

Santiago, 9th April 2014

Mr./Mrs./Ms. Shareholder,

As agreed by the Board, and in accordance to the bylaws, the Ordinary Shareholders Meeting is called to take place at the Salon del Inca of the Hotel Galerias on April 29th of 2014 at 4:00 pm, located on San Antonio Street #65, floor 13, in Santiago, to discuss the following matters:

1. Approval of the 2013 Annual Report, Balance Sheet, Income Statement and External Auditor Opinion corresponding to the exercise ending on 31st of December 2013.
2. Distribution of 2013 net income.
3. Dividend policy
4. Election of Board of Directors.
5. Board of directors' compensation.
6. Appointment of External Auditors and Risk Rating Agencies for 2014.
7. Selection of printed press for Company publications
8. Review of all operations referred to by Title XVI of Law 18,046.
9. Director's Committee Report, determination of budget; expenses and compensation
10. All other subjects within the scope of responsibility of the shareholders Meetings

MEETING PARTICIPATION

Shareholders with shares registered in the Company's Registry of Shareholders at least five days prior to the Meeting, will have voting rights. Qualification of proxies will take place at the onset of the Meeting.

PUBLICATION OF BALANCE SHEET, FINANCIAL STATEMENTS AND ANNUAL REPORT

Shareholders will find the publication of the Financial Statements of the Company as of December 31, 2013 and the External Auditor Report, as well as any other information relevant for shareholders to exercise their right to vote, on Falabella's website as of April 10th, 2014 (www.falabella.com/inversionistas/juntaaccionistas), especially the arguments for the options of External Audits and the concrete proposal of the board regarding this matter.

Abiding by Article 75 of Law N° 18,046 and Bulletin 444 of the Superintendence of Securities and Insurance, the Company's Annual Report and Balance Sheets corresponding to the year ending on December 31st of 2013, will be at the shareholders disposal through their publication on the Company's website, www.falabella.cl.

THE CHAIRMAN