



Environment
Development

Responsible Marketing

At Cencosud we work daily with **passion, respect, transparency and trust**, to improve the quality of life of our clients 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.

As stated in our "**Link Policy with Communities**", we are committed to develop responsible Marketing that contributes to social and environmental well-being. In this way, we will seek to promote responsible consumption among our customers and suppliers through different initiatives and campaigns with ethical content that support various causes linked to giving meaning and purpose to our brands and operational management.

Responsibly managing our communications and marketing campaigns is a key factor in maintaining the trust of our stakeholders. Having honest and close communication with them is a fundamental and priority issue. In this way, we understand marketing management from ethics and responsibility, as a means to contribute to a greater awareness regarding the impacts of consumption among those who prefer our brands and, at the same time, be able to promote conscious consumption.

At Cencosud we are convinced that the development of a consumer who is aware and concerned about the impacts of their consumption is essential for the



sustainability of the business, which is why it is key for brands to establish differentiating elements in the relationship they have with their customers, generating value beyond the product itself.

In this context, we have addressed in the "**Brand Purpose's Plan**" a matrix of Sustainability Attributes that seeks to generate and enhance brands in tune with our stakeholders, responding to social and environmental needs through the definition and classification of 8 categories of Sustainability Attributes related to aspects valued and recognized by our groups.

- Experience and positive emotion
- Constant innovation and empathy with the client
- Fair and civic relations
- Quality of life and health
- Sustainable raw materials
- Animal welfare
- Conscious packaging

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From this strategic definition is that in each of our Marketing actions we will seek to inform and educate in line with the Sustainability Attributes and current regulations, to train a responsible and educated consumer at the time of making the purchase decision, while respecting the following Guidelines and Principles of Responsible Marketing:

- To develop our marketing and communication actions, focusing on publicizing the sustainability attributes that our Own Brands possess in order to promote conscious and responsible consumption among our clients.
- Whenever possible, promote the promotion of Healthy Living Habits as indicated by our associated commitments, favoring the consumption of healthy and balanced diets in the population we reach, through special sections on healthy products in our rooms, nutritional labeling, the reformulation of our own-made products and the generation of information and education campaigns in search of a more sustainable offer.
- Generate instances to educate and instruct our clients, through clear information in our communication channels, in our sales rooms and in our own brand product labels, incorporating messages of responsible consumption, either in relation to the product development, recommendations for use, post-consumption or others, as well as conducting educational campaigns that promote a better quality of life.
- Ensure compliance with current regulations on all our communication platforms with our customers, from the development of our products or services, as well as their marketing. Likewise, ensure the cross-compliance of Human Rights and avoid any form of discrimination in the associated publications and commercializations.
- Deliver clearly the information associated with products and services, presenting, in turn, with precision, the legal bases associated with services. Along with this, ensure the consistency of messages between the different communication channels with honesty and transparency.
- Include contact or complaint channels as the case may be, depending on the customer service hours, 24/7 (free customer service phone number).
- Ensure respect for personal data and full management of the use of consumer information.

As Cencosud we are committed to the challenge of generating Responsible Marketing that is conscious, so as a team we will always ensure compliance with these expectations and principles to contribute to the growth and strengthening of our society.