

Falabella and Pacífico Seguros join forces to strengthen the insurance proposal in Peru

- *Agreement will extend for 15 years and will promote the massification of Insurance with a comprehensive offer in the areas of Life, Health and General Insurance.*

Lima, June 11, 2024.- Falabella, one of the leading retail and financial services companies in Latin America, and Pacífico Seguros, a leading insurance company in Peru and part of the Credicorp Group, signed a strategic insurance commercialization agreement for Falabella clients in Peru.

Through this agreement, which will last 15 years, Falabella clients will be able to access a comprehensive protection offer in the Life, Health and General Insurance lines, strengthening the product portfolio and promoting financial inclusion in the country.

The CEO of Falabella Financiero, Juan Manuel Matheu, valued the scope of this alliance. “We acquired this commitment to long-term investments, in which Falabella and Pacífico will open horizons to provide the best digital service to customers. This agreement reflects confidence in Falabella's business strategy and will also allow us to jointly develop new products, to strengthen our portfolio in the Peruvian insurance market,” he stated.

“For us it represents a great opportunity to facilitate access to insurance for more Peruvians. Our joint goal is to protect more than 5 million people with simple insurance, clear coverage and simple care models, which allow future policyholders to have a very good purchasing and use experience,” said Miguel Ortiz de Zevallos, Corporate Business Manager of Pacífico Seguros.

About Falabella Financiero

Falabella Financiero brings together Banco Falabella, Seguros Falabella, CMR Puntos and Falabella Soriana. It has a presence in Chile, Peru, Colombia and Mexico, with a comprehensive offer of financial products and services, focused on the needs of people.

About Falabella

With 35 million customers and more than 130 years of history, Falabella is a leading physical-digital ecosystem in Latin America, through its financial and logistics services, e-commerce and marketplace, powered by its extensive network of stores and shopping centers. It has a presence in 7 countries and employs more than 80,000 people in 9 countries. Through its brands Falabella, Sodimac, Tottus, Banco Falabella, Falabella.com, Mallplaza and the Ikea franchise, the ecosystem works for the purpose of making life simpler and more enjoyable. Currently, Falabella is present in three Dow Jones Sustainability Indexes: World, MILA, and Chile, where its work in the five prioritized areas is highlighted: Climate Action, Circularity and Waste, Diversity and Inclusion, Social Impact, and Corporate Governance.

About Pacífico Seguros

The company offers a wide range of insurance products and services for individuals, businesses and SMEs, including general insurance, life insurance and health insurance. Likewise, it is committed to providing high-quality service to its clients and contributing to the sustainable development of the country.