



CENCO DAY

2025

Santiago de Chile



Ricardo

Bennett

Ecosistema Retail

Agenda

01

Global Context
Zoom In

02

Retail Ecosystem

03

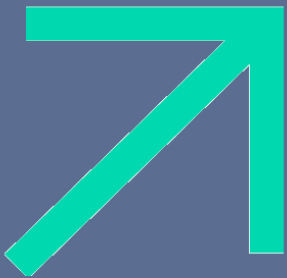
How We Build Value

04

Key Components
of the Ecosystem

05

Future
Vision



01

Global Context · Zoom In



Data redefine expectations, delivering personalized and seamless experiences



50%

Of shoppers expect retailers to anticipate their needs using past purchase data.



73%

Of customers expect consistent experiences across online and offline channels, enhanced by synchronized data.



69%

Of consumers prefer brands that transparently explain how their data is used.

80%

Of consumers prefer brands that offer **personalized experiences** tailored to their needs.

23x

Businesses using data-driven strategies are more likely to acquire new customers.

Data-driven ecosystems fuel integration, efficiency, and sustainable growth



Seamless journeys across physical and digital channels



Centralized data for better decisions



New revenue through logistics and advertising



Optimized operations ensure product availability



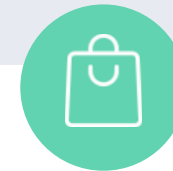
68%

consumers use **multiple channels** before making a purchase.



20-30%

increase in **operational efficiency** for retailers using centralized data.



40%

retention boost in integrated retail ecosystems through seamless experiences.



Cencosud

Leaders in
Grocery Retail

Hybrid
Model

Data at
its core

+25MM
Clients from the Region

+80MM
Monthly E-comm visits

+700MM
Annual Transactions

02

Retail Ecosystem





Cencosud's ecosystem integrates Businesses, Capabilities, New Revenues Streams, and Data create a Digital Driven and Technology enable Company.



Customer-Centric Growth

Strengthening relationships and enhancing experiences.



Ecosystem Efficiency

Optimizing processes and collaboration across components



Agility and Innovation

Responding quickly to market demands.



Sustainable Profitability

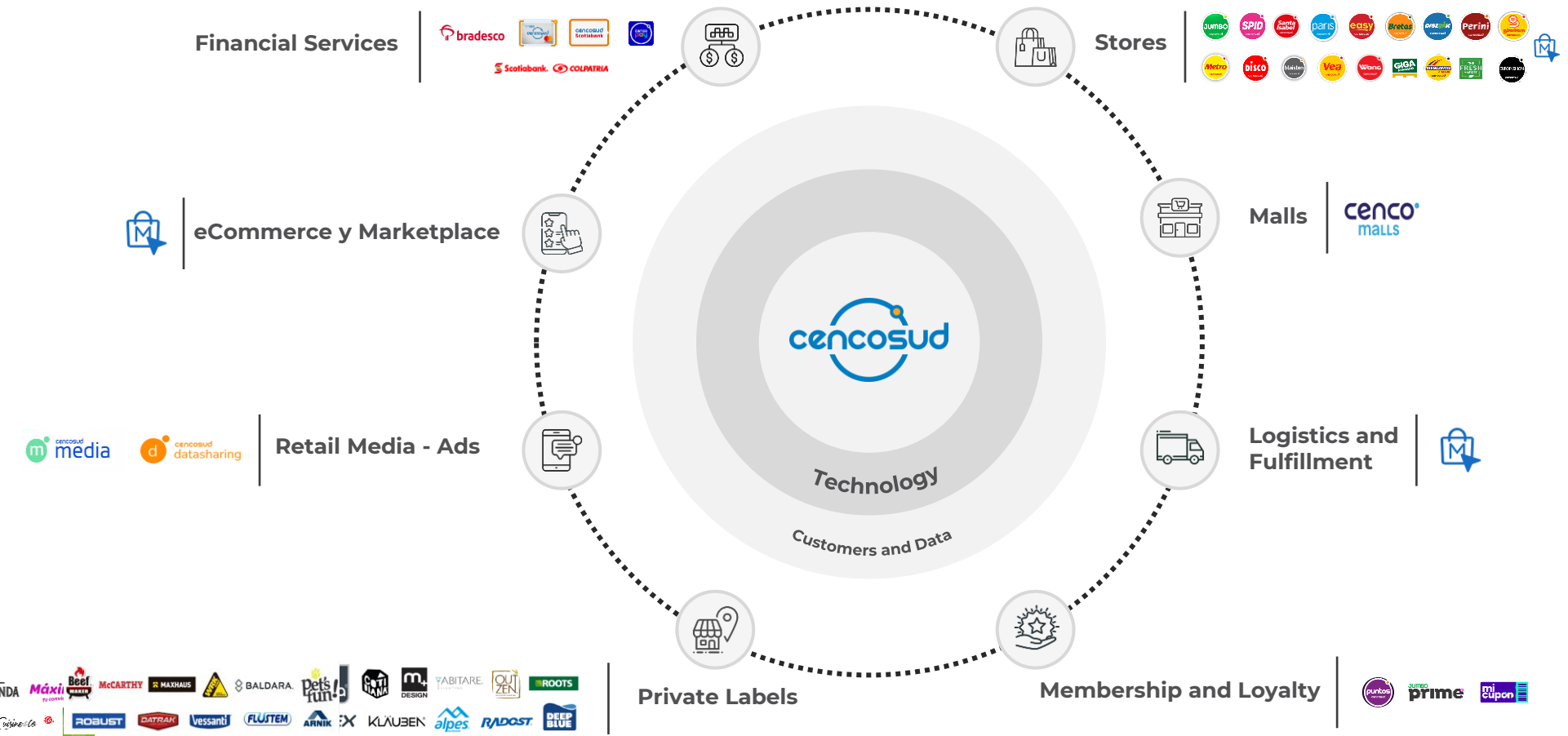
Driving long-term value through strategic decisions.



| **Becoming Essential**

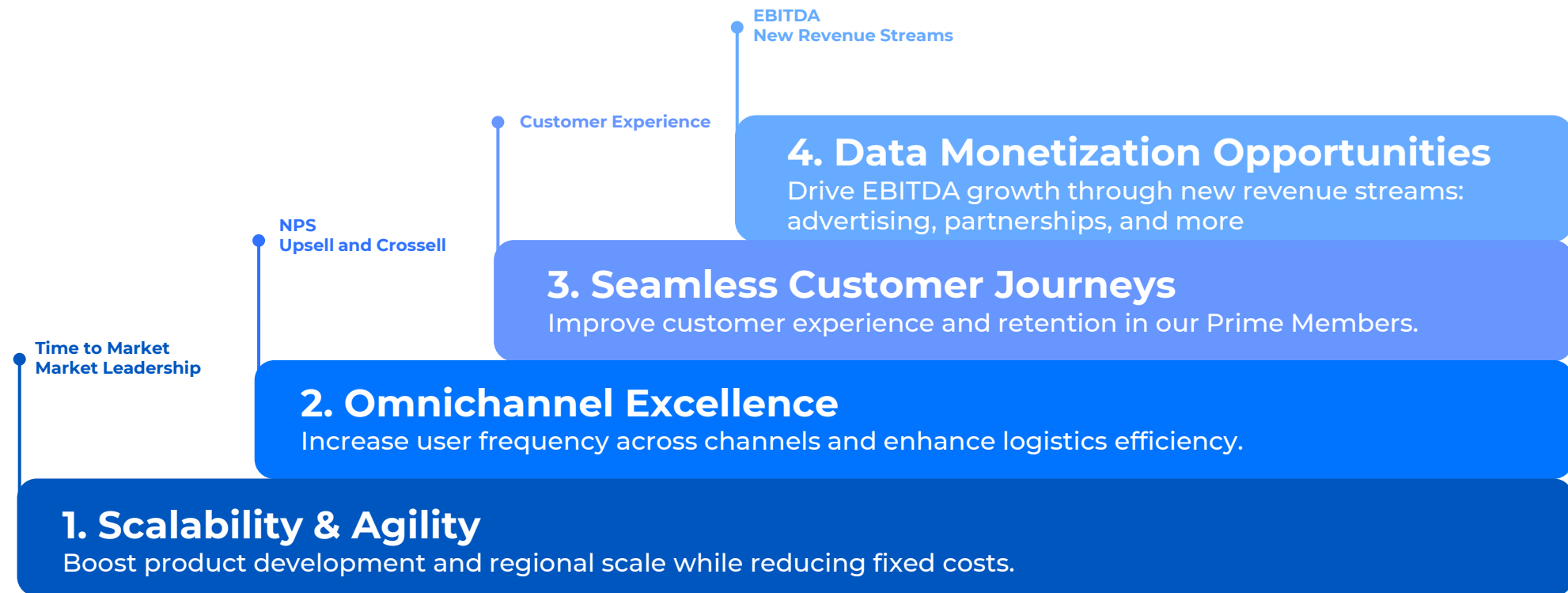
Adding value to every
moment of our
customers' lives

Ecosystem Components Driving Business Success



Impact of Regional and Digital Integration

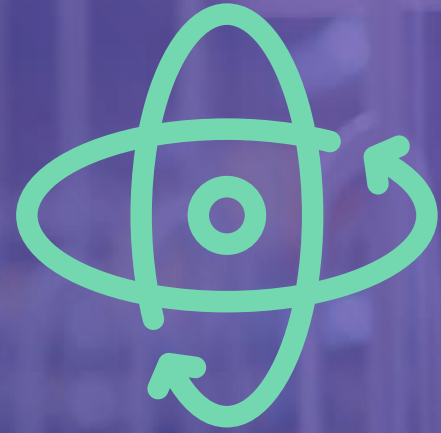
We deliver incremental value by building and scaling our capabilities.



03

How We Build Value





**Every interaction,
every channel**

Building a holistic view
of our customers

From Insights to Action: Personalization Drives Measurable Results

Data is the fuel of personalized experiences that drive loyalty and repeat engagement



Personalized
Discount

+12%
Spending Lift

Cencosud
Media
Success Story

+20%
Email Open Rate

Double-digit Increase

Average increase in monthly spending for every new Jumbo Prime subscriber in Chile



Omnichannel
Campaign
Success Story

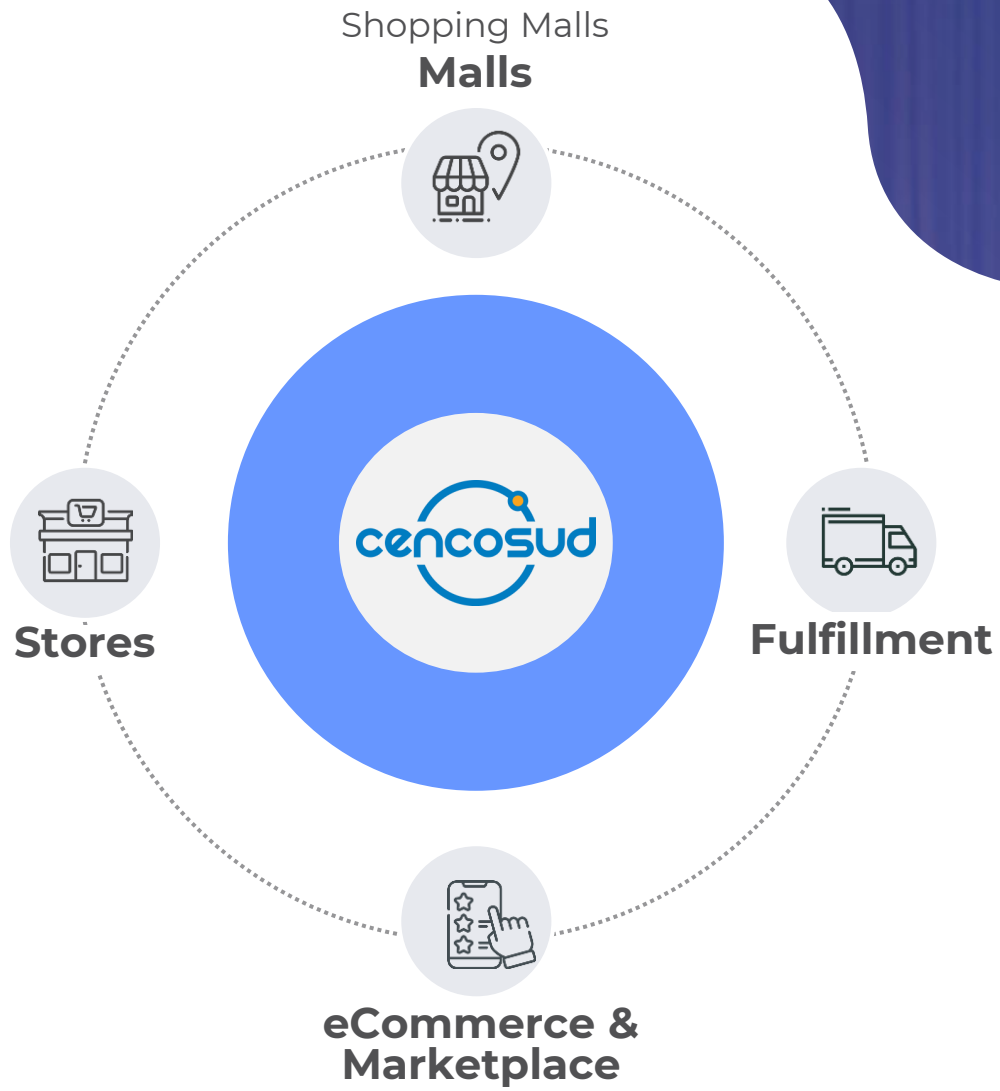
+30%
In Customer
Retention



Email Marketing
Success Story

+30%
Sales Increase

Physical-Digital Synergy



Tangible Results



Value Creation



Connection and Synergies

04

Key Components of the Ecosystem



By focusing on the **continuous improvement** of our core business



Data - Driven



Personalization



Operational Efficiency



We can generate **new revenue sources** through synergies



Retail Media



Loyalty

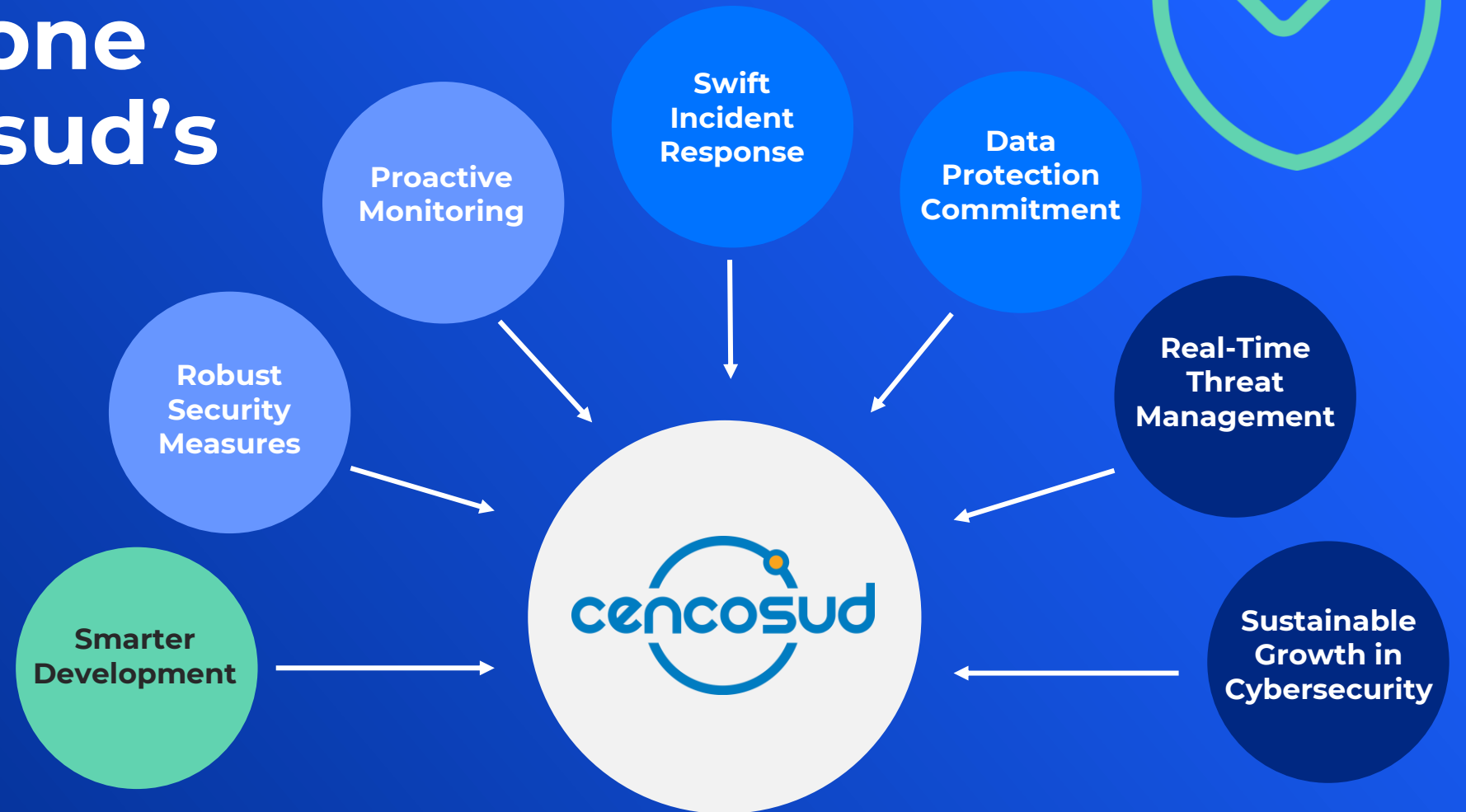


B2B Analytics and Insights

Fueled by robust data and deep customer understanding

Cybersecurity Cornerstone of Cencosud's Strategy

Cencosud is committed to building a secure, data-driven ecosystem that inspires trust and ensures long-term resilience.





E-commerce as a Strategic Growth Driver for Cencosud

PROFITABILITY AT SCALE

Achieved **Positive EBITDA** in 2024

LEADER IN E-GROCERIES

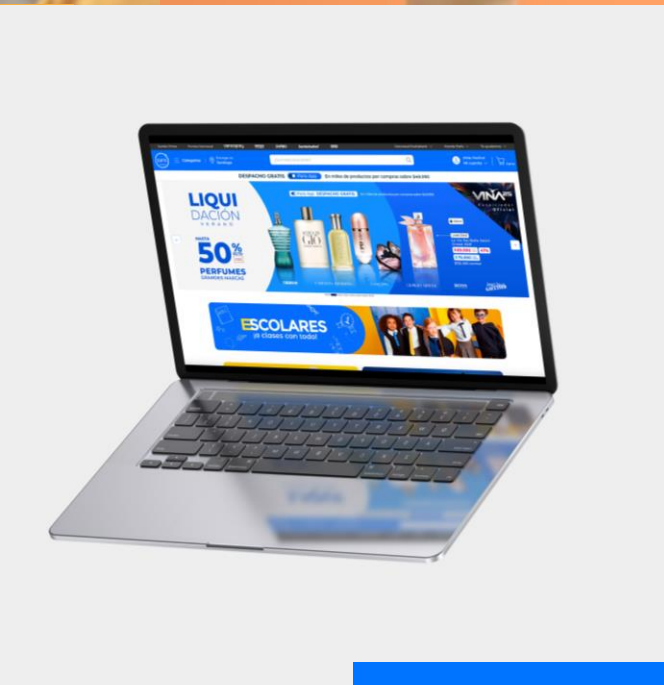
In Chile, Perú and Argentina

Engaged Monthly Users

+25 M
across the region

Expanding Traffic Reach

Above The Global
Industry Average





Cencosud Media: Monetizing Data at the Core of the Ecosystem

112%
YoY
Revenue growth

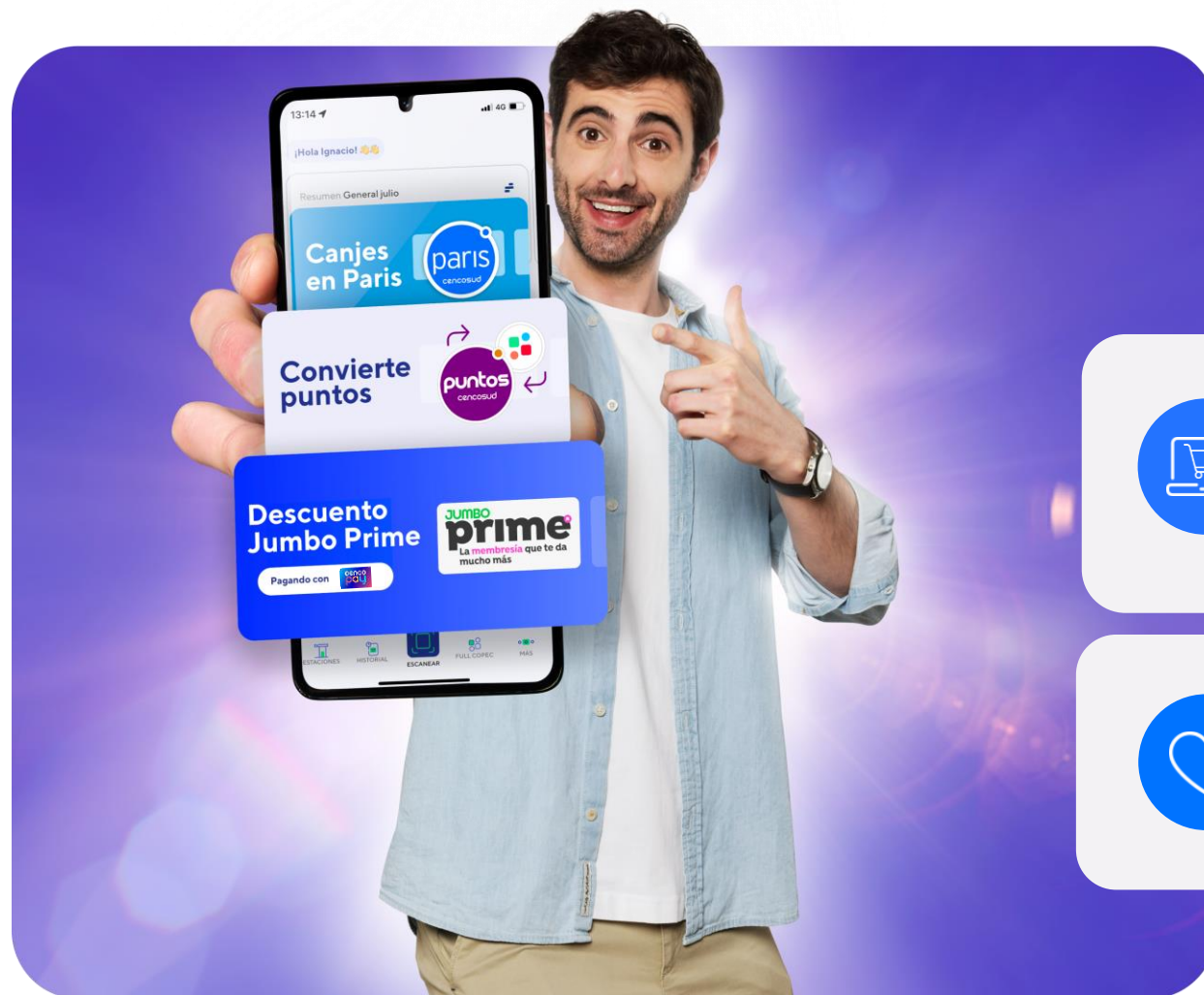
+17.5pp
YoY
growth in brand
awareness, solidifying
leadership in LATAM
retail media by
eMarketer

80M
Year visits to
Cencosud's websites
are impacted by
Cencosud Media
campaigns.

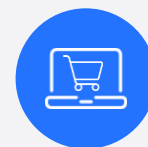
50%
of Cencosud's **1,450**
stores host Media
campaigns,
showcasing our
regional presence.



Building Customer Connection and Driving Value Through Loyalty Programs



JUMBO
prime



+51% Supermarket e-commerce sales come from **Prime** users



Prime increased subscribers by **55% YoY**

Private Labels as a Strategic Pillar for Growth and Market Leadership

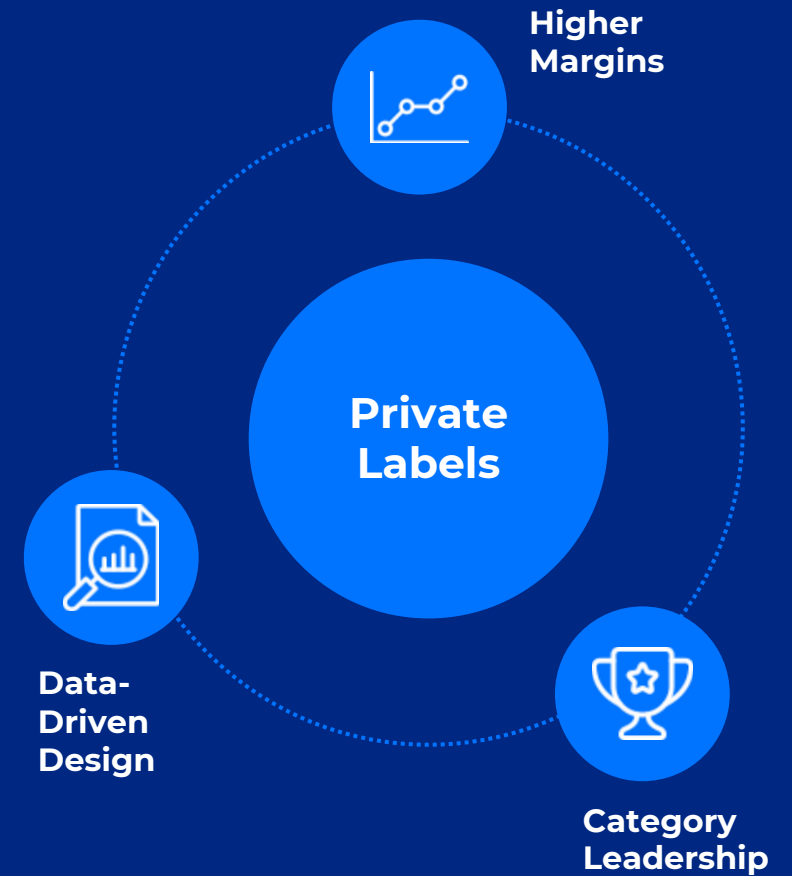
16.9% Share of Sales

+17.7 Total Sales YoY

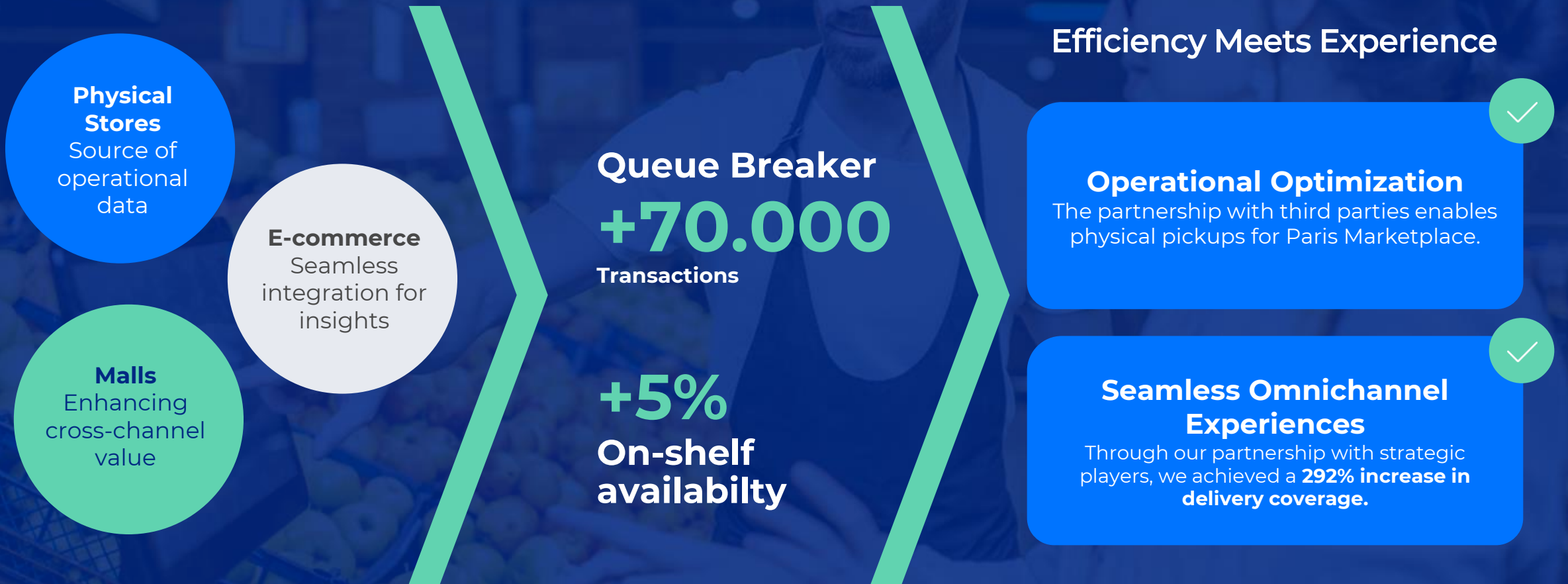


3 out of 5 customers buy a **Cuisine&Co** product at Chilean Cencosud Supermarkets.

Presence in over **85%** of categories sold by Cencosud in the region.



Integrating Physical and Digital Channels for Seamless Efficiency and Experience



05

Future Vision



Evolving with Purpose: A Resilient Core and Agile Exploration for Future Success

Core Business Strengthening

Maximizing value in categories and existing markets, also optimizing operations for higher efficiency, increasing profit and market share.



↗ Increase EBITDA

Enhance Cross-Functional Capabilities

Building a resilient and collaborative foundation to support the entire ecosystem.



↗ Maximize operational efficiency and customer experience.

Expanding Through Adjacent Business

Taking advantage of our strong core business to explore and capture new opportunities, such as banking, marketplaces and retail media.



↗ Increase revenue streams and value proposition.

Disruptive Businesses: Innovating Beyond the Core

Strengthening the company's value through new services, innovative solutions, and strategic alliances in emerging sectors.



↗ Discover new opportunities and maintain leadership.



Connecting, Personalizing, and Maximizing Value for Tomorrow



Cencosud's ecosystem is designed to shape the future of retail by **delivering personalized** value and **strengthening customer connections**

Cencosud's ecosystem drives sustainable growth, cementing its position as the **retail leader in Latin America**



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