



CMR launches new pioneering digital service in Latin America: virtual credit card opening and immediate purchase in a single click

- *The mechanism allows customers to bypass plastic and immediately use the payment method at Falabella.com.*

Santiago, February 11th, 2019. CMR launched a unique service in Latin America. Customers will be able to issue their CMR credit card in the Falabella.com purchase process and use it immediately, accessing the benefits and discounts associated with the card and accruing CMR Puntos.

In addition, customers will be able to receive the physical card at branches of Banco Falabella and CMR Falabella, so that they can continue to use the card in other retailers.

Alejandro Arze, CEO of Banco Falabella and CMR Falabella, explained that "we want to create a digital ecosystem with physical presence. This new service, developed by our Digital Factory, is a pioneer in Latin America and responds to that strategy. This allows us to provide our clients with a portfolio of integral products and simpler and more agile services". He also added that work is being done to make this alternative available, in the future, on other websites of Falabella's different business units.

With the Digital Factory, the company has incorporated new functionalities such as the increase in the credit line of the online card both on the web and in the app, the redemption of the CMR Puntos' gift card through the app and the launch of the virtual wallet in collaboration with Google Pay.

Today the company has nearly 3 million active credit cards, which represents 30% of the market in number of customers, and has the most recognized loyalty program in the market: CMR Puntos.