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Customers & Growth

Building Omnichannel Retail Ecosystem

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Over the last 24 months we built one platform that accelerates e-commerce and customer value

→ One architecture, powering our strategic pillars.



E-COMMERCE

One regional commerce front-end

- World-class regional app



CUSTOMERS & LOYALTY

One Cencosud customer

- Omnichannel + Multi-format CDP (Customer data platform)



RETAIL MEDIA

Monetising audience at scale

- Self-serve advertiser platform



OPERATIONS & DATA OPTIMIZATION

Margin and efficiency engines

- World-class pricing and forecasting / Replenishment engines

CYBERSECURITY PROGRAM

We built a **unified customer platform** that compounds value with multiple engines

OMNICHANNEL



CROSS SELL BU



POINTS PROGRAM



PRIME MEMBERSHIP



The ecosystem
unlocks

2x

customer value —
cross-selling can
take it even further.



Customer ecosystem impact

~30%

Omni-channel

Customers spend more
shifting to digital channels

~15%

Points redemption

Customers spend more when
redeeming loyalty points

~50%

Loyalty Members

Customers spend more after
becoming loyalty members

~10%

Financial Partner

Customers spend more after
acquiring our credit card

Scalable digital capabilities across markets

Driving growth and efficiency



Cross-country E-commerce capabilities recently developed

Regional front-ends

White-label App with shared codebase live
Similarly, regional white-label web in development

Agentic purchase experiences

WhatsApp agent builds shopping carts through conversation..

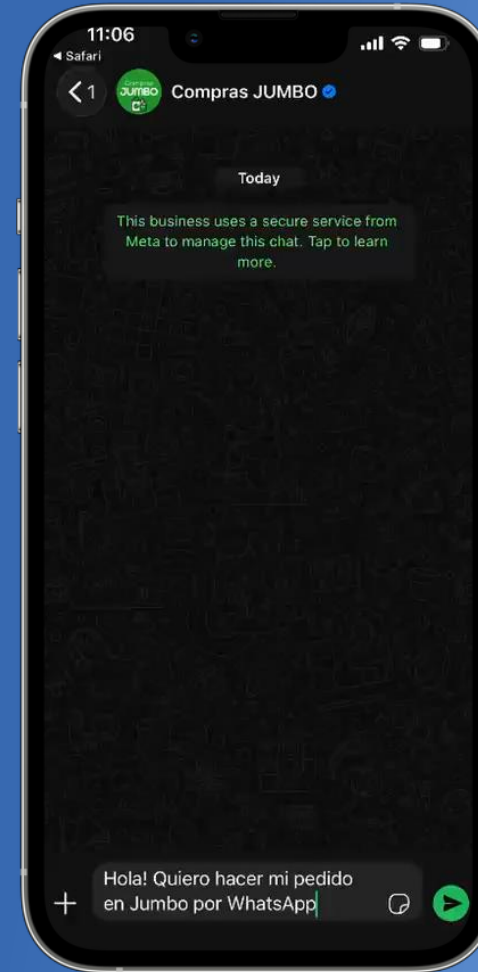
One-click "your cart is ready" feature
automatically creates shopping cart based on your purchase history and other variables

Marketplace

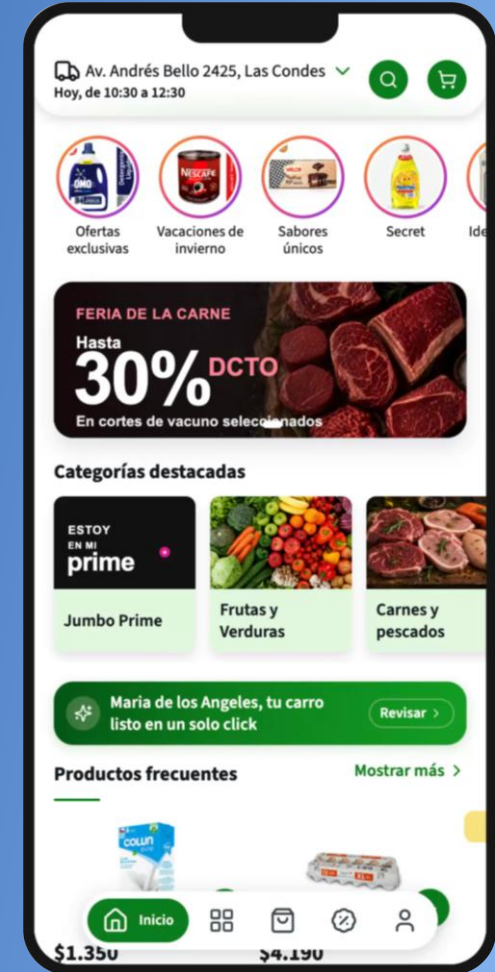
Cencosud Marketplace has been expanded to Easy in Chile.



Regional App platform



WhatsApp shopping cart



One-click shopping cart builder

Digital growth driven by platform enhancement and operational excellence



AI-driven Search Engine Optimization (SEO)
Generative engine optimization (GEO)
Expanded fulfillment network



Improved Google product feeds
New App



Enhanced performance marketing capabilities
Optimization of PDPs, PLPs and collections

+17.2%

REGIONAL E-COMMERCE & GMV GROWTH YTD Jun-26

Standardizing and leveraging **data** to evolve toward a data-driven and value-driven operation

➔ Data to enhance the **customer growth**

Unified Customer Data

Audience intelligence engine

Coupons

➔ Data to enhance **profitability**

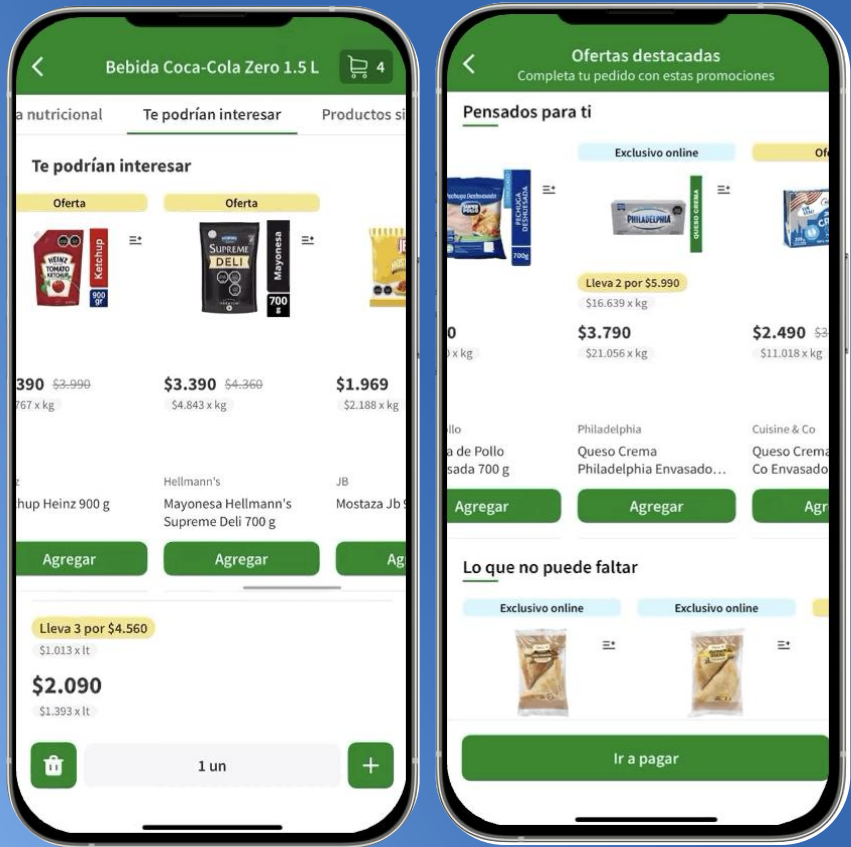
Labor Optimization

Last Mile

Shrinkage

Anti-fraud Model

App Personalization



Cencosud Media #1 Omnichannel Retail media Network in Latin America



AUDIENCE & IMPACT

65%

Homes reached in Chile



MEDIA FOOTPRINT

~900

Stores covered





Private Labels and Imported Brands continue to gain share regionally in all verticals

Private Label
remained a key
driver of growth and
profitability

Food achieved its
highest regional
share

Launched the Robust
brand

Strategy continues with Máxima expansion & Homecare refresh



Strengthening of Máxima's strategy and
regional rollout of the new Homecare image,
reinforcing the value proposition and
enhancing competitiveness across markets.



(1) Includes supermarkets and home improvements private label products.

Everything you have just seen
runs on one platform.....



**Not a portfolio
of businesses
— one growth
engine.**

**Working more connected,
growing faster.**

