We are very cautious with the evolution of each market, as well as to the changes and realities of each country, and the opportunities that may arise in the current economic environment.”

In the period, 53% of investments will go to the opening of 140 new stores and 11 shopping centers in the 6 countries where the company operates. In addition, the investment announced in the previous year in expansions and remodeling will be doubled, reaching US\$915 million in the next four years. This investment seeks to develop the full potential of existing points of sale, providing the best customer experience. Lastly, 26% of investments will be used to strengthen our logistic and technological capacity, which focuses on improvements in efficiency and productivity, as well as enhancing the online operation.

During 2014, the Falabella Group added 31 stores to its operation, of which 14 were located in Peru, 9 in Chile, 5 in Colombia, 2 in Brazil and 1 in Argentina. These corresponded to 14 supermarkets, 9 home improvement stores and 8 department stores. In addition, the Company added another 30 stores by acquiring the Peruvian home improvement chain Maestro. This allowed the Group to close the year 2014 with 440 stores in the region. Moreover, a shopping center was opened in Chile during the period, Mall Plaza Copiapó, totaling 38 shopping centers in Latin America.

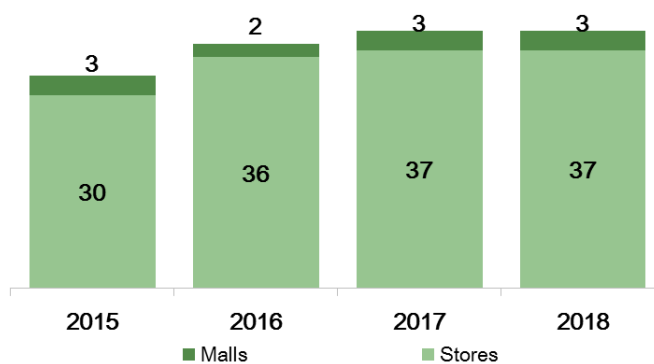
With presence in Chile, Argentina, Brazil, Colombia, Peru and Uruguay, the Falabella Group operates five business units: department stores, home improvement, supermarkets, real estate and financial services. Revenues for the last 12 months as of September 2014 reached US\$ 12,196 million.



Investment Plan 2015-2018



of Stores and Malls



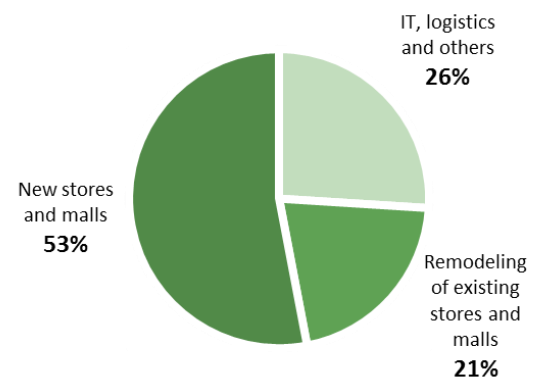
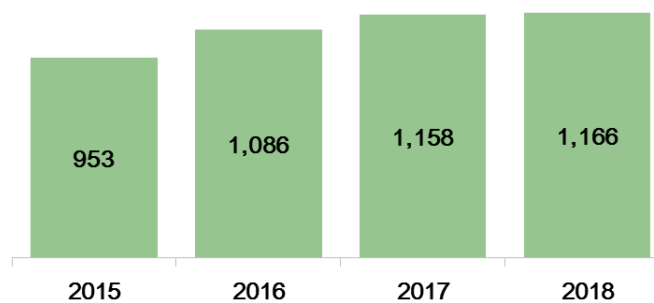
140
STORES

11
MALLS

US\$4,4bn



Investment (US\$ m)



Note: The amounts presented consider 100% of the investment in fixed assets of the Group, including Sodimac Colombia and Aventura Plaza, which do not consolidate in the Financial Statements.