

Falabella's e-commerce strategy continues to evolve

- *falabella.com* will add direct access to Sodimac and Tottus specialist sites on its homepage.
- Additionally, the *falabella.com* logo will turn green, reinforcing the company's omnichannel proposition.

March 07, 2024 - To further simplify its value proposition and deepen its omnichannel strategy, Falabella announced changes to its platform's browsing experience. Seeking to represent the best of both the physical and digital worlds, the company changed the *falabella.com* logo to green.

In Falabella's e-commerce, customers will continue to find a wide variety of quality products at convenient prices, offered by both the group's retailers and sellers of excellence. The platform will consist of three sites: on one hand, the generalist site that will include the unified offering of Falabella, Sodimac, Tottus, and sellers; on the other hand, the Sodimac and Tottus sites, where customers will access a specialist proposition for home improvement and supermarket, including specific sellers from these categories.

With these changes, Falabella aims to advance in the consolidation of its omnichannel ecosystem, as both physical and digital channels are part of the same value proposition. Additionally, it aims for its customers to make life simpler and more enjoyable, choosing how they want to experience shopping.

About Falabella

With 35 million customers and over 130 years of history, Falabella is the leading physical-digital ecosystem in Latin America, through its payment, financial and logistical services, e-commerce, and marketplace platforms, powered by its extensive network of stores and shopping centers. It operates in 7 countries and employs over 80,000 people in 9 countries. Through its brands Falabella, Sodimac, Tottus, Banco Falabella, Falabella.com, Mallplaza, and the Ikea franchise, the ecosystem works towards the purpose of "Making life simpler and more enjoyable."

Currently, Falabella is present in three sustainability indices of the Dow Jones Sustainability Index: World, MILA, and Chile, where its work in the five prioritized areas stands out: Climate Action, Circular Economy and Waste, Diversity and Inclusion, Social Impact, and Corporate Governance.