

Falabella announced the locations of the first two IKEA stores in Chile

Santiago, Chile, September 2019.- A new milestone in IKEA's arrival in South America was achieved today. Falabella, the company that won the franchise development for Chile, Colombia and Peru, announced the locations of the first two stores in Chile: Open Plaza Kennedy (Las Condes) and Mallplaza Oeste (Cerrillos), in Santiago.

Both locations are expected to open in 2021. Together with the opening of the stores in Santiago, an online sales channel will be launched, covering the rest of Chile.

Bringing IKEA's home furnishing products and solutions to the many in Chile is not done in the traditional way where a store would open in the outskirts of the city. By opening two stores in prime locations in the city, IKEA is truly committing to making affordable design available to the many.

Enrique Gundermann, CEO Home Improvement unit of Falabella, adds "with IKEA we will strengthen our differentiation strategy and complement our offer of products and services, with home furnishing solutions that simplify and improve the lives of the many people in Chile. Having stores in two of the best locations of the city together with an online sales channel covering the rest of Chile, democratizes the access to affordable design and the IKEA experience for all Chileans".

IKEA believes good home furnishing is for everyone. IKEA calls it 'Democratic Design' and it combines form, function, quality and sustainability at a low price. In the coming period the two locations will provide the full IKEA experience to customers in Santiago.

IKEA and Falabella have an agreement that foresees the opening of at least nine stores in Chile, Colombia and Peru, together with an online channel for the three countries.

About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

Falabella

Falabella is in Chile, Peru, Colombia, Argentina, Brazil, Uruguay and Mexico, through five business units (department stores, home improvement, supermarkets, real estate and financial services). It is the first Latin American retailer that integrates the Dow Jones World Sustainability Index (DJSI), which brings together the world's leading companies committed to sustainable development. Consolidated revenues during 2018 reached US \$ 13.3 billion.