

Investor Day 2024:

## Falabella announces growth plan involving US\$650 Million investment

- *As part of its Investor Day, the company shared details about its future plans, aimed at capitalizing on growth opportunities across its five business units: Sodimac, Falabella Retail, Tottus, Banco Falabella, and Mallplaza.*
- *The Group projected an investment plan representing a 28% increase compared to 2024.*

**Santiago, December eleven, 2024.-** Grupo Falabella held a new Investor Day event, attended by representatives from pension funds, investment banks, and institutional investors from Chile and the region. During the event, they were presented the company's growth plans and financial projections.

The event was led by Falabella CEO, Alejandro González, and featured presentations by Benoit De Grave, Corporate Strategy and Transformation Officer; Andrea González, Corporate Loyalty Officer; Juan Pablo Harrison, Corporate Finance Officer; Alejandro Arze, CEO of Sodimac; Francisco Irarrázaval, CEO of Falabella Retail; Renato Giarola, CEO of Tottus; Juan Manuel Matheu, Corporate CEO of Banco Falabella; and Fernando de Peña, CEO of Mallplaza.

During the meeting, González shared the group's strategic growth guidelines, which aim to capitalize on growth opportunities and are guided by four key priorities: accelerate the growth of the group's five business units through a renewed value proposition; adjust the digital strategy and ecosystem development; drive a more effective organization; and prioritize investment decisions and capital allocation to continue deepening profitability.

In this context, the Company announced a growth plan that includes the opening of 15 new stores: Falabella (3), Sodimac (5), and Tottus (7) in Chile, Peru, and Mexico. Additionally, it reported an investment plan of US\$650 million for 2025, which represents a 28% increase compared to the US\$508 million in 2024. This plan includes US\$359 million for the transformation and expansion of stores and shopping centers, US\$99 million for new openings, and US\$166 million for further strengthening the group's technological capabilities.

Additionally, the Company indicated that it seeks to continue improving profitability and debt levels because of the correct implementation of its strategy.

'Thanks to a strategy focused on seeking efficiencies, simplifying our operations, and aiming to provide the best customer service, today Grupo Falabella has the necessary capabilities to improve its profitability and resume growth in each business through a powerful investment plan of US\$650 million that will allow us to selectively expand in our main markets,' highlighted Alejandro González.

## Plans by Bussines

In this opportunity, the company outlined part of the strategy for each business unit. For the retailers, the goal of Sodimac is to continue expanding in Mexico and to keep recovering profitability in Chile, given the challenges in the construction sector. Falabella Retail aims to accelerate the growth of 3P (third party seller), e-commerce and establish itself as a specialist with the best brands in fashion and footwear, beauty, electronics, and home décor. Tottus will continue expanding its physicals presence in Peru and improving its value proposition in Chile.

In the financial services sector, Banco Falabella's priorities are to increase lending in Chile, improve profitability in Peru and Colombia, and deepen the financial business in Mexico through new products and services. Meanwhile, in the real estate sector, Mallplaza will focus on consolidating its position in Peru—following the recent transfer of shopping centers by Falabella—and continue growing through the expansion and transformation of its shopping centers in the region.

The event included Q&A sessions with investors, who were able to engage in dialogue with company leaders about market outlooks, potential risks, and future opportunities.

For more information about the details presented at this new Investor Day by Grupo Falabella, visit the website: <https://investors.falabella.com/>

The original text is the Spanish version, therefore, there may be some discrepancies or differences created in the translation. If any questions arise related to the accuracy of the information contained in the translated version, refer to the Spanish version published in the website.

### About Falabella

*With 35 million customers and more than 130 years of history, Falabella is the leading physicaldigital 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 Banco Falabella, Sodimac, Falabella, Tottus and Mallplaza and the Ikea franchise, the ecosystem works for the purpose of "making life simpler and more enjoyable".*

