

Falabella launches new e-commerce platform and unveils new branding for falabella.com

- *The online store is already available, which offers customers more than 8 million products from Falabella, Sodimac, Tottus and Linio stores, plus more than 10,000 SMEs, all on one site.*
- *This launch coincides with modern and fresh re-branding to create its own image that aims to position the store as a leading e-commerce brand.*

Santiago, August 24, 2021 - Falabella has launched its new falabella.com web site that makes life easier for its customers. Here customers will find more than 8 million products from Falabella, Sodimac, Tottus and Linio stores all on one site, along with thousands of items from SMEs on its Marketplace.

The platform has categories covering the group's retailers, together with new categories such as health, wellness, pets, books and automotive. Customers can also access all of Falabella's benefits from this site, such as its Fpay digital wallet, its CMR online account, its CMR points loyalty program and its network of pick-up and return points at all of its stores and shopping centers throughout Chile.

"The new falabella.com web site forms the central pillar of Falabella's digital proposal, which is complemented by more than 500 stores, 46 shopping centers, various payment options, financing and a loyalty program. We will become increasingly involved in the daily lives of our customers as our solutions adapt to their requirements. Our retailers will focus on selecting the best products for our physical and digital market, and our Marketplace opens the door for multi-category sellers to expand that selection," explains Falabella's CEO, Gaston Bottazzini.

The launch of falabella.com includes a new brand image for the e-commerce platform. Falabella Retail will keep its brand style and personality as an online store within the site, as will Sodimac, Tottus, Linio and thousands of SMEs. "The new logo and color structure is based on orange, which projects a modern, energetic and active brand personality. We want to transmit the values that guide falabella.com and reflect how we treat our customers, through a unique experience based on convenience, simplicity, familiarity and connectivity," adds Benoit De Grave, General Manager of falabella.com.

He explained that "This platform is unique for small and medium-sized companies, because of its powerful and distinctive selection. Tens of thousands of entrepreneurs can use it to reach the largest flow of visitors on the market, with financing and various payment options, and to reach our loyal customer base on the CMR points program with robust logistics to grow their business."

The launch of falabella.com has been supported by improvements to the company's logistics and delivery processes, and an ambitious investment plan that leverages 45 distribution centers and 29 transfer centers with an operating capacity of 1.5 million square meters.

Accordingly, falabella.com will continue to strengthen its deliveries, with the promise that 80% will reach customers within 48 hours or less.

About Falabella

"Falabella is the leading omni-channel retailer in Latin America, with sales in 7 countries and revenue of US\$ 13,451 million over the last 12 months to March 31, 2021. It operates department stores, home improvement stores and supermarkets at 502 physical stores in the region, and sales on its e-commerce portals were US\$ 3,758 million over the last 12 months to March 31, 2021. It has shopping centers in Chile, Colombia and Peru. Falabella also has a financial services business, with a total loan portfolio of US\$ 6,312 million as of March 31, 2021. Falabella serves 30 million customers in the region through its physical-digital ecosystem."