



**Sustainable Offer**

# Customer Satisfaction Policy

At Cencosud we work daily with **passion, respect, transparency and trust**, to improve the quality of life of our customers through a unique, **sustainable experience and with unmatched quality standards** in their products and services. Our Sustainability Strategy and Business Model, based on the principles of Supply, Production and Sustainable Consumption, seeks to lead the different Business Units towards transforming the organization into a sustainable business.



Generating memorable experiences is our driving force, and it is in this context that Cencosud attaches great importance to managing and satisfying relationships with our clients. We seek to understand, regardless of the channel through which they speak to us, their opinions, concerns, evaluations and needs, since for us these are key to define our sales strategies, product selection, attributes of our brands and quality standards in the service.

That is why we have generated systems to connect with them through the permanent analysis and understanding of social networks, satisfaction surveys and customer service platforms, managing to strategically identify the topics that are of interest to them, thus adapting to needs and trends in an agile and dynamic way.

It is through these satisfaction studies, where in 2019 we were able to show **growth in the Recommendation Indexes in Jumbo and Santa Isabel**. In the case of Jumbo, this increase was 9.25 points compared to the previous year, and Santa Isabel presented an improvement of 5.5 pts., in 2019.

## Customer Satisfaction Policy

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This is how we have defined a series of **Customer Satisfaction Principles and Commitments** which are periodically measured through our studies:

- **Closeness:**
  - **Service:** The kindness and enthusiasm in the attention, orientation and relationship with our customers throughout their shopping experience.
  - **Location:** Being close is a challenge that we have set ourselves, since we understand that it is essential for our memorable experiences to be generated, that our sales rooms are within the community in which our clients move daily.
- **Assortment and variety:** That our clients always find in our gondolas a great offer of products available and with a variety of categories, brands and characteristics.
- **Quality:** Quality is undoubtedly a guiding principle for the companies of the Cencosud group, especially for Supermarkets where we understand the importance of permanently ensuring the correct process of selection, handling and maintenance of food, so that we have a supply of fresh and good quality, in flavor and origin available to our customers.
- **Price:** We seek that our offer presents reasonable purchase prices, thus promoting the freedom of choice of our clients, taking care of their interests and, therefore, establishing fair and balanced relationships with them.
- **Ambient:** We work so that our stores are comfortable, clean, tidy and well air-conditioned, as we understand that they are a reflection of our being and doing, and that their good management and administration is essential to promote satisfactory shopping experiences.

As a Company we are aware that society is changing and along with it, purchasing styles are also changing, presenting new trends that drive us to vigorously develop and enhance our digital purchasing channels, because through a good understanding and management of omnichannel we will be able to offer the same standards of satisfaction to our clients. This is why every day we work to develop more and better digital platforms, whether they are for online purchases or for the payment process in a face-to-face store.



At the same time, we are convinced that we must protect the data of our clients, and it is in this context that we recognize the importance of protection in the handling of our clients' data, ensuring their privacy and custody.

For Cencosud Supermarkets, their main motivation is to nurture the hope for a better life, through a commitment to their collaborators, clients, producers and suppliers, where they will always seek to deliver the best. It is in this context that as a team we will ensure compliance with this Policy and to continue advancing initiatives that give it life, thereby contributing to the well-being of our society.