

## Falabella S.A. announces evolution of its e-commerce strategy

- *Falabella Retail and Falabella.com will offer the largest number of categories in one place, while Sodimac and Tottus will deepen their home improvement and supermarket proposals. Leveraging the strength of their brands, the companies will add sellers of excellence to their platforms.*
- *These changes are accompanied by adjustments in the organizational structure: on one hand, a new Transformation Department for the group has been created and on the other hand, the teams of Falabella Retail and Falabella.com will merge.*

**February 22<sup>nd</sup>, 2024** - In line with its strategy to offer the best brands, with the highest quality and at competitive prices, Falabella has announced that its e-commerce proposition will evolve: on one hand, Falabella Retail and Falabella.com will jointly offer a wide coverage of categories, while Sodimac and Tottus will deepen their specialist proposal. This will progressively be reflected in the browsing experience, where the identity of the retailers will gain greater prominence.

"In our e-commerce, customers will be able to find most of the categories they are looking for, with valuable products and brands. This will deepen our differentiation through a higher standard in the quality of the products we offer, with an omnichannel proposal. At Falabella, we have the best of the physical experience and the digital world, so that our users always have the freedom to choose," said Alejandro González, Interim CEO of Falabella.

To adjust its organizational structure to this new focus on the value proposition, Falabella reorganized its teams and created a new Transformation Department. This department will be led by Benoit De Grave as Chief Transformation Officer, with the objective of driving and leading the group's evolution processes, necessary to strengthen the Ecosystem strategy. Benoit, who until now held the role of Omnichannel Retail Officer, will continue to be in charge of the group's e-commerce evolution and will add new functions, reporting to the CEO of Falabella. To execute the challenges of this department, the company has incorporated Jaime Ramírez, former CEO of Falabella.com.

Finally, the teams of Falabella.com and Falabella Retail will merge progressively and will be led by Francisco Irarrázaval, current CEO of Falabella Retail. Francisco will also continue to report to the CEO of Falabella.

### **About Falabella**

*With 35 million customers and over 130 years of history, Falabella is a leading physical-digital ecosystem in Latin America, through its wide network of stores and shopping centers, financial and logistic services, e-commerce, and Marketplace. It has a presence in 7 countries in South America, China, and India, and employs more than 80,000 people. Through its brands 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 present in three sustainability indices of Dow Jones Sustainability Index: World, MILA, and Chile, where its work stands out in the five priority areas it has emphasized: Climate Action, Circular Economy and Waste, Diversity and Inclusion, Social Impact, and Corporate Governance."*

FALABELLA



SODIMAC

TOTTUS

mallplaza

Banco Falabella

falabella.com