



Sustainable Offer

Sustainable Offer Policy

Committed to responsible consumption

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.



At Cencosud we believe in incorporating sustainability across all our brands through a sustainable offer of products and memorable experiences that lead us to be the largest retailer in Latin America, in line with our strategy, seeking a solid relationship and in the long term with all our stakeholders.

We are aware of the growing global trend towards more responsible consumption, and for this we strive to maintain high quality standards, working hand in hand with our suppliers so that our customers can meet their needs through products whose life cycle does not negatively impact the environment and society.

This is possible thanks to sustained and strategic work in four lines of action: responsible marketing and advanced analytics; Health & Wellness; life cycle and traceability; and experience and relationship with customers.

- Responsible marketing and advanced analytics**
 The deep knowledge of our consumers and the preparation of our human capital helps us detect consumer trends and thus create a coherent brand that incorporates technology to generate a personalized offer and marketing. Similarly, we implement marketing campaigns that promote the alignment between sustainability initiatives and the attributes of Cencosud brands.
- Health & Wellness**
 We are committed to promoting healthy habits in our clients and collaborators, with a focus on accessibility, to promote balanced consumption of food and healthy living through the permanent promotion of healthy products, accompanied by awareness campaigns. Research, studies and alliances with expert organizations allow us to know the best practices in health and wellness and responsible consumption trends to keep our offer updated.

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- **Life cycle and traceability**

We want sustainable products to be easy to identify through globally recognized seals and certifications, thus enhancing sustainability attributes as an integral part of Cencosud's commercial mix, always delivering timely and transparent information. For this, collaborative work with our suppliers is important, training and directing them to raise standards, and implementing control and management systems to ensure compliance with the commitments we acquire with our stakeholders.

- **Experience and relationship with clients**

We promote the development of sustainable relationships with our clients in all Cencosud brands, where the attributes of each business unit are evident in tune with their commercial offerings, creating memorable experiences that are reflected in a high level of satisfaction.

Understanding the challenges that are presented to us today and aware of our impact on society, we are convinced that these four lines of action will allow us to encourage responsible consumption in order to improve the quality of life for all those around us.