

Sustainable Offer Policy



COMMITTED TO RESPONSIBLE CONSUMPTION

At Cencosud we believe in the incorporation of sustainability in a transversal way in all our brands through a sustainable offer of products and memorable experiences that will lead us to be the largest retailer in Latin America, this in line with our strategy, looking for a solid and long term relationship 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 the 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 help us to detect consumer trends and thus create a coherent brand that incorporates technology to generate a personalized offer and marketing. Likewise, we implement marketing campaigns that promote 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 accessibility approach, to promote the balanced consumption of food and healthy life through the permanent promotion of healthy products, accompanied by awareness marketing campaigns.

Research, studies and alliances with expert organizations allow us to know the best practices in health and well-being and responsible consumption trends to keep our offer updated.

Life cycle and traceability

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

Regarding the import and release of genetically modified organisms (GMOs), we are governed by the regulations established by the agencies in charge in each country where we operate.

Experience and relationship with clients

We promote the development of sustainable relationships with our customers in all Cencosud brands, where the attributes of each business unit are highlighted in line with their commercial offers, creating memorable experiences that reflect 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 of all those around us.

