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Building value beyond financial results





Trust and reputation
have become a competitive
advantage

Trust Influences the Decisions that Drive the Business

Preference, willingness to pay and recommendation are concrete effects of a solid reputation

+25%

of the market value of the companies in the S&P 500 and FTSE 350 indices is explained by the strength of their reputation

Source: Eco Research, 2025 Reputation Value

43%

Started buying (or bought more) from a company because they trusted it.

41%

Paid more for a product or service because they trusted the company offering it

33%

Left a positive online review about a company they trusted

Source: Trust Study 2026, PwC Chile and UDP.



Reputation is Evolving from a Support Function into a Growth Lever

Reputation is not a communications outcome; it is a strategic asset that reduces risks, strengthens stakeholder trust and creates the conditions for sustainable business growth

49%

of CEOs see reputation evolving from a defensive role into a competitive advantage capable of enabling growth, attracting investment and strengthening market confidence

83%

of leading companies consider that reputation, trust, regulatory and stakeholder-engagement demands are substantially more relevant today than a decade ago.

Source: The Road to 2030 – A study of Corporate Affairs functions in an unpredictable world, Deloitte (2026)



Reputation creates the conditions for sustainable growth



We Build Reputation from the **Strategic Priorities of the Business**

1

Retail Leadership

2

Transformation and
innovation

3

Regional Impact

4

Sustainability

Digital Reach that Amplifies Corporate Positioning



Corporate Leadership with regional reach

LinkedIn, a channel with impact in the region



Building reputation on social media

Instagram, a network that connects with people



Cencosud's reputation continues to strengthen

The leading local rankings reflect a sustained improvement in trust, public perception and corporate recognition

No. 1 Business Holding in Chile

Merco Empresas 2025

No. 6 overall, No. 1 Business Holding.

CADEM Marcas Ciudadanas 1Q26

No. 5 overall, No. 1 Business Holding.

Eikon Awards 2025

8 recognitions



Building a **regional reputation platform**

Regional reputation is not built with a single campaign, but with local coordination, corporate consistency and focus on business priorities



2023 2024 2025

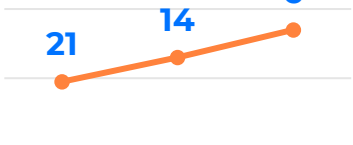


25°

▲12 p



2023 2024 2025



6°

▲15 p



100°

2026 target: enter the ranking

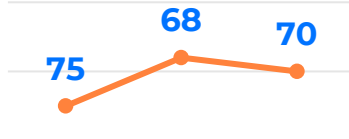


100°

2026 target: enter the ranking



2023 2024 2025



70°

▲5 p

merco
EMPRESAS



Sustainability as a competitive advantage

Efficiency, regulatory anticipation
and resilience to sustain long-term
growth

Operational efficiency with environmental impact

We are scaling regional practices that reduce resource consumption, improve waste management and cut food waste

01 Environmental KPIs – Greater operational efficiency

Water

**-4.5%
consumption**

Electricity

**-6%
consumption**

Waste

**+100 bps in
recovery**

02 Food waste reduction

Cheaf

1,848 tons rescued
612 stores involved

Food Rescue

608 tons of donated
products
413 stores involved



Scaling a **regional wellbeing** and **nutrition platform**

We use our scale, brands and regional presence to promote healthy habits and strengthen ties with customers and communities

Regional impacts

- **+36,000** people reached (cooking workshops and school programs)
- **+4,000** employees with healthy-habits assessment



Nutrition

Active Life

Self-care

Prepared for **new ESG** and **reporting requirements**

We are strengthening data, governance and standards to meet growing regulatory and investor requirements

External Recognition



F

2020

C

2025



B

2020

BBB

2025



68

2020

65

2025

Regulatory and management readiness

- IFRS S1 & IFRS S2
- Databook
- Governance



- Part of the Sustainability Yearbook: top 15% of the industry
- Recognized as Industry Mover: greatest progress in the sector

What we are building at Cencosud

- A more trusted company

- A more influential company

- A better prepared company

- A company better positioned to grow

