

Falabella will invest US\$ 508 million in 2024 to further deepen its omnichannel proposition

- *It is a focused and selective plan, considering a 24% reduction compared to that of 2023.*
- *53% of the resources will be allocated to store openings and renovations, while 47% will go towards technology and logistics, to strengthen the company's physical-digital ecosystem.*

Santiago, January 23rd, 2024 - Falabella announced its investment plan for 2024 of US\$ 508 million, which will be allocated to its technological platforms, logistic capacity, store openings, and renovations. Thus, the company aims to invest with two focuses: enhancing the customer experience in its physical-digital ecosystem and maintaining its emphasis on efficiency and profitability.

Alejandro González, Interim CEO of Falabella, said, "It is a plan that seeks to deepen omnichannel interaction with our customers, selectively expanding retail formats. In line with our goal to strengthen the company's financial position, the announced plan has reductions compared to that of the previous year (-24% YoY in US\$) and a greater focus of investments to achieve better profitability."

To expand and renew the store network, the company will allocate US\$ 270 million, corresponding to 53% of the total. Out of this amount, US\$113 million will be used to open stores in Chile, Peru, Mexico, and Colombia, including two new IKEA locations in the latter country. Meanwhile, US\$ 157 million will be dedicated to strengthening the physical-digital proposition by renovating stores and shopping centers. With these investments, Falabella aims to:

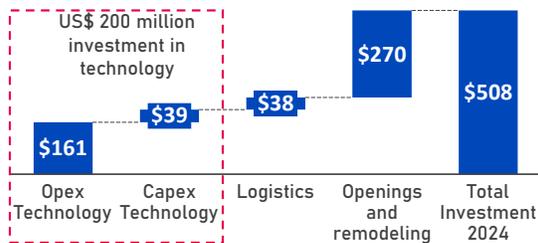
- Improve the customer experience by optimizing category exposure in stores, simplifying and streamlining the purchase process.
- Deepen the monetization of physical channels.
- Strengthen the proposition of malls as urban centers, expanding the square meters dedicated to services and the Lifestyle zone of Mallplaza Vespucio (Chile).
- Ensure its commitment to become Net Zero in scopes 1 and 2 by 2035.

The plan also includes US\$200 million allocated to technology to continue strengthening e-commerce in the Andean region and boosting digital banking. It also seeks to develop transversal capabilities across the business ecosystem:

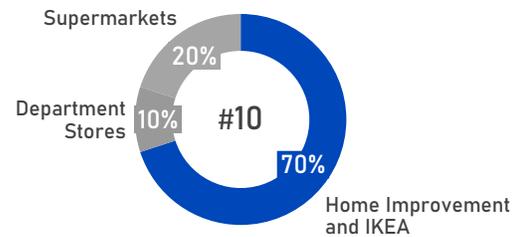
- Reinforce logistics through technological synergies between different formats and integrate new features for sellers and suppliers.
- Strengthen the loyalty program through improvements in the digital experience.

In logistics, the investment includes US\$ 38 million with a focus on optimizing capacity and available area for inventory management, with an emphasis on Colombia. González concluded, "In summary, our investment plan will be focused and selective, to continue improving the customer experience with an omnichannel and quality offering."

Capex Plan (US\$ million)



Store openings in 2024



Note: The investment plan includes 100% of expected capex for Falabella S.A. and subsidiaries, including Sodimac Colombia, Sodimac Mexico, CMR Mexico, which the Company does not consolidate.

About Falabella

With 35 million customers and over 130 years of history, Falabella is a leading physical-digital ecosystem in Latin America. It operates through an extensive network of stores and shopping centers, financial and logistical services, e-commerce, and Marketplace. The company has a presence in 7 South American countries, China, and India, employing over 80,000 people. Through its brands such as Falabella, Sodimac, Tottus, Banco Falabella, Falabella.com, Mallplaza, and the Ikea franchise, the ecosystem works towards the purpose of "simplifying and enjoying life more."

Currently, Falabella is featured in three sustainability indices of the Dow Jones Sustainability Index: World, MILA, and Chile. The company stands out for its efforts in five prioritized areas: Climate Action, Circularity and Waste, Diversity and Inclusion, Social Impact, and Corporate Governance.



This document contains "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. The information contained in this document pertain to the dates and for the time periods indicated therein, and the company assumes no obligation to update any of the information contained in this document.

If the underlying assumptions prove to be inaccurate, or known or unknown risks or uncertainties materialize, actual results could vary materially from the expectations and projections expressed in these forward-looking statements. Uncertainties relate to, among other things, the company's ability to successfully execute its planned projects and strategic plans, the possibility that expected benefits and opportunities may not materialize in the expected timeframe or at all, the impact of divestments, as well as risks related to the political and economic scenario; new regulations or more demanding regulatory changes; breach of rules and/or regulations; inability to attract and retain talent; cyber-attacks; failures or crashes of key systems; technological obsolescence; financial and market risks (exchange rate, inflation, interest rate, credit and liquidity); climate change causing natural disasters that affect operational continuity and/or increase costs in the value chain; inconsistency between ESG declarations and implementation; damage to infrastructure affecting physical security and operational continuity; conflicts with the community; accidents, illnesses or other events that impact the minimum number of people required to operate; failures in the supply chain and inventories; relationships with suppliers who fail to meet minimum standards; sale of products harmful to people's health or safety; inadequate identification and response to the preferences of our current and prospective customers. A more detailed list and description of these risks can be found in the Annual Report and in the notes to the financial statements of Falabella S.A., which are available online at the company's website (<https://investors.falabella.com>), as well as on the website of the Financial Market Commission (www.cmfchile.cl).