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Executive Session Chile



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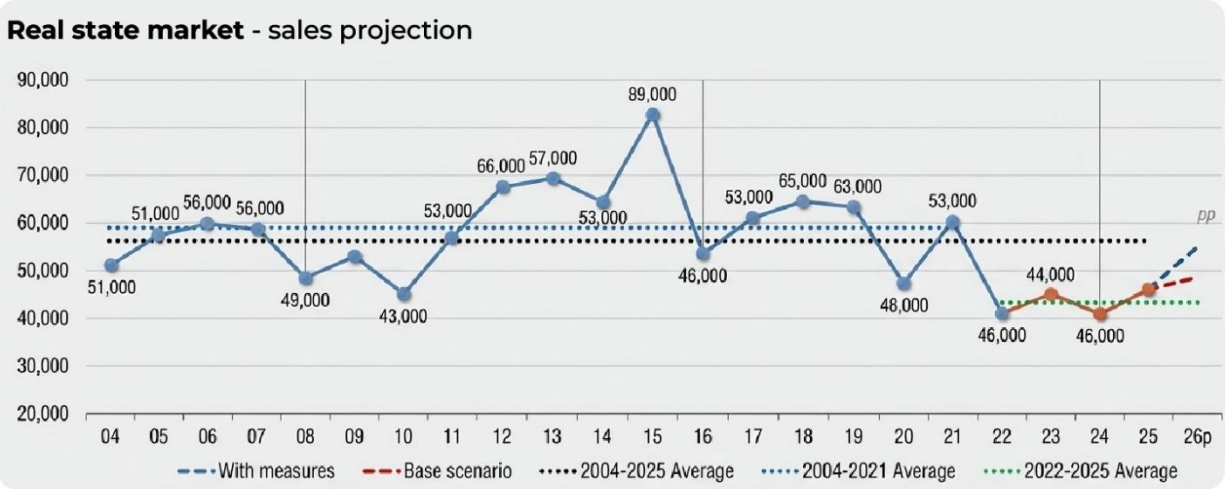
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Market Conditions Remain Challenging, With Signs of Future Recovery



Source: Cámara Chile de la construcción

Construction activity remains Below historical levels despite early signs of stabilization.



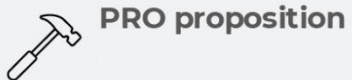
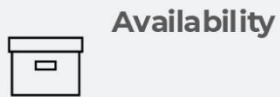
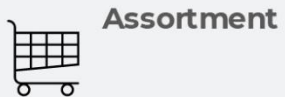
Source: Informe Nacional Inmobiliario CChC

Recent measures could support a gradual housing recovery starting in 4Q26.

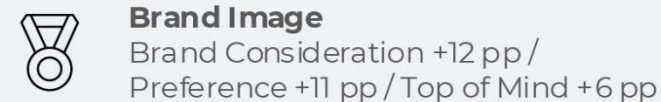
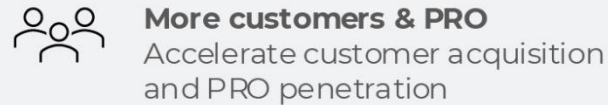
From Strengthened Fundamentals to Scalable, Profitable Growth

Over the past two years, Easy has upgraded its competitive platform. The next phase is focused on scaling customers, frequency and volume to unlock profitability.

2024-2025: Strengthening Competitiveness



2026: Scale customers and volume



2Q26 Focus:

Activating the Next Phase of Growth

With a stronger competitive platform in place, Easy launched a focused growth plan to accelerate customer acquisition, expand customer engagement and capture scale.

What where we trying to achieve?

Expand Customer Base

Increase Engagement

Capture Scale

The 3 levers of the plan

Digital Customer Acquisition



Strengthen the PRO ecosystem



Expand B2B and Projects



A Stronger Brand Platform for Future growth

Over the past two years, Easy has significantly improved awareness, consideration and preference, becoming one of **Chile's most improved retail brands**.



1Q24 > 2Q26 Easy Brand: Stronger than ever



Top of mind

+6 pp



Consideration

+12 pp



Preference

+11 pp



Brand Awareness

96%

One of Chile's Fastest-Rising Brands

Brand #1

+67

Brand #2

+67

EASY

+64

#50 NATIONAL RANKING *Marcas Ciudadanas 2026*

▲ **+64 positions** vs. the previous measurement
3rd largest gain in the national ranking
2nd Cencosud brand (behind only Jumbo)

Source: Estudio Tracking de Marca, Offerwise

Stronger brand metrics support customer acquisition, traffic generation and long-term market share expansion.

Three Proven Growth Engines. One New Platform for Scale

Digital, PRO and B2B were the key drivers behind Q2 growth. Marketplace becomes the next platform for scale and customer expansion.

DIGITAL

Efficient customer acquisition and conversion powered by technology and data.

+ CUSTOMERS

CLUB EASY PRO

Driving recurrence and stronger engagement among professional customers.

+ FREQUENCY

B2B

Expanding participation in projects and large customers.

+ VOLUME



MARKETPLACE

+ ASSORTMENT + CUSTOMERS

Digital, PRO and B2B were the key drivers behind Q2 growth. Marketplace becomes the next platform for scale and customer expansion.

Converting Scale Into Sustainable Profitability

The growth engines already in place increase scale. These initiatives improve productivity and capture that scale as profitability.

Scale

FOUNDATION BUILT

Stronger competitiveness, customer growth and higher engagement.

VALUE CAPTURE

Higher asset productivity, volume growth and operating leverage.

OUTCOME

EBITDA Expansion and Stronger Cash Generation.

Profitability



NEW DISTRIBUTION CENTER

+ PRODUCTIVITY



SMART AVAILABILITY

+ EFFICIENCY



PRICING OPTIMIZATION

+ MARGIN

The path to profitability is clear: increase sales density, expand margins and capture productivity gains across the operating platform.

Easy has completed its transformation phase.

The next chapter is scaling growth, productivity and profitability.

