



investor
day
2025

Investor Day 2025



Agenda

9:30 **Rodrigo Sirhan** Welcome
and Safe Harbor

9:35 **Fernando de Peña**
Chief Executive Officer

9:55 **Derek Schwietzer**
Chief Financial Officer

10:15 **Óscar Munizaga**
Chief Development Officer

10:35 **Coffe Break**

10:55 **Pablo Pulido**
Country Manager Chile & Colombia

11:20 **Cristián Somarriva**
Country Manager Peru

11:50 **Christopher Banfield**
Chief Innovation Officer

12:00 **Fernando de Peña**
Closing Remarks

12:20 **Q&A**

13:00 **Site Visit**

13:45 **Lunch**

Disclaimer

These webcasts, presentations, and transcripts contain "forward-looking statements," relating to, among other things, future operating and financial results, project performance, expenses, the impact of acquisitions and divestments, business strategy, and any restructuring plans. These statements use words and variations thereof, such as future tense verbs generally, "plan," "intend," "expect," "anticipate," "estimate," "maintain," "project," "continue," "reduce," and "grow".

We caution you not to rely on these forward-looking statements as the basis for any investment or divestment decisions regarding securities issued by the Company. These statements are based on assumptions and expectations of future events at the time they are made and, therefore, are subject to uncertainty. If the underlying assumptions prove to be inaccurate, or known or unknown risks or uncertainties materialize, actual results could vary materially from the expectations and projections expressed in these forward-looking statements.

Uncertainties relate to, among other things, the company's ability to successfully execute its planned projects and strategic plans, the possibility that expected benefits and opportunities may not materialize in the expected timeframe or at all, the impact of divestments, as well as risks related to the political and economic scenario; new regulations or more demanding regulatory changes; breach of rules and/or regulations; inability to attract and retain talent; cyber-attacks; failures or crashes of key systems; technological obsolescence; financial and market risks (exchange rate, inflation, interest rate, credit, and liquidity); climate change causing natural disasters that affect operational continuity and/or increase costs in the value chain; inconsistency between ESG declarations and implementation; damage to infrastructure affecting physical security and operational continuity; conflicts with the community; accidents, illnesses, or other events that impact the minimum number of people required to operate; failures in the supply chain and inventories; relationships with suppliers who fail to meet minimum standards; sale of products harmful to people's health or safety; inadequate identification and response to the preferences of our current and prospective customers.

A more detailed list and description of these risks can be found in the Annual Report and in the notes to the financial statements of Plaza S.A., which are available online at the company's website (<https://corporativo.mallplaza.com/inversionistas/>), as well as on the website of the Financial Market Commission (www.cmfchile.cl).

The information contained in each of these presentations pertains to the dates and time periods indicated therein, and the company assumes no obligation to update any of the information contained in these materials. Accordingly, you should not rely on the accuracy of any statements or other information contained in any archived webcast or video on demand as the basis for investment or divestment decisions in securities issued by the company. All numbers in this presentation are converted to US Dollars and rounded to millions.



Mallplaza Vespucio



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Chief Executive Officer

Fernando de Peña

Largest Operator in the Region

2.3
Mn m² of GLA

5,979
US\$ Mn anual sales

369
Mn visitors per year¹

47%
GLA focused on experiences & convenience

+5,000
Stores

4.4 mn
US\$ market cap²

10 Tier A Assets

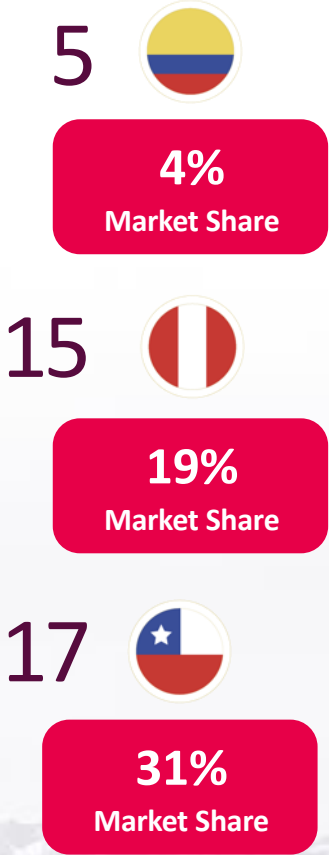
Leaders in their respective markets (47% of total GLA)

Best Gateway for Brands and Investors to Expand in the Andean Region

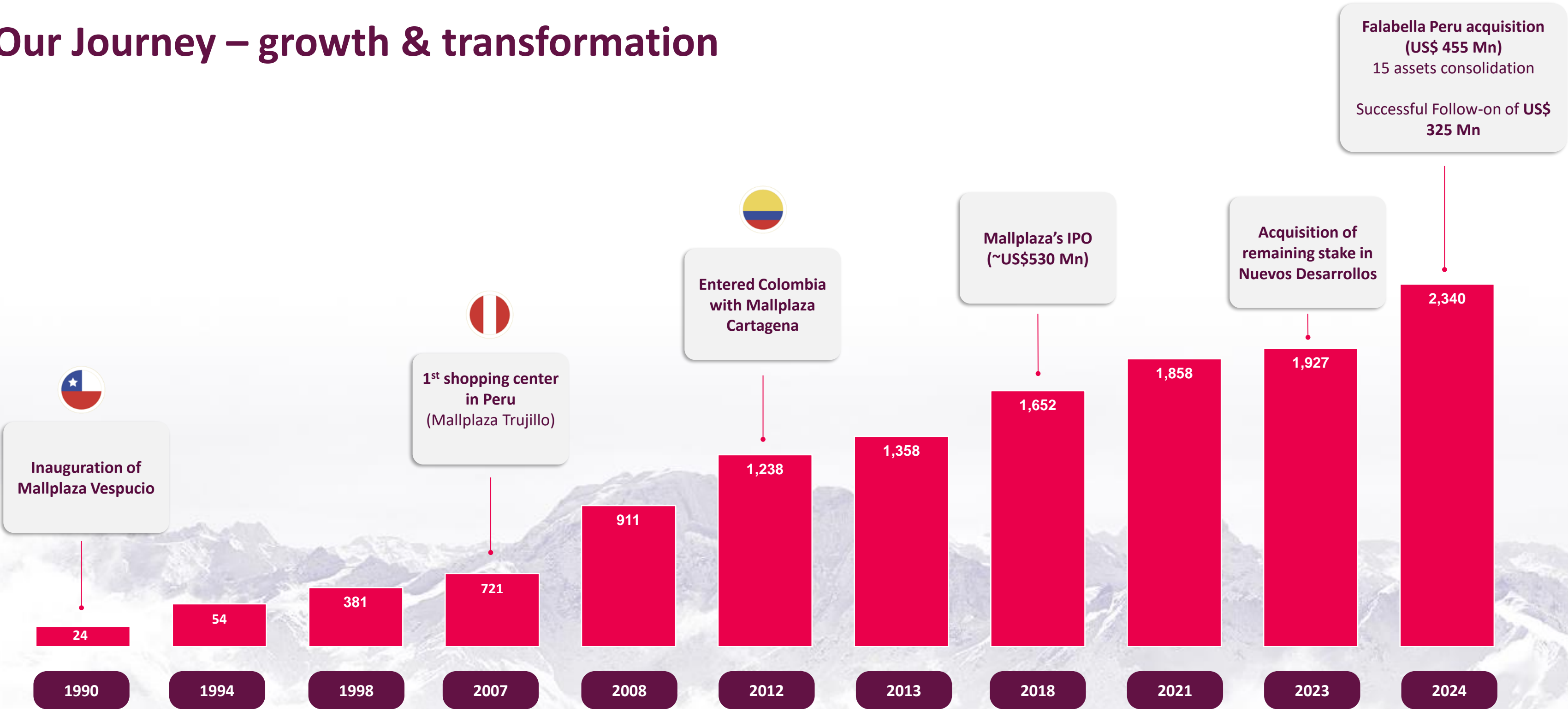
¹ Information considers FY24 Open Plaza
² As of February 28, 2025.

of assets

37
Shopping
Centers
in
23
Cities

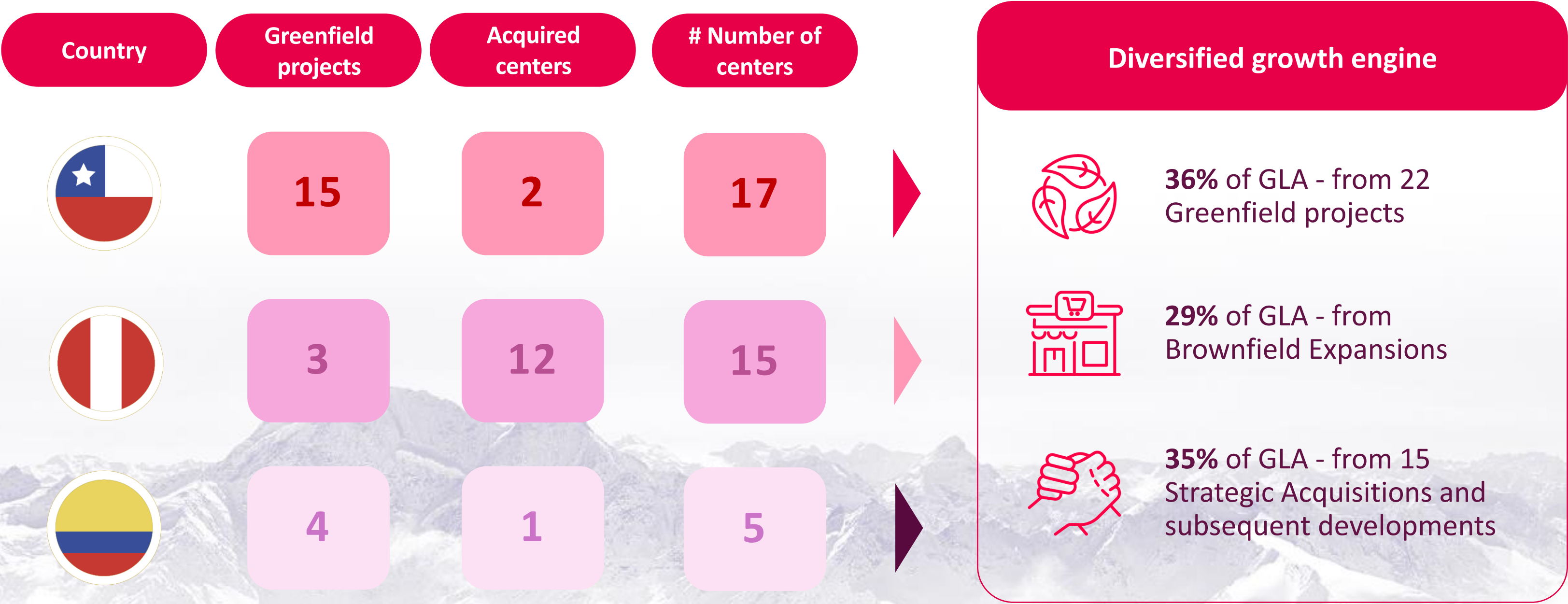


Our Journey – growth & transformation



Mallplaza has grown its managed GLA by 98x since being founded, representing a 14% CAGR in the last 35 years

Our Journey – growth & transformation





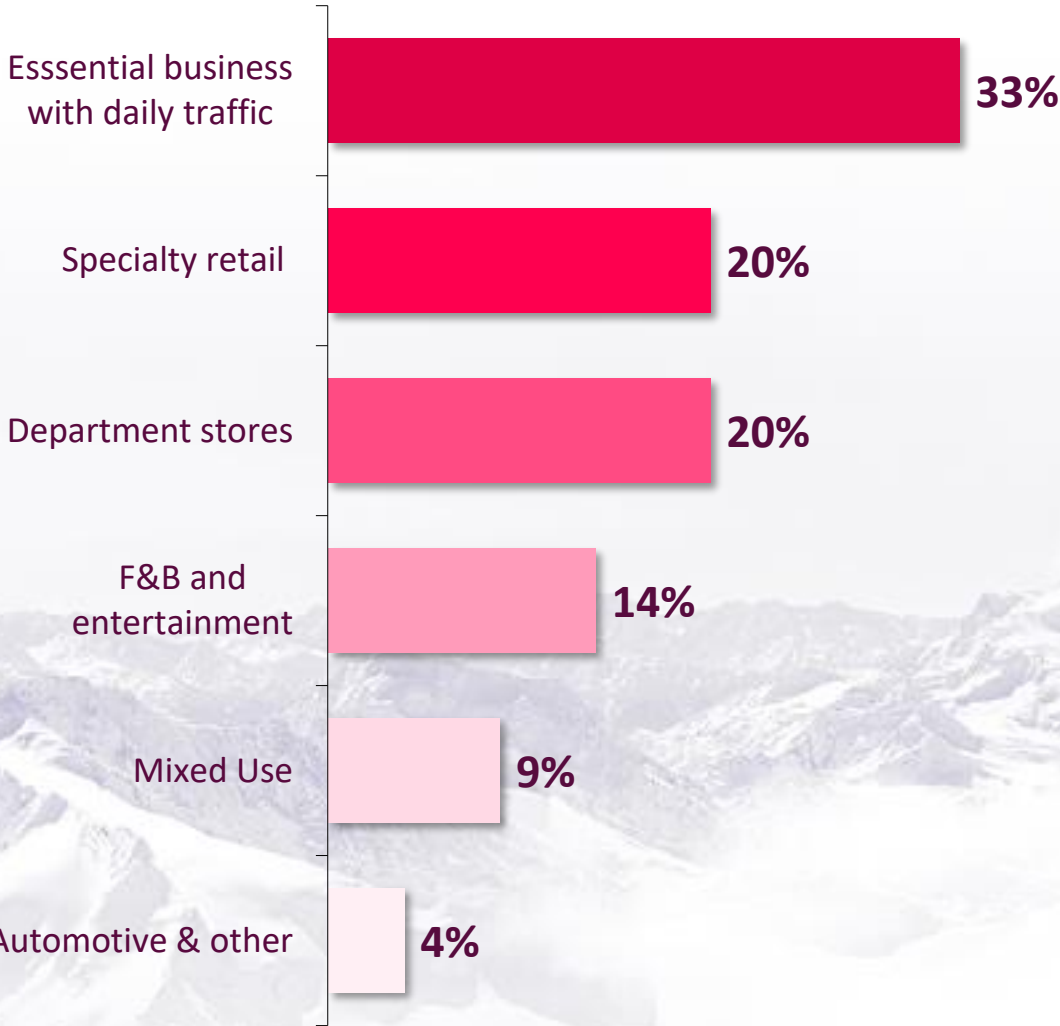
Beyond growth:

A Portfolio built for long-term success

Strategic assets

- ➡ High exposure to Tier A Assets
- ➡ High density area
- ➡ High potential income
- ➡ Lower asset dependence

Experience led tenant mix



Strengthening the mix

Reinforcement of strategic segments (growth 2019 to 2024)



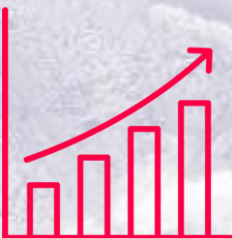
Department stores

- 9.3%



Specialty Stores

215.2%



Restaurants

53.3%



Fitness centers

29.2%



Cinemas

19.0%



Change in number of stores

The information does not include Open Plaza Peru Assets.

Gateway for high value brands



Mallplaza Egaña

Mallplaza is the main retail partner for leading brands and enabled their expansion in the region

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2019

2024

Peer A

Peer B

Stores

5

Stores

19

Stores

10

Stores

3



Stores

0

Stores

3

Stores

0

Stores

0



Stores

3

Stores

5

Stores

5

Stores

4



Stores

6

Stores

9

Stores

8

Stores

2



Stores

0

Stores

7

Stores

3

Stores

2



Stores

9

Stores

12

Stores

10

Stores

4





Mallplaza Arica

High quality portfolio

Leading portfolio across Andean Region

Annual sales > 200
US\$ Mn

Annual revenue >
20 US\$ Mn

Mallplaza

Peer A

Peer B

Malls
11

Malls
4

Malls
6

Malls
10

Malls
4

Malls
3

Culture: The backbone of our success

5 Principles of Leadership



We foster a **LEADERSHIP CULTURE** focused on these 5 principles, driving us toward our growth

This is the guide that shapes our DECISION-MAKING to act with an entrepreneurial mindset, create impact and accelerate strategy execution

Takeaways

- Best Portfolio in the Andean Region
- Gateway for Brands and Investors
- Sustained growth track record
- Growth potential through brownfield and M&A



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Chief Executive Officer

Fernando de Peña



Mallplaza Trujillo



Mallplaza Trujillo



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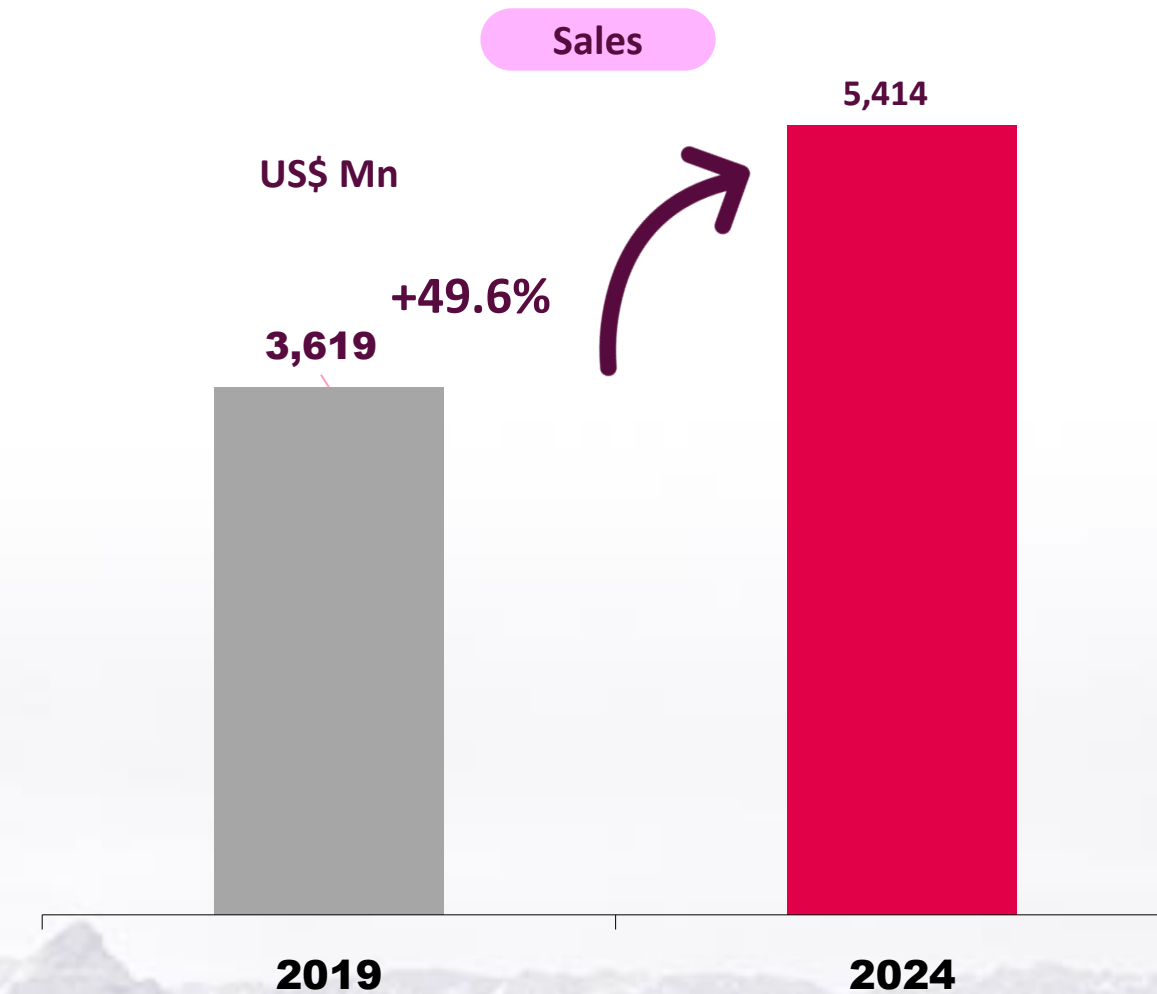
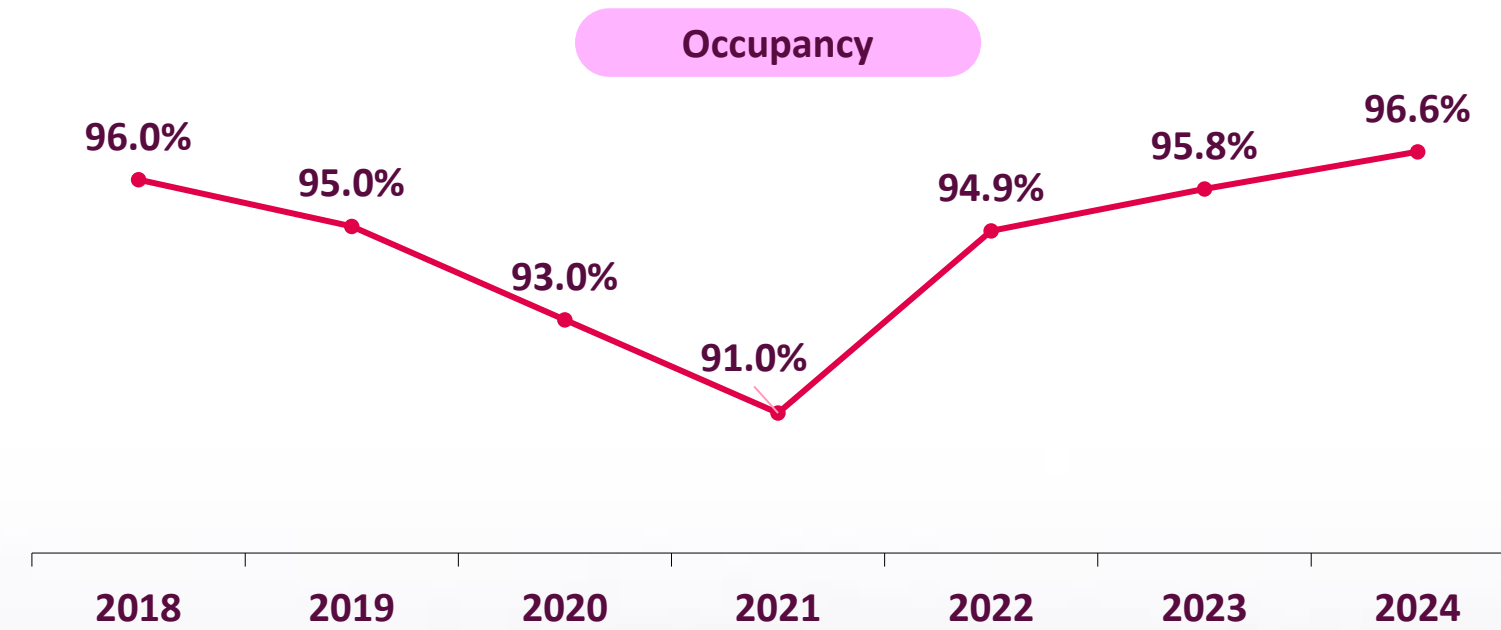
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Chief Financial Officer

Derek Schwietzer

Strong and sustainable growth

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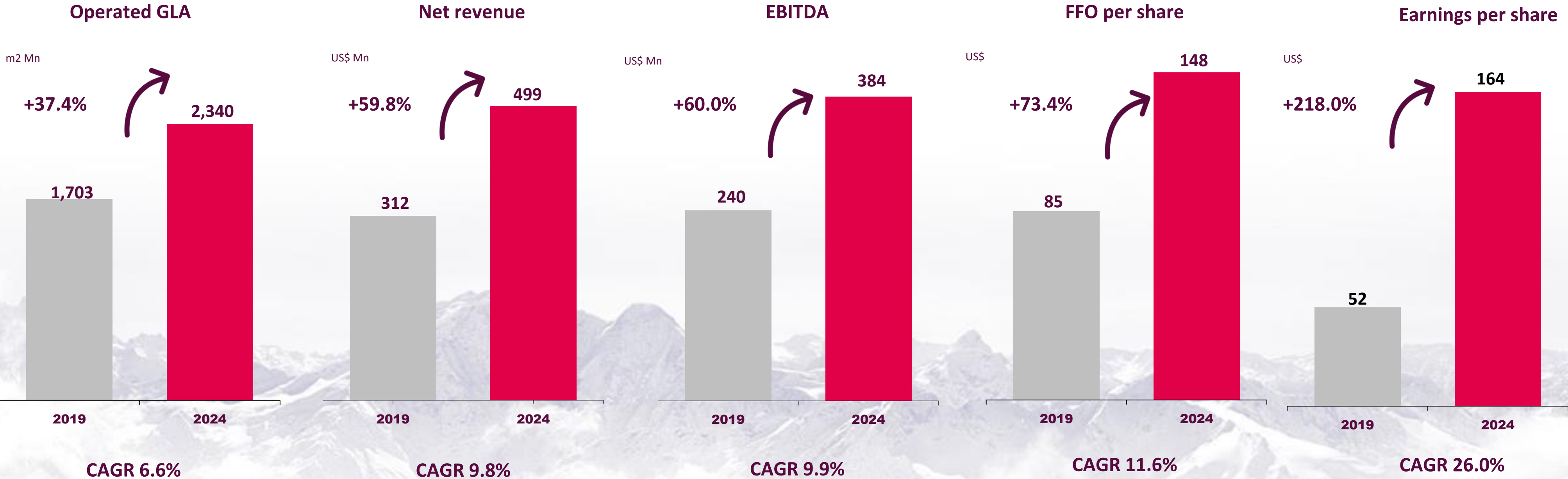
CAGR 8.4%

The number of stores grew by 27.4% from 4,000 in 2019 to 5,097 in 2024

Information includes Open Plaza Peru for FY24.

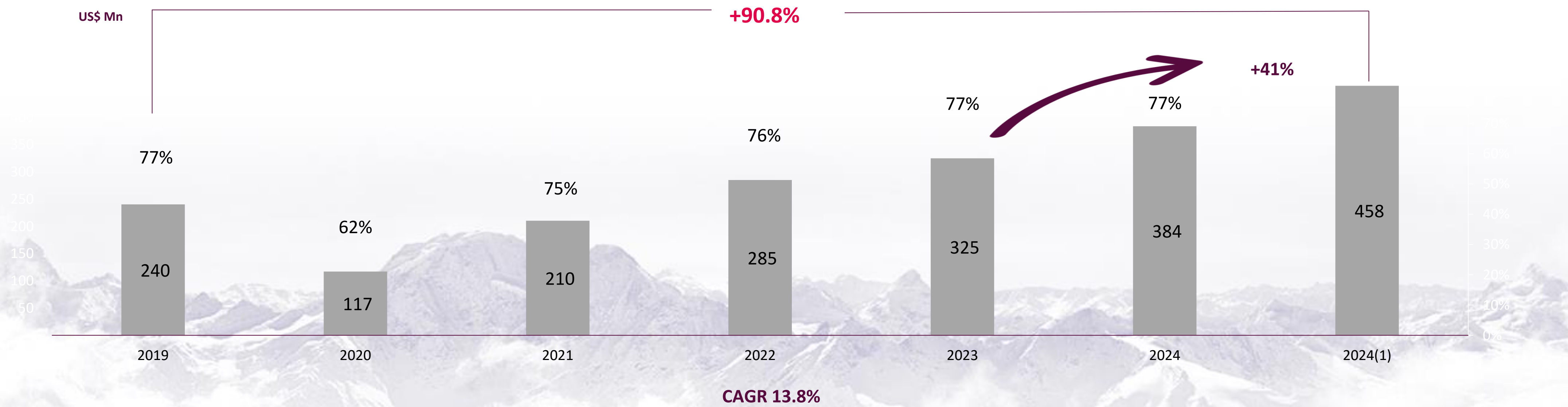


Post pandemic recovery



Consistently delivering strong operating metrics

EBITDA and EBITDA Margin



(1) 2024(1) considers the full year EBITDA of Peru

Positioned for growth

Investment Grade international Rating¹

Baa2 (stable)

Moody's

AA+

(CL) Feller Rate

AA+

(CL) Humphreys

181

US\$ Mn ⁽⁴⁾

Cash Position

1,630

US\$ Mn ⁽⁴⁾

Gross Debt

1,450

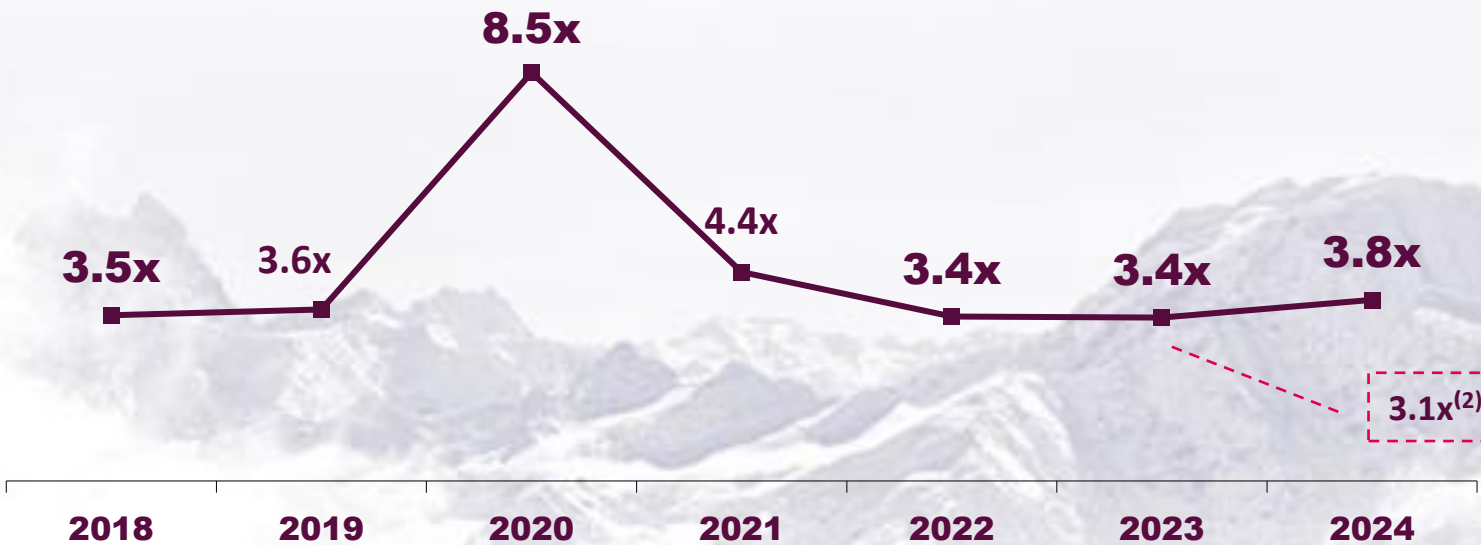
US\$ Mn ⁽⁴⁾

Net Debt

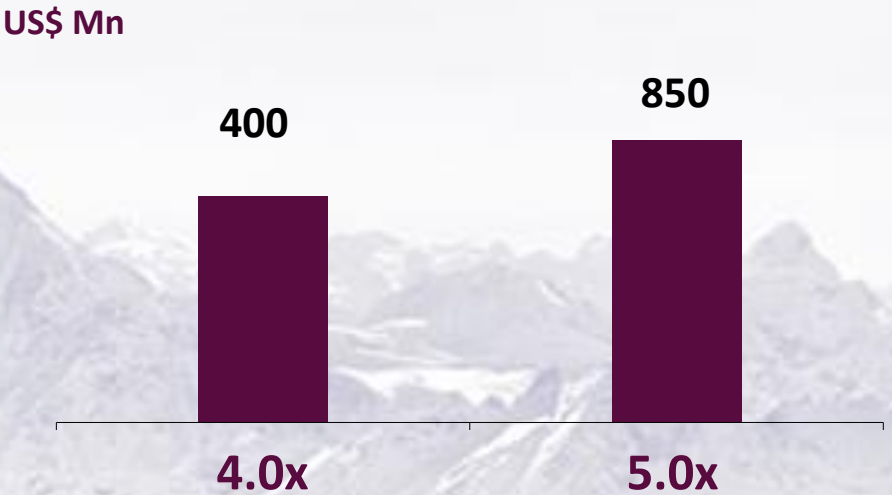
3.2%

Cost of Debt

Net Debt / EBITDA



Net Debt / EBITDA⁽³⁾



Incremental leverage capacity to fund future growth opportunities

Debt amortization schedule

US\$ Mn

EBITDA FY24 384

(2) EBITDA FY24 PF 458

2025 239

2026 170

2027 133

2028 48

2029 104

2030-2034 875

2035-2047 590

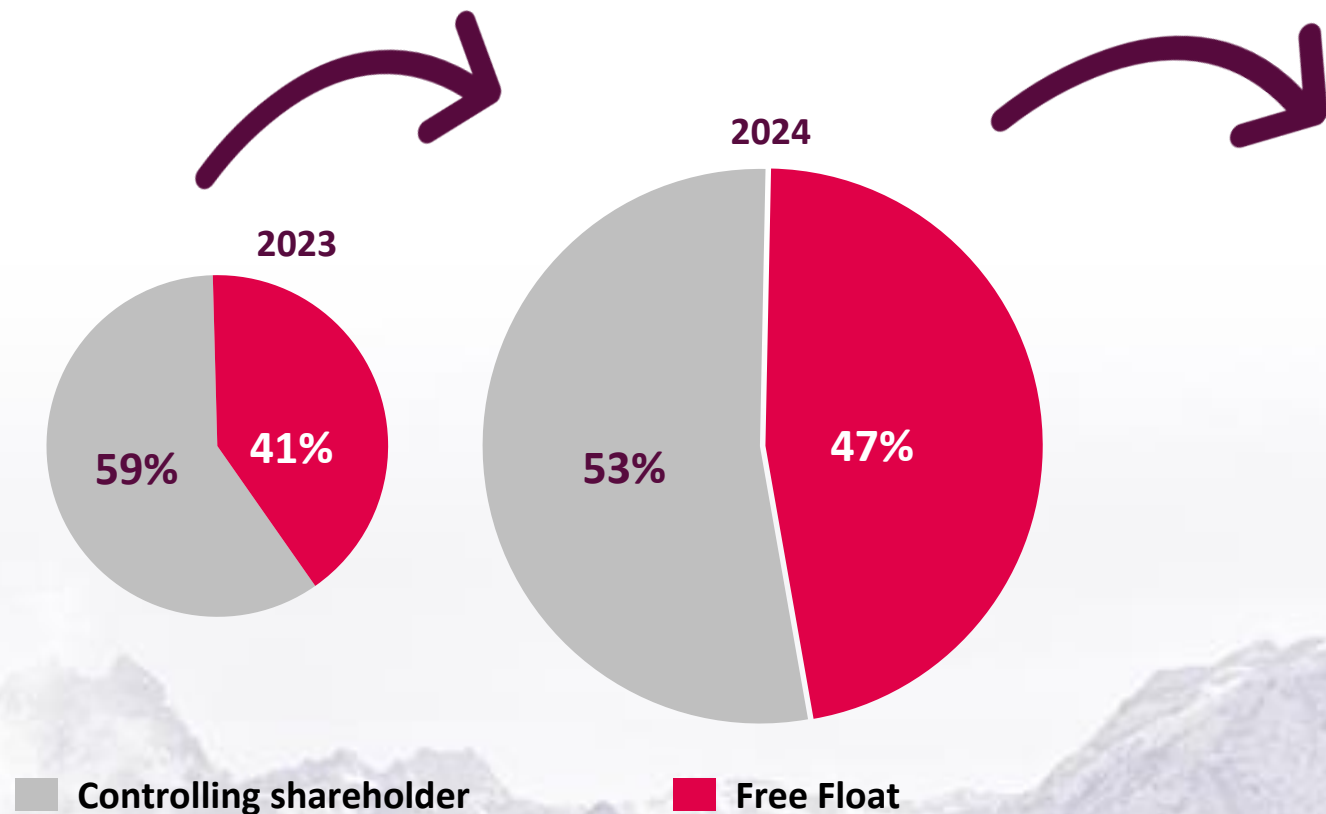
- 1) Equivalent to a BBB rating
- 2) Considers the full year EBITDA of Peru
- 3) These amounts do not take into account the EBITDA of a potential transaction
- 4) As of December 31, 2024

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Enhanced market liquidity

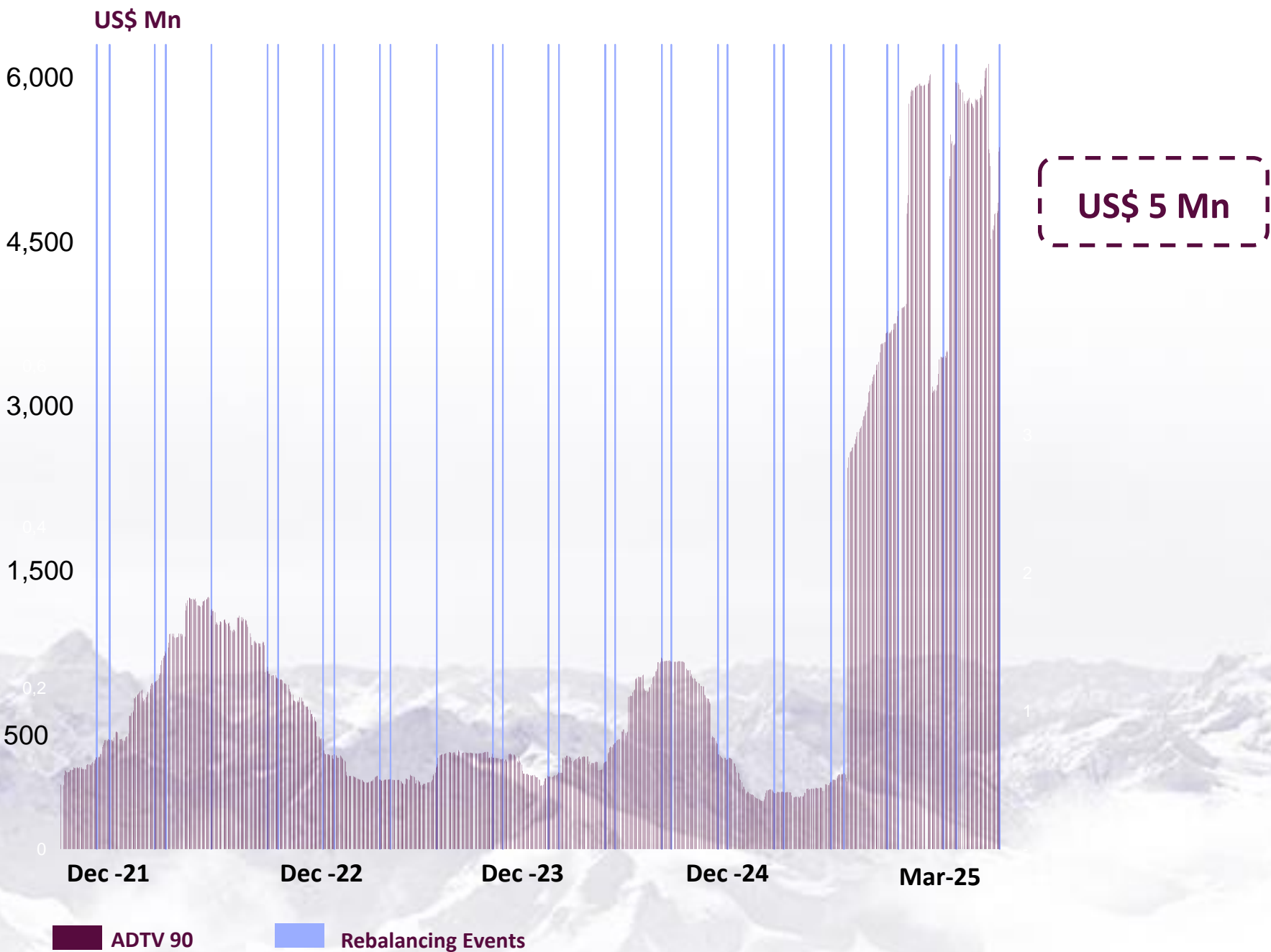
Shareholder composition



Free float	%
Minority families	19.0%
Pension funds	17.9%
Brokers	18%
Brokerage firms and others	10.0%

Increase our free float from 41% in December 2023 to 47% in December 2024

Stock liquidity and rebalancing events



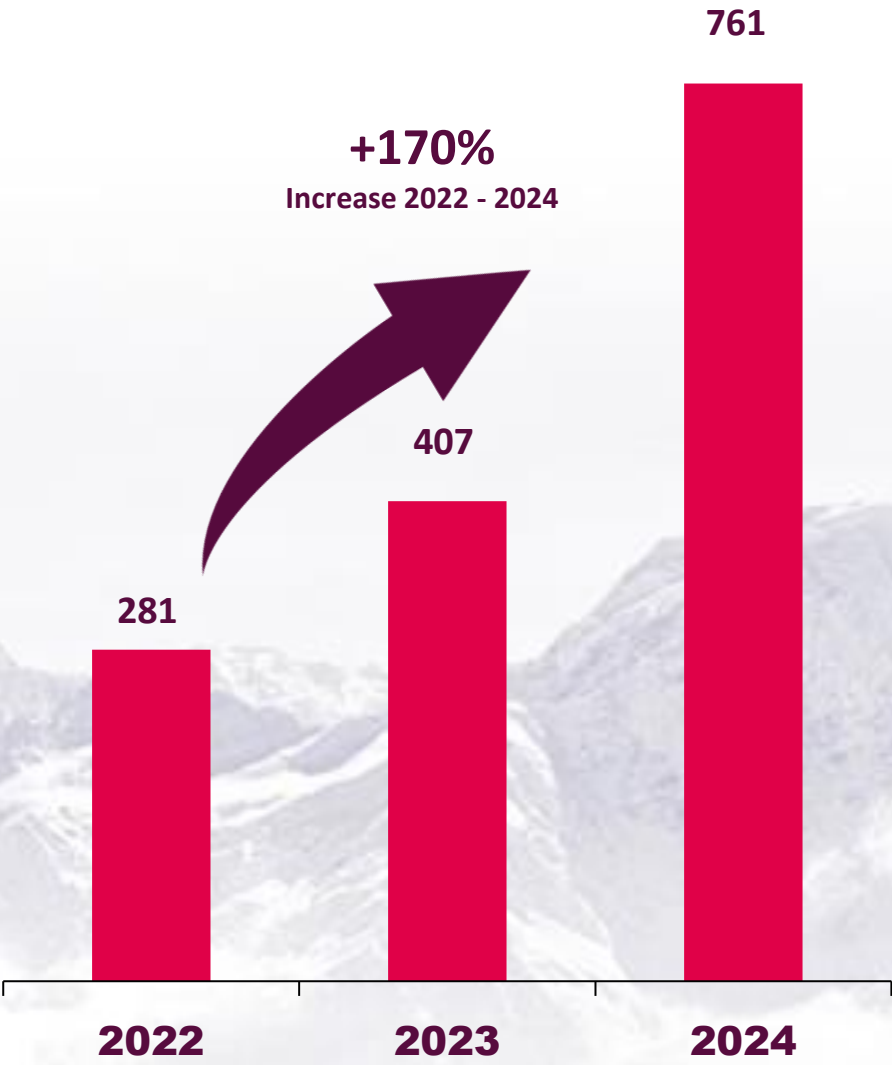
Diversified and enhanced investors base

+ 13 investor conferences in 2024

+ International investors

+ 13 Analyst coverage

Investors Touch Point



US\$ 325 Mn



40% of the follow-on offering was allocated to international investors



In 2024, 2 new coverage were initiated

Attractive Valuation



FFO Yield¹

8.6%

Real Rates²

2.6%

(x) Real Rates

3.3x

FFO Yield Spread

600 pbs



11.9%

7.8%

1.5x

410 pbs



5.7%

2.0%

2.9x

372 pbs

Mallplaza trades at a discount vs. U.S. and Brazil

Information as of March 2025

1) FFO Yield 2025 Source: JPMorgan

2) Real Rate Chile: BCU10Y, Brazil: BZAA10Y Index USA: 10Y US Real Rate. Source: Bloomberg

US Companies: Simon Property Group and Macerich, Brazilian companies: Allos, Multiplan and Iguatemi.



Strategic Sustainability Commitments



MSCI
ESG RATINGS

CCC B BB BBB A **AA** AAA

RATING ACTION DATE: July 29, 2024
LAST REPORT UPDATE: July 29, 2024

Member of
Dow Jones
Sustainability Indices

Powered by the S&P Global CSA

Listed in Chile and MILA indices
Top 2% of "Real Estate Management & Development"

CDP
DISCLOSURE INSIGHT ACTION

C
Score

Our strategy is fully aligned with the business strategy, in 2023 Mallplaza declares the following ESG Commitments



Carbon neutrality by 2030 and Net-zero 2035 under scope 1 and 2



Electricity supply of 100% renewable energy in 2026



Reduce the energy intensity of common expenses by 22% by 2035 with a 2019 baseline (kWh/GLA)



Eliminate the use of Hydrochlorofluorocarbons (HCFCs) in climate systems by 2030



Reduce the intensity of direct water consumption by 30% by 2025 with a 2019 baseline (m³/GLA)



Valorize 60% of the waste generated by its urban centers by 2025



Positively impact 1,000,000 people in social programs and projects by 2028



Have 60% of its urban centers certified as inclusive spaces by 2028



Takeaways

- Strong balance sheet as an enabler of future growth opportunities
- Consistent performance that reflects the implementation of a clear strategy
- Significant improvement of share liquidity: ADTV US\$ 5 Mn+
- Attractive valuation



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Chief Financial Officer

Derek Schwietzer



Mallplaza Angamos



Mallplaza Oeste



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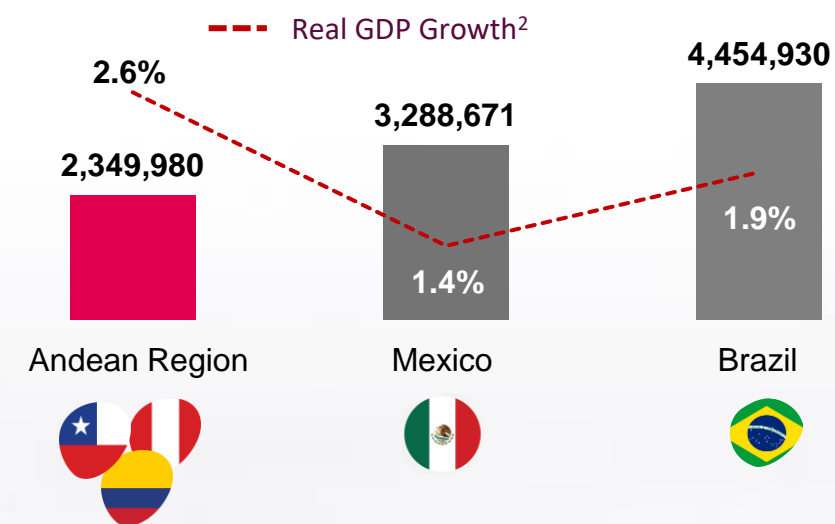
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Chief Development Officer

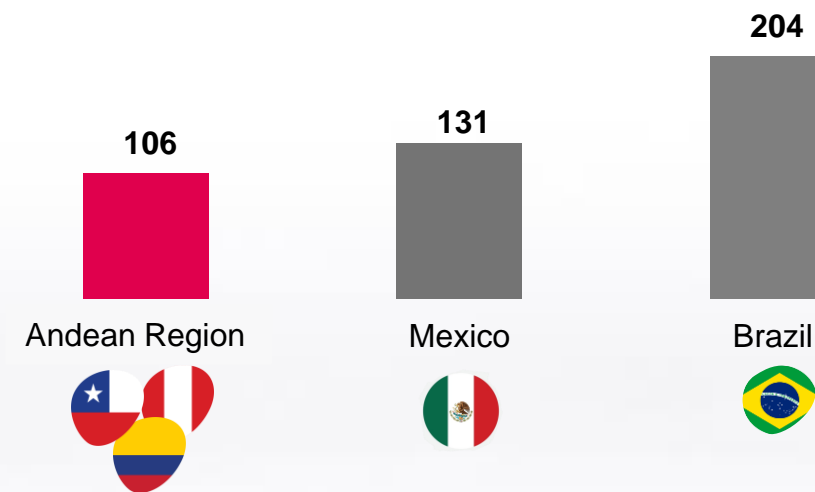
Óscar Munizaga

The Andean region shows strong macroeconomic indicators and the mall industry presents growth opportunities

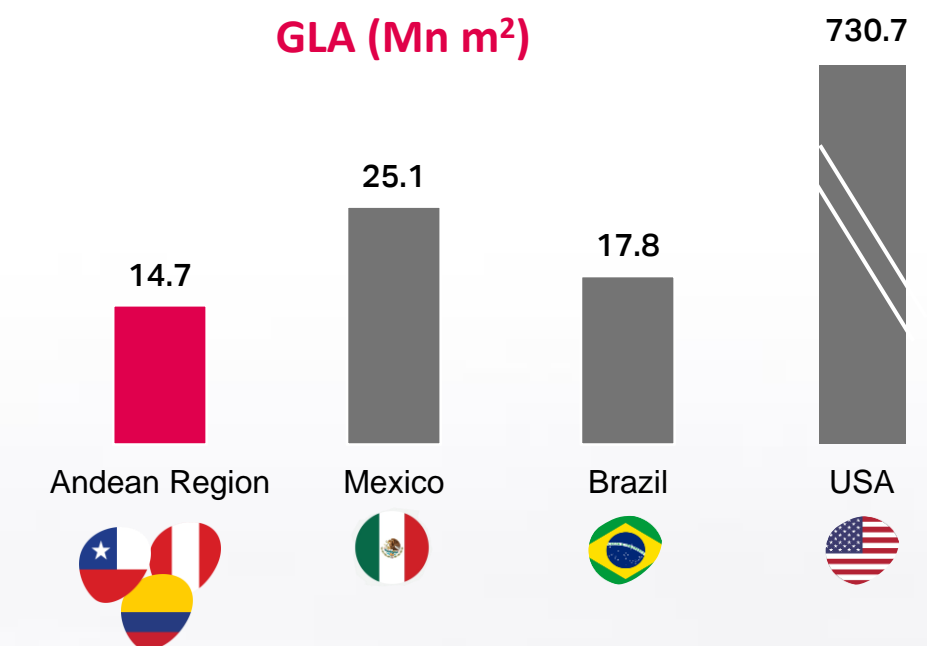
GDP PPA¹ (US\$ Mn) y Real GDP Growth (%)



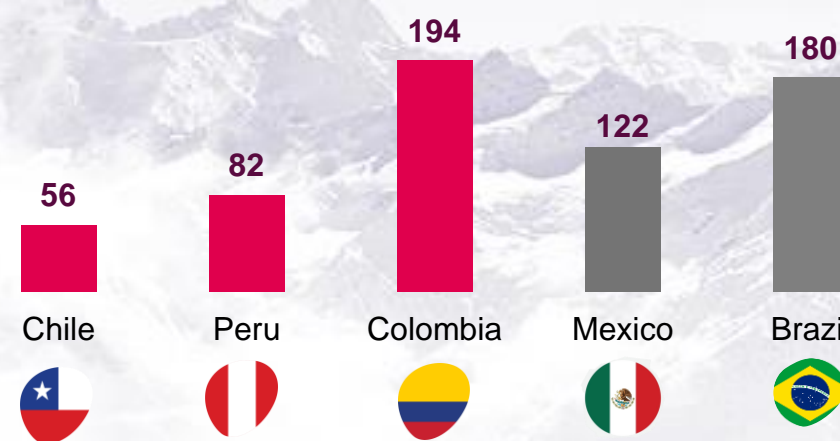
Population (millions of people)



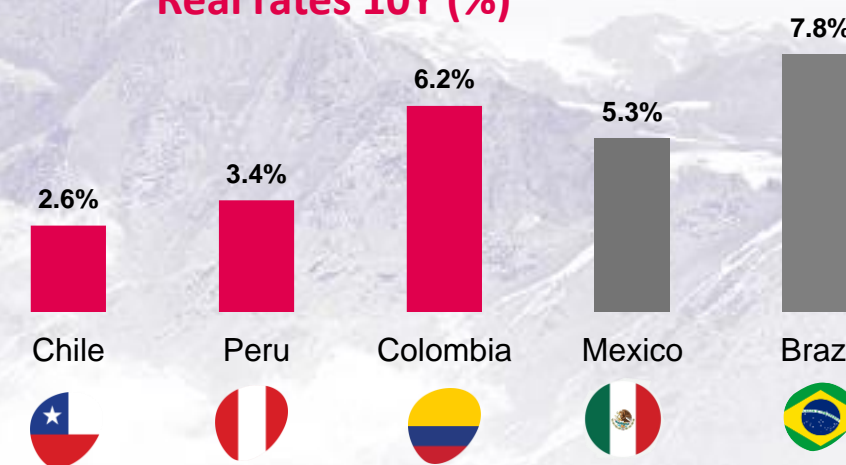
GLA (Mn m²)



CDS 5Y (basis points)



Real rates 10Y (%)



GLA per 1,000 inhabitants (m²)



Source: World Bank, Bloomberg, IMF.

¹GDP PPA as of 2023. ² Real GDP Growth (avg. 25E- 26E)

Our growth avenues.

M&A



Capture Opportunities



31% Market Share
Total GLA: 4,680 km²



19% Market Share
Total GLA: 3,260 km²



4% Market Share
Total GLA: 6,800 km²

Brownfield



Faster, low risk execution



+125K



+100K

Additional m² of GLA to open within next 4 years

Greenfield



Oportunistic Approach



Landbank in Chile & Peru

628k m²



Earmarked projects

166k m²

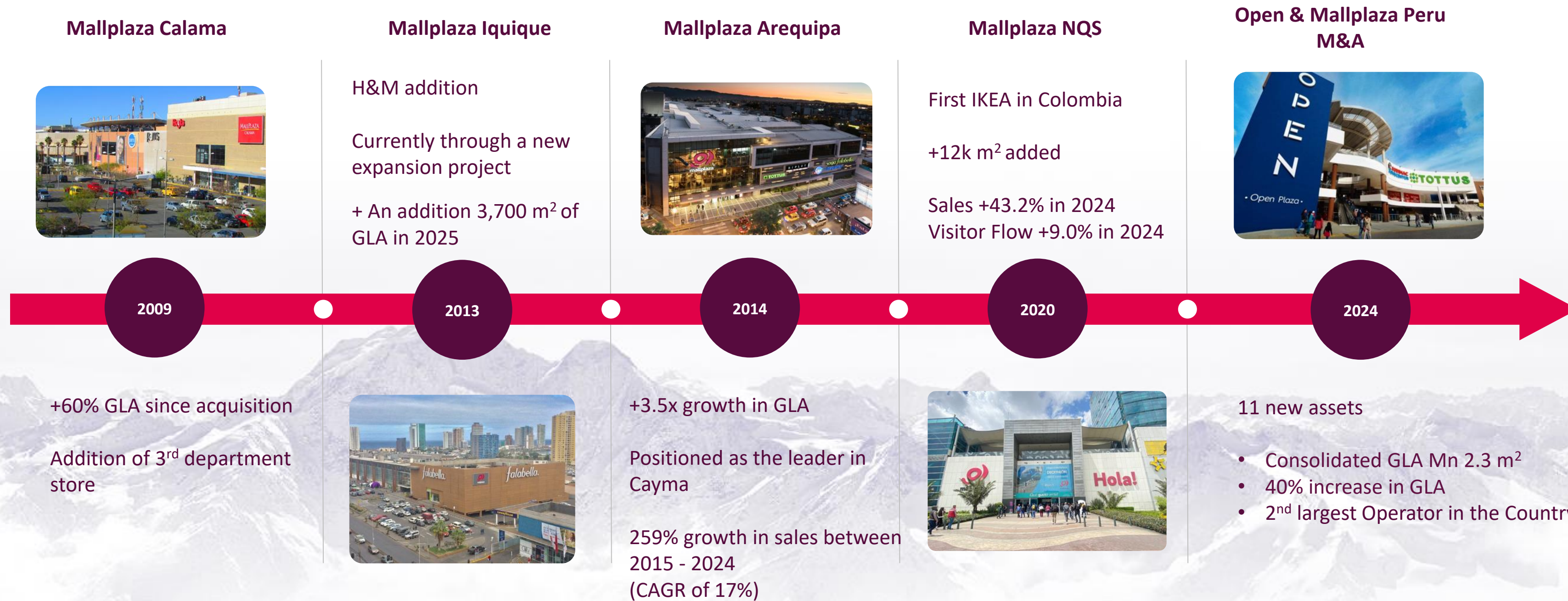


Construction potential

500k m²



Evolution of M&A in Mallplaza, with 35% of the constructed GLA coming from acquisitions





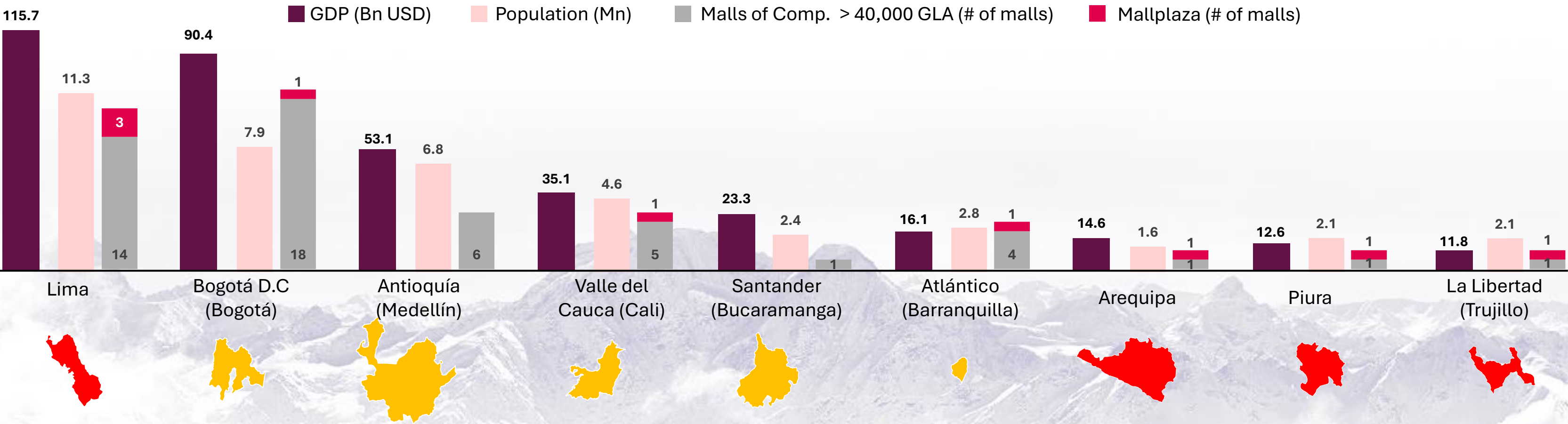
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Mallplaza NQS



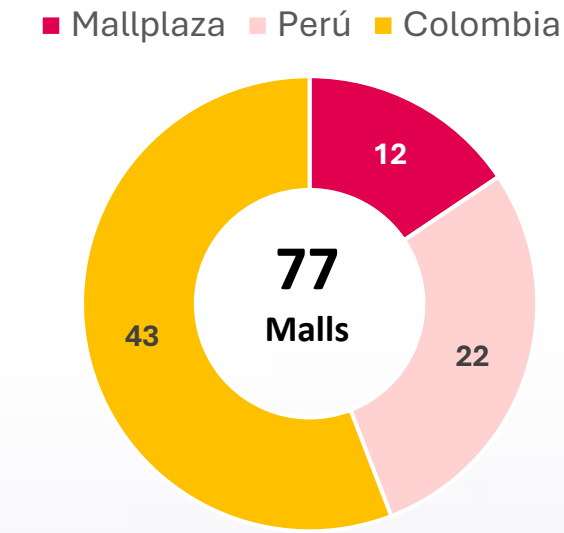
Growth opportunities for Mallplaza in Colombia and Perú through M&A and value creation in assets

Economic and demographic context on regions of interest

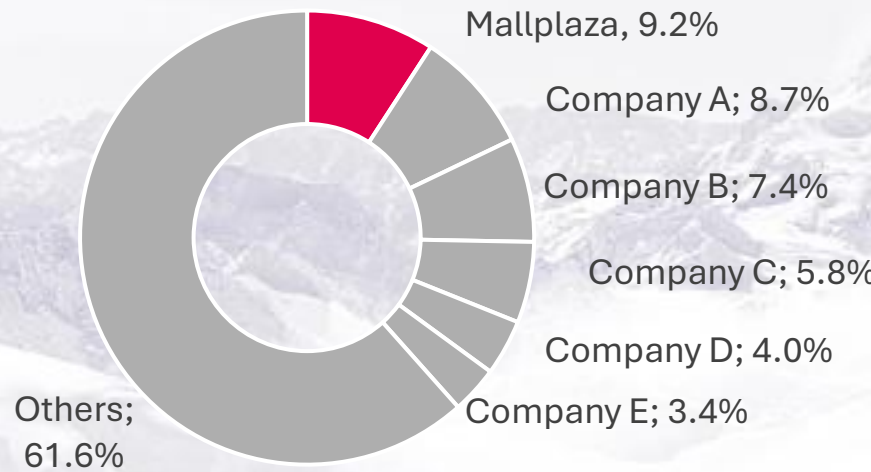


Source:
• DANE Colombia 2023
• INEI Perú 2023

Shopping malls > 40,000 GLA in Peru & Colombia



Market share in Peru & Colombia combined



Takeaways

- Strong macroeconomic backdrop in the countries in which we operate
- Proven track record executing and generating value through M&A transactions
- Robust potential for inorganic growth



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Chief Development Officer

Óscar Munizaga



Mallplaza Los Domínicos



Mallplaza Los Dominicos



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Country Manager Chile &
Colombia

Pablo Pulido

Our formula...

THE CUSTOMER

VALUE PROPOSITION

CULTURE OF
EXCELLENCE

POWERFUL BRAND AND
TRAFFIC DRIVER



1990

Muricy

La Florida

GLA
23,000 m²

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Mallplaza Vespucio
1990



GLA
190,000 m²

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Mallplaza Vespucio
2025

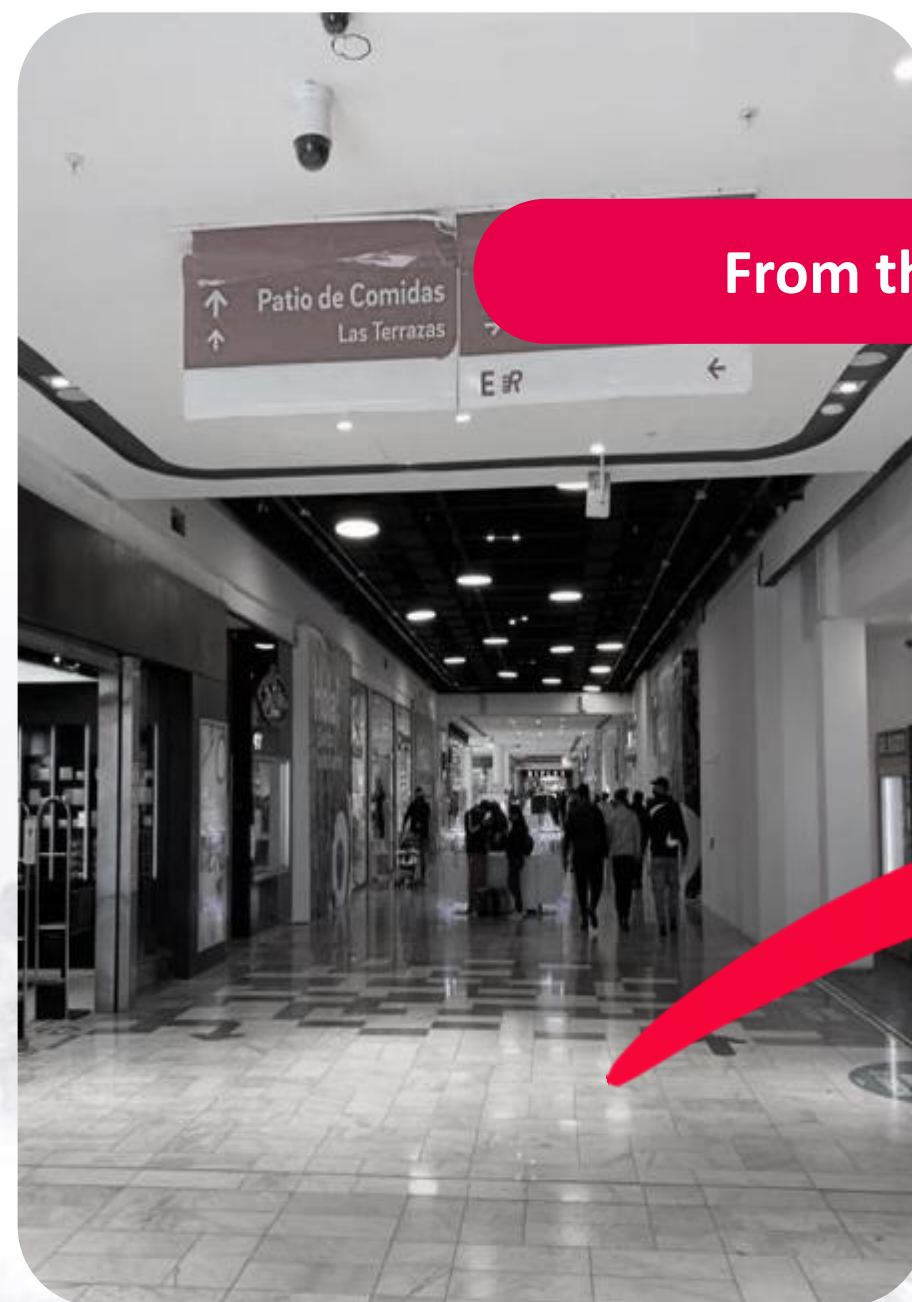


BEFORE





Transforming to Inspire



From the creation of new spaces...



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That transform the way we experience the mall



Surprising through the unexpected



NEW

MALLPLAZA VESPUCIO



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Success Story

Lifestyle Mallplaza Vespucio

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CATEGORY: TIER A

CAP RATE: 6% - 7%

PROJECT GLA: 21,600 m²

PROJECT NOI: US\$ 10 Mn

PROJECT CAPEX: US\$ 41 Mn

NOI/CAPEX: 24%

VALUE CAPTURE:

> US\$ 100 Mn



Growth, Innovation and Transformation

X7

Tier A

New Mallplaza Trébol

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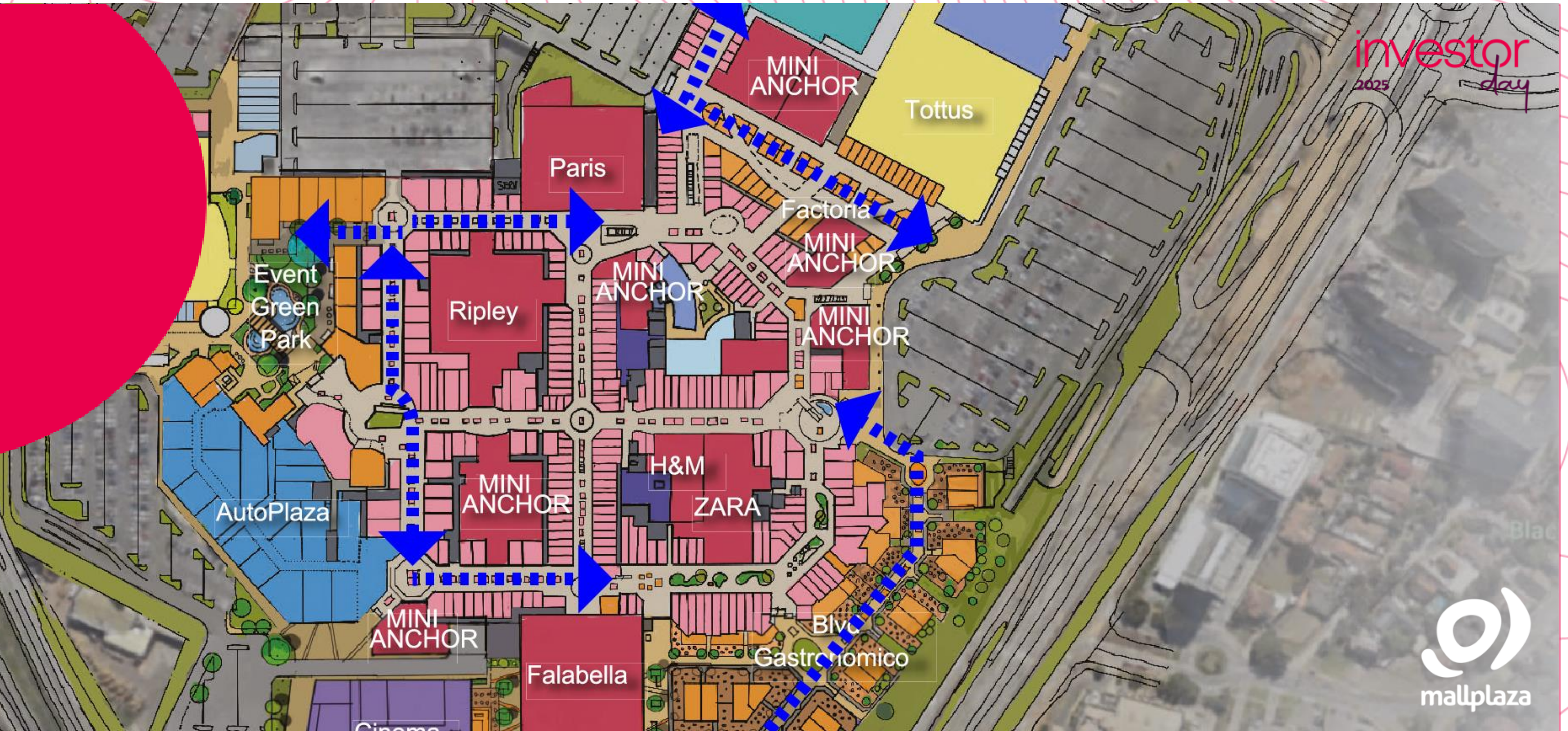


MALLPLAZA TRÉBOL

CATEGORY: TIER A
CAP RATE: 6% - 7%

EXPANSION PROJECT

Current GLA: 118,840 m²
Expansion GLA: > 23,000 m²
Total GLA: > 141,840 m²

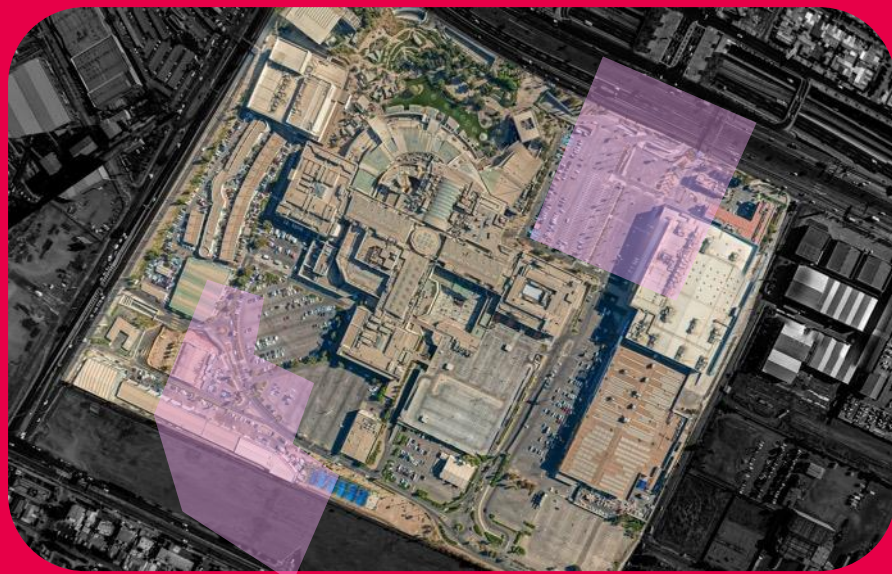


Discovering a different way to create stories

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Mallplaza Oeste



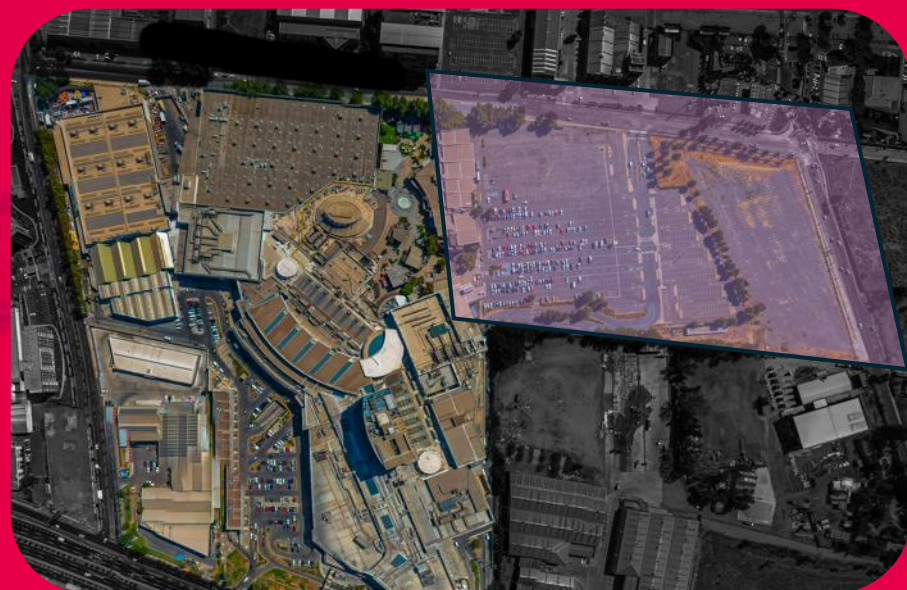
Mallplaza La Serena



Mallplaza Tobalaba



Mallplaza Norte



Mallplaza Egaña



**Growth,
Innovation and Continuous
Transformation**

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Department stores conversions



Mallplaza Tobalaba

Paris transformation **15,000 m²**

H&M / Puma / 8 Restaurants +35% revenue



Mallplaza Alameda

La Polar / Johnsons / Falabella

20,000 m²

H&M / Puma / The Line / Smartfit /
Zona Outlet / Marketches / Registro
Civil (Civil Registry)

+10% revenue



Mallplaza Sur
Ex Falabella

10,000 m²

H&M / Autoplaza / Smartfit / Go
Jump / Services / Restaurants

+30% revenue



Conversion as an opportunity to improve our proposal

Colombia a Country of opportunities

Great M&A opportunity with value creation due to our Transformation Skills

NOI growth due to Asset leadership and consolidation

A country with 6 big cities over 1 Million habitants

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MALLPLAZA CALI

GLA 67,000 m²

Occupancy rate: 96%

Tenant Mix: Ikea, Homecenter, Zara, H&M, Stradivarius, Bershka, Pull&Bear, El Mercado, Decathlon



Mallplaza Cartagena



Growth, Innovation and Continuous Transformation

But something else
makes us

unique...

OUR POWERFUL

BRAND

Takeaways

- Unique portfolio of Urban Centers with TIER A Assets with growth and value creation potential
- Brand and operational excellence as an enabler of traffic, efficiency and impact in our value proposition
- A unique and differentiated Value proposal with constant innovation, making life and enjoyment easier has driven higher traffic and sales, enabling rental growth above inflation



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Country Manager Chile &
Colombia

Pablo Pulido



Mallplaza Vespuccio



Mallplaza Trujillo



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Country Manager Peru

Cristián Somarriva

We are **growing** in Peru...

We are growing in Peru

- ➡➡ From 4 to 15 assets
- ➡➡ From 3 to 9 cities

Total GLA

619,716 m2

Mallplaza Trujillo

Mallplaza Comas

Mallplaza Angamos

Mallplaza Piura

Mallplaza Arequipa

Mallplaza Huancayo

Mallplaza Bellavista

Open Plaza Cajamarca

Open Plaza Atocongo

Open Plaza Canta Callao

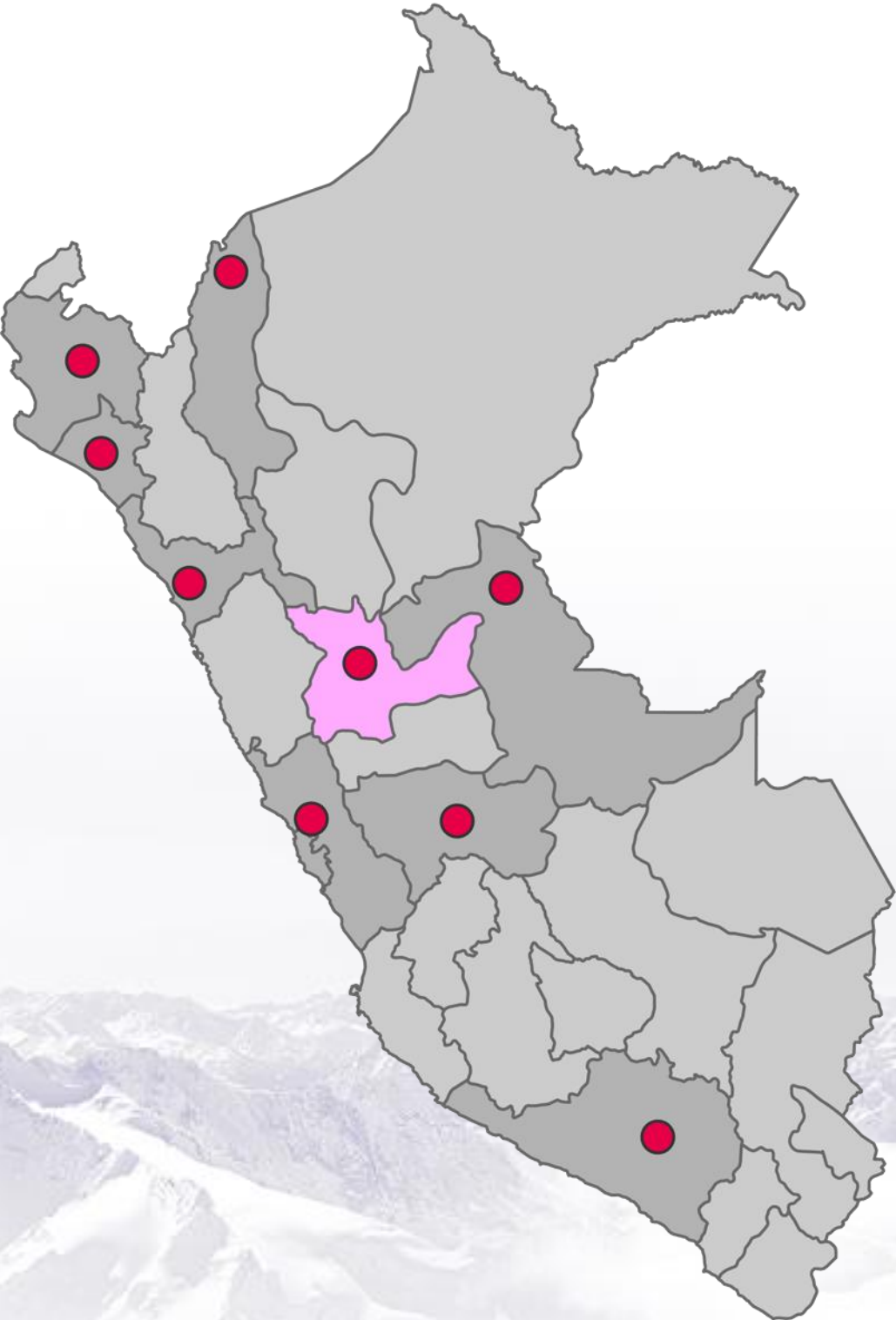
Open Plaza Chiclayo

Open Plaza Huánuco

Open Plaza Trujillo

Open La Marina

Open Plaza Pucallpa



Transforming Our Assets

Growth is part of our DNA, a driving force for development, innovation, and transformation

Brand Positioning

Change the value proposition to our customers

Expand our assets

Mallplaza Piura

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How will we change
the value proposition?

Moving from convenience to experience

Convenience

Daily traffic



Supermarket

Basic F&B

Shopping Mall

Transactional



Services

Fashion

Food + Fast casual F&B

Urban Center

Enjoyment & stay



Daily services

Enhanced fashion

Best F&B

New uses

Mallplaza brand strengthening its positioning in Peru

Image and brand changes in Angamos / Piura / Huancayo assets: starting March 12



"Our goal is to position our brand as the second-largest and most valuable* in the category within the market over the next 12 months"

*Total brands top rankin BBK

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Growing with Our Commercial Partners

Launching Projects and Opportunities in Peru



Our Mallplaza Asset Portfolio Today Consists of
7 Properties
How Will We Transform Them?

Mallplaza Trujillo



Mallplaza Piura



Mallplaza Angamos



Mallplaza Comas



Mallplaza Arequipa



Mallplaza Huancayo



Mallplaza Bellavista



Tenant mix shift

Within the next 12 months, we will:

- **Change commercial mix:** 103 new brands, representing 12% of the total, including brands highly valued by customers such as...

GUESS®

Reebok

DBS
Beauty Store

JOHN HOLDEN

Bath
& Body
Works

Columbia

TOUS

- **Renovate** 108 stores of our Business Partners, 12% of the total stores in Peru
- **Enhance** the role of omnichannel strategies as a traffic generator

Renovating stores usually drives a sales growth of 18% to 20%



Expansions & transformations

Mallplaza Trujillo

Category: Tier A

Current GLA: 85,090 m²

Expansion GLA: +13,600 m² (+16%)

Creating a **lifestyle** corridor with top brands, a sports zone, a new gastronomy area with restaurants, and a transformed food court with over 40 commercial partners

The proposition for our customers will be opened in **phases between 4Q26 and 1Q27**

Total GLA: >98,690 m²



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From convenience to experience value proposition



Mallplaza Piura

Current GLA: 41,867 m²

4Q2025: Food court remodelling

Change in race-track

GLA Expansion: >9,000 m² (+21%)
incorporating a gastronomic zone and new
high-value brands for customers by **1Q27**

Total GLA: >50,867 m²

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Piura

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From convenience to experience value proposition





Mallplaza Angamos

High-Potential Market

Transformation from Convenience to Experience

Current GLA: 54,787 m²

Expansion GLA: +22,000 m²

Total GLA: >76,787 m²

incorporating new brands, fast fashion, a new gastronomic and entertainment zone

Includes the expansion of an additional floor in the shopping center.
More than 70 new brands

To be opened in **phases during 2H27 and 1H28**

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Angamos

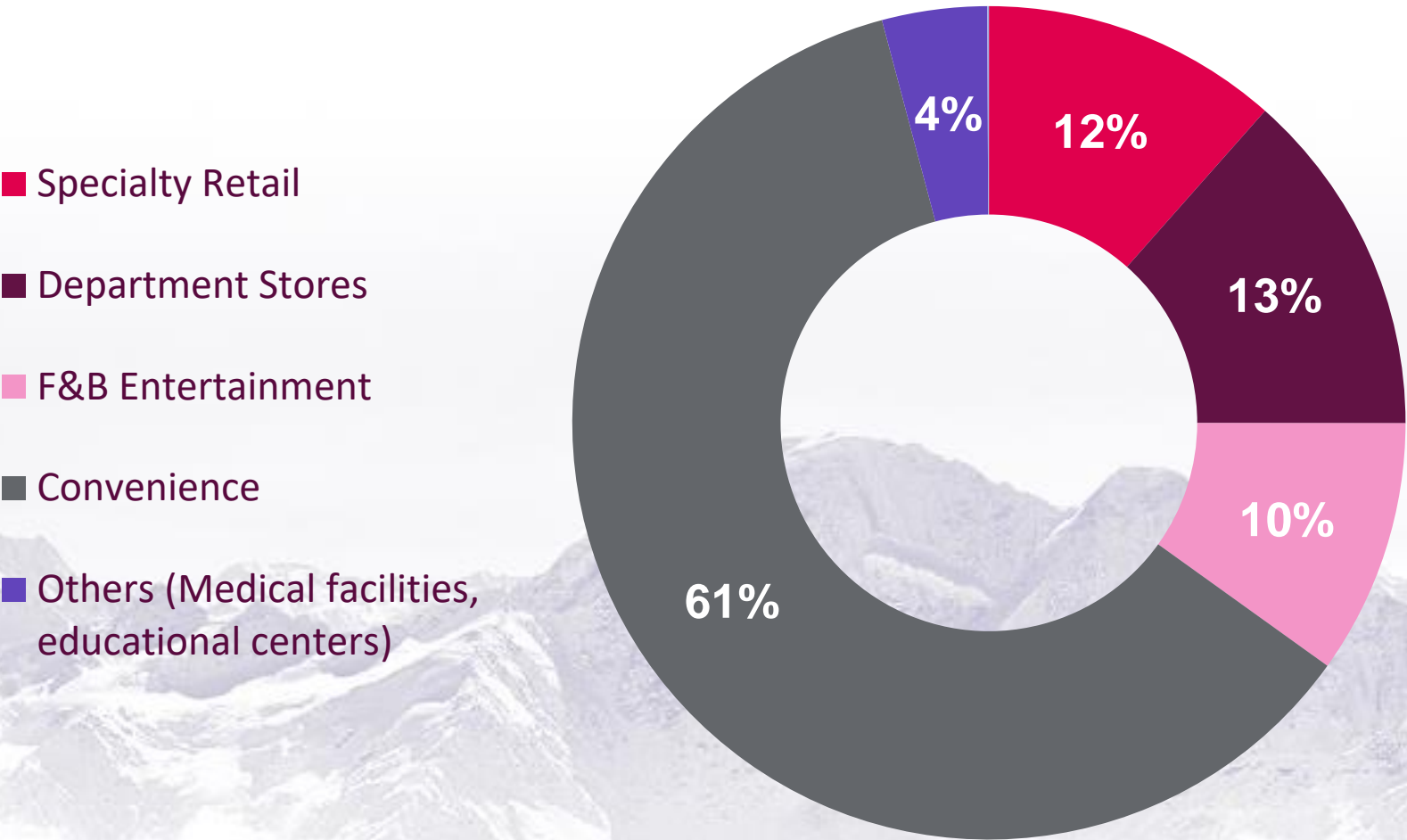


From convenience to experience value proposition

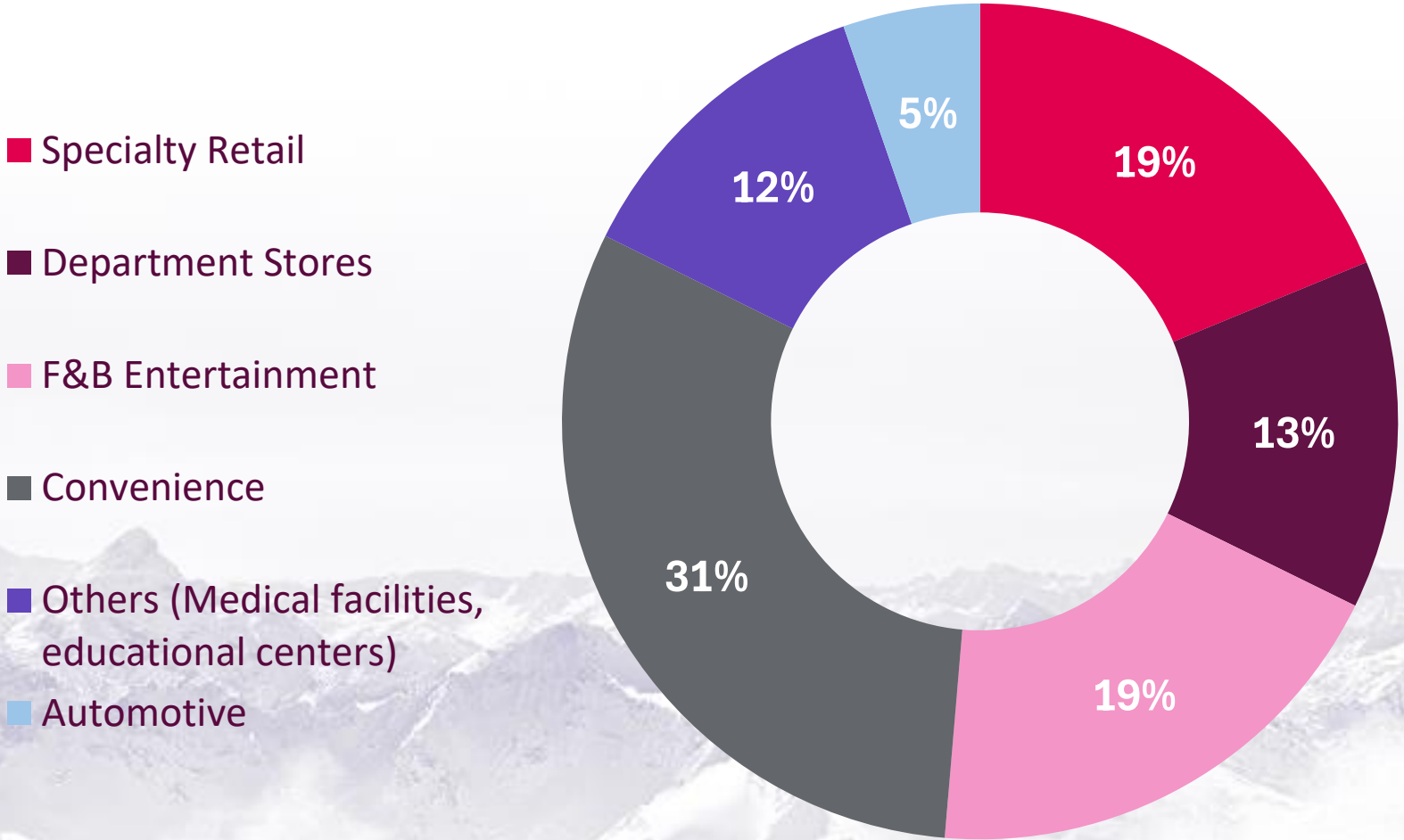


Transforming our new assets into Urban Centers

Open Plaza Assets

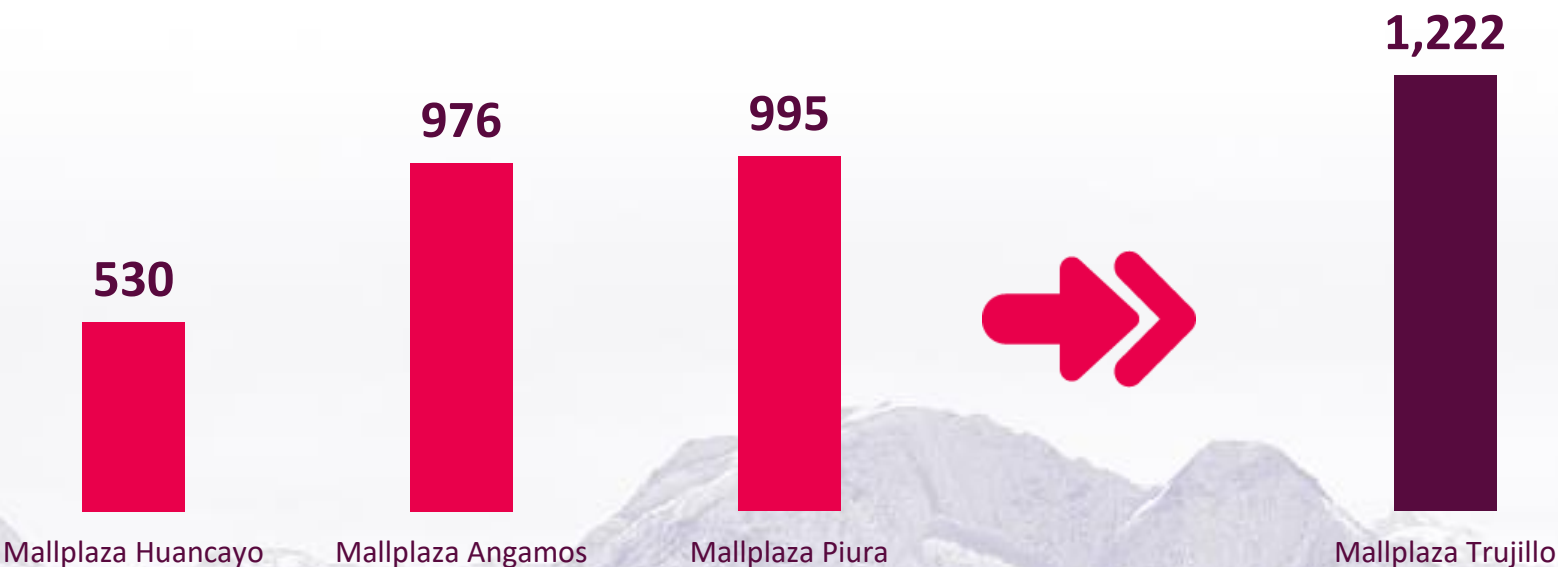


Mallplaza Peru Standard

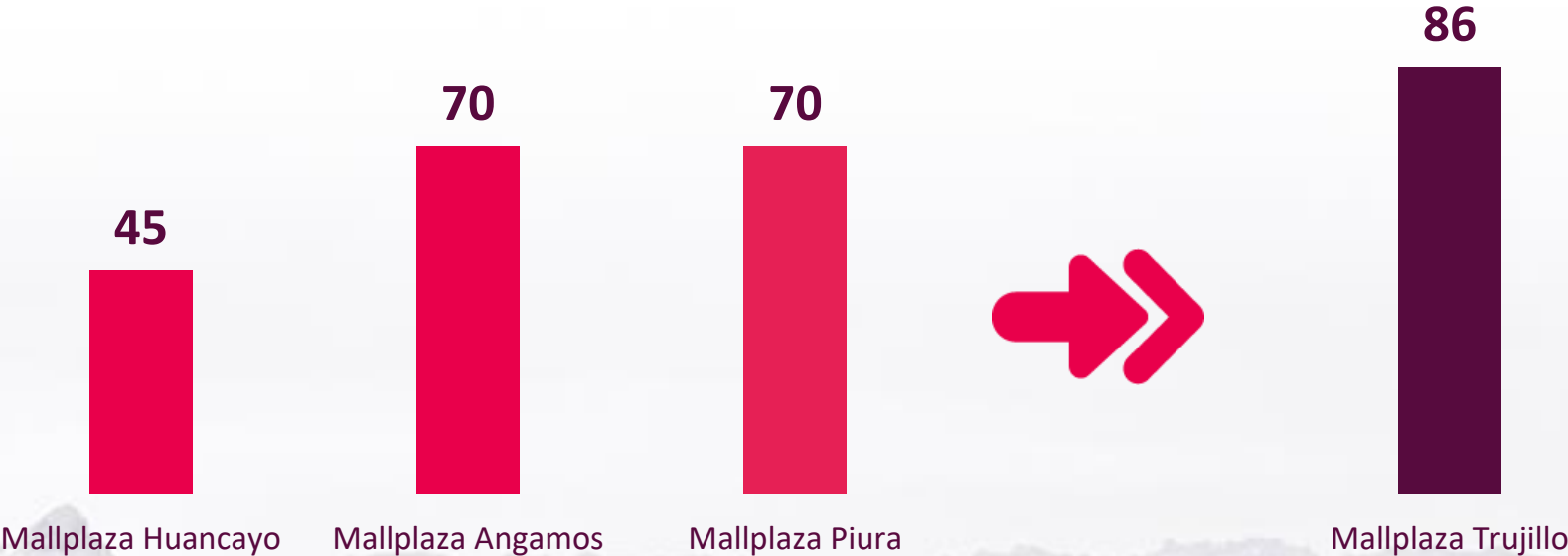


Transforming our new assets into Urban Centers

Monthly Sale per sqm (Th PEN)



Monthly Revenue per sqm (Th PEN)



Potential to enhance the assets and increase productivity with a Mallplaza proposal



Takeaways

- Relevant brand for our customers
- Growth and **transformation** of the **7 shopping centers** with the Mallplaza experience, increasing productivity of the assets
- Enhancing the value proposition through the **renovation of 24% of the GLA.**
- Repricing opportunities
- **Brownfield expansion: 100,000 m²**



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Country Manager Peru

Cristián Somarriva





Mallplaza Antofagasta



mallplaza

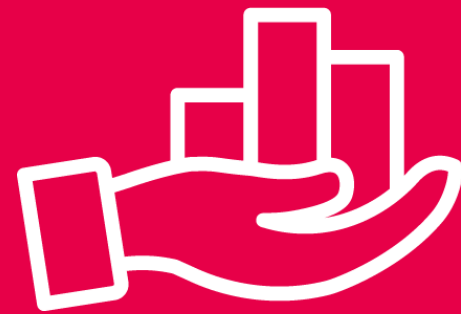
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Chief Innovation Officer

Christopher Banfield

How we differentiate ourselves through innovation



Use of data ...

To generate a better knowledge about our customers and also develop new revenue streams



Initiatives that enhance experience

To improve our customer's experience and efficiency



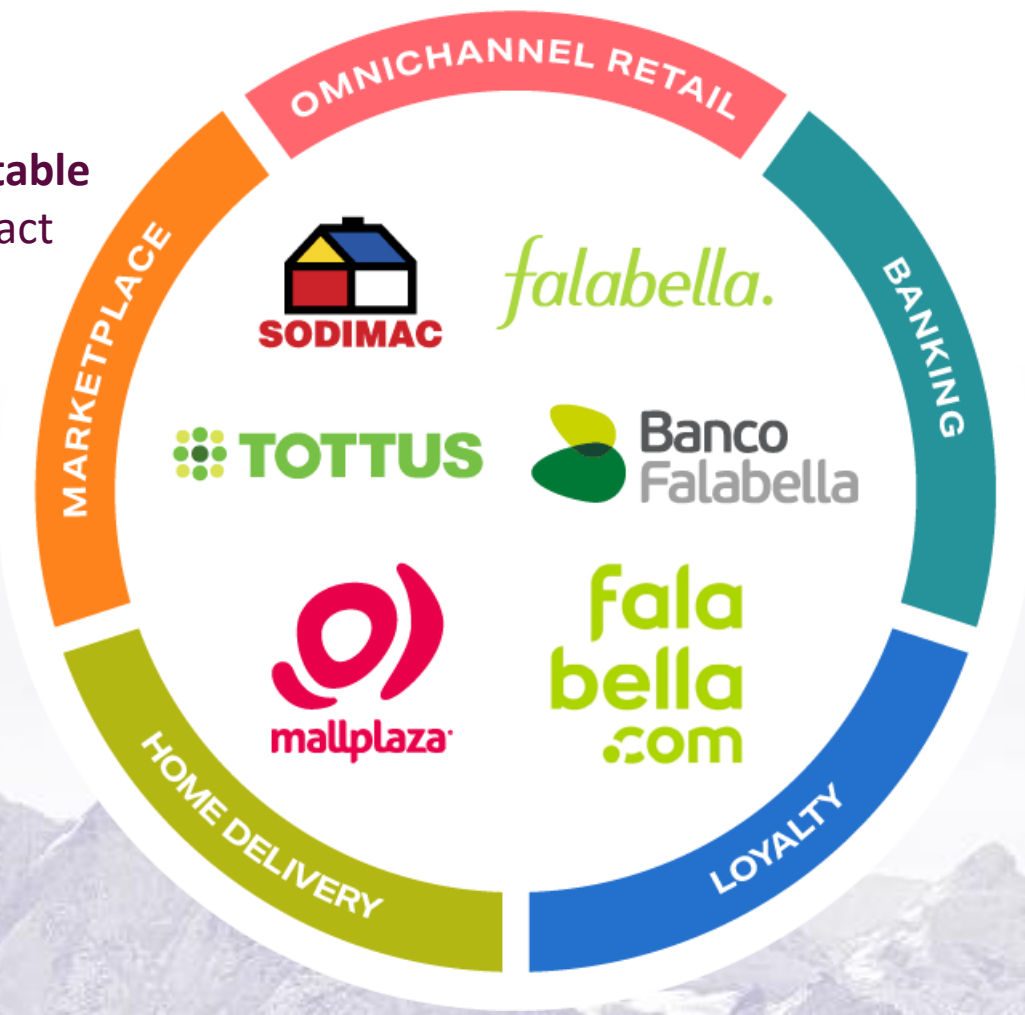
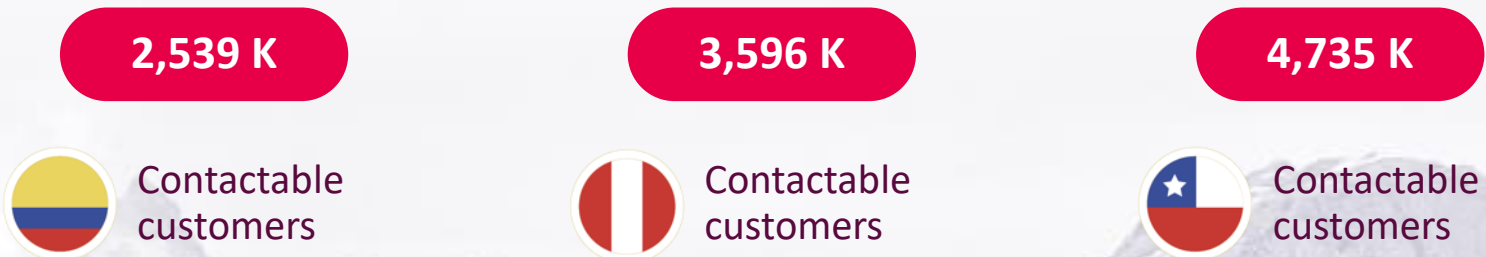
Omnichannel solutions ...

to increase the number of visitors to our shopping centers and our tenant sales

Data and customer knowledge

As part of the Falabella group ecosystem, we have more than **10 million contactable customers** with robust “opt-in” in Chile, Peru and Colombia, whom we can contact directly through digital channels

More than **10 million** contactable customers



Traffic Analytys

Through sensors installed in different areas of our urban centers we can understand visitor behavior

- 10 centers
- 1,120 stores
- ~75% del GLA of specialty retail



We can micro-segment our customers through socio-demographic variables, lifestyle and purchasing habits, areas of influence of urban centers, etc.
Machine Learning models allow us to predict purchases, affinity with respect to subcategories, ease of acquisition and spending of our customers



Data and audience monetization

Regional CRM strategy based on communicating our value proposition and matching it to our customer’s consumer profiles (lifestyles). With high contact reach (99% delivery rate)*, reader relevance above the industry, and a low unsubscribe rate

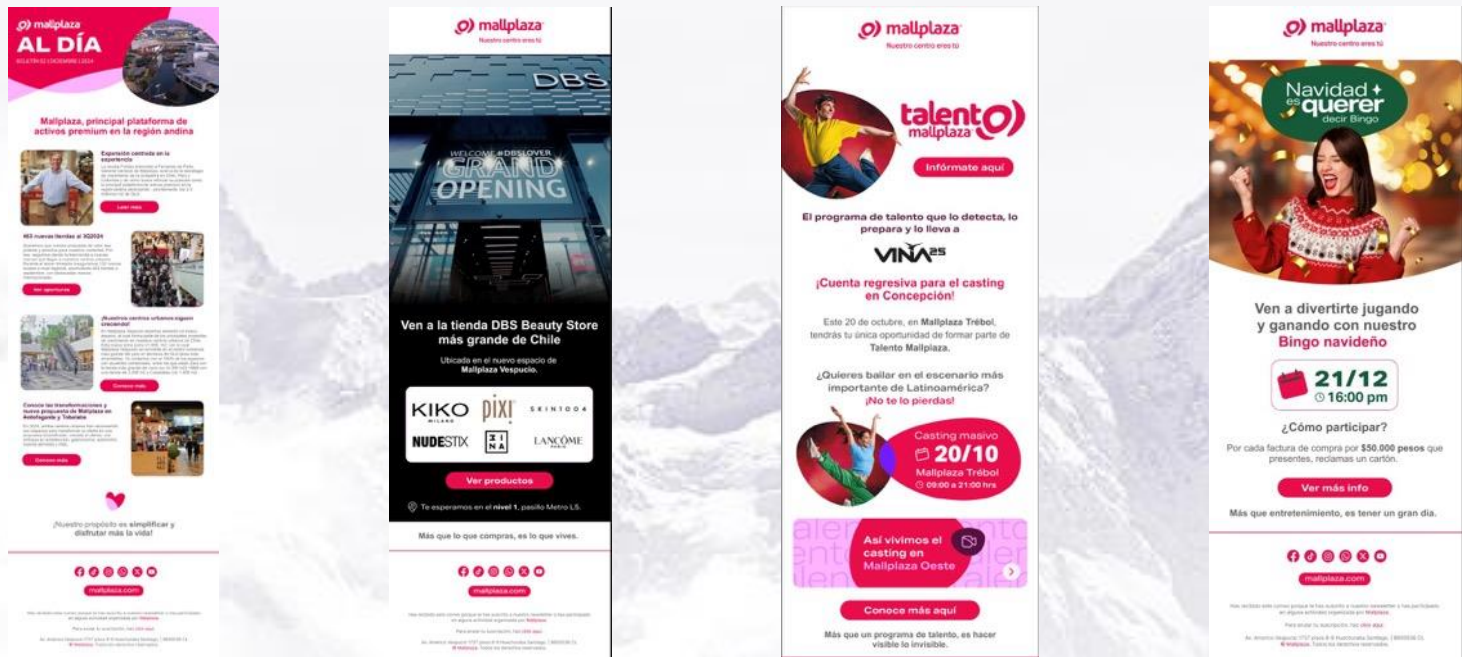


+142Mn emails sent

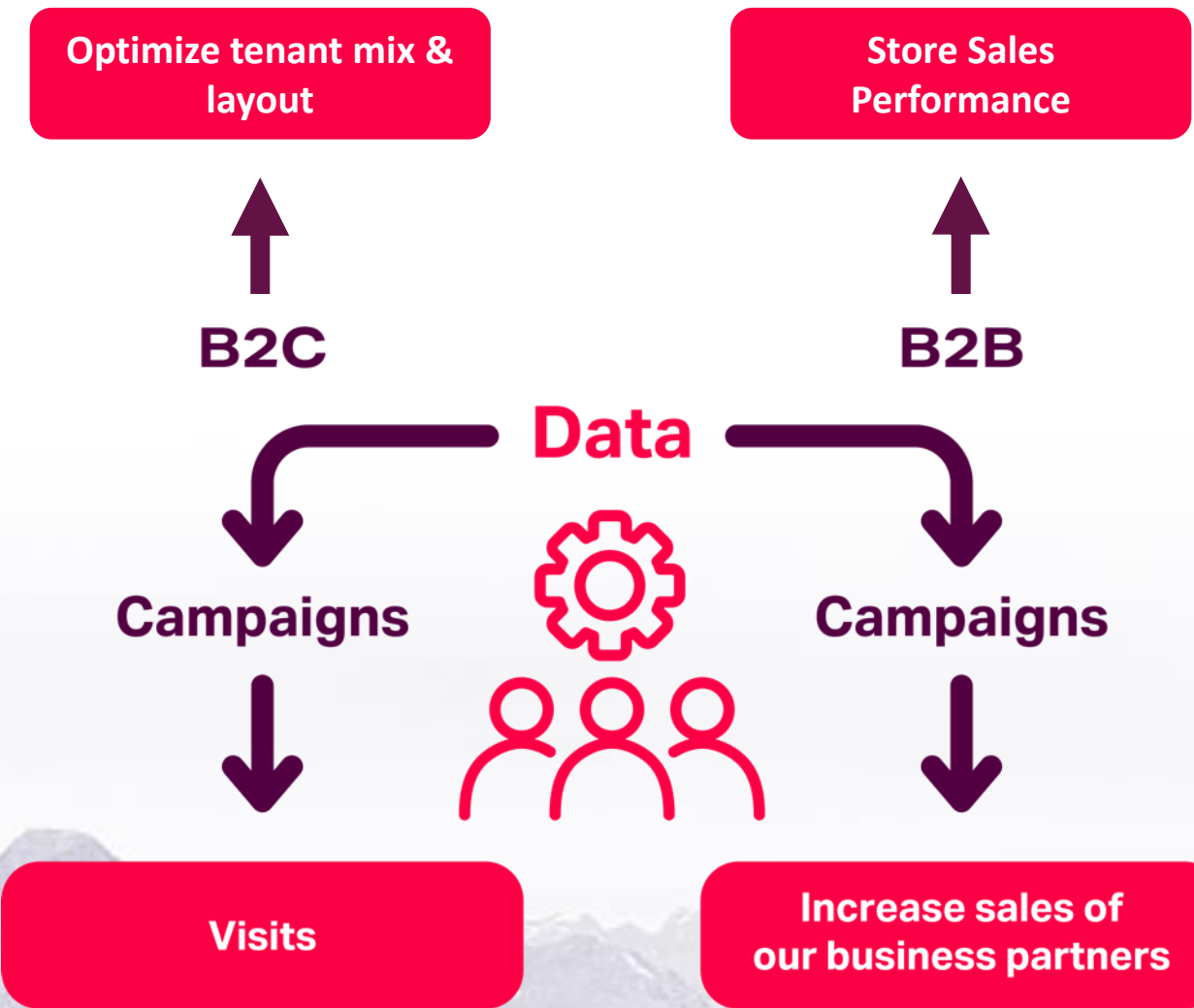
Open Rate 22% (+7pp over industry)

0.001% unsubscribe

With a journey that includes Brand, Always On Tactical, Sustainability, Openings, with a connection based on experience and emotions; at the right time and with the right content for each customer group



*Deliverability rate represents the quality of the database



We use our database to bring more visits to our shopping centers through marketing campaigns focused on the different profiles of our customers and to increase the sales of our business partners with specific brand campaigns

3
Main agencies

groupm
HAVAS
IPG MEDIABRANDS

154
Campaigns

~90
Brands

smart fit natura Apple
TOMMY HILFIGER CK Calvin Klein
DUNKIN' SAMSUNG McDonalds
TOYOTA Levi's Ford

We carry out campaigns through:
SMS, WhatsApp, e-mail, push notifications, audio at parking entrances, social networks, influencer and micro-influencer strategy, website banners, in app, in game



Examples



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Nuestro centro eres tú

TOYOTA

¡Toma el camino Seguro!

Tus airbags podrían estar defectuosos

Realiza el cambio de airbag gratis y en tan sólo 90 minutos para tu Toyota modelo YARIS SPORT XLI 1.3 patente WY2861 en **Mallplaza Oeste**, Estacionamiento nivel 1, sector Ikea, o bien en la Red de Concesionarios.

¡Reserva tu hora aquí!

El proceso no dura más de **90 minutos**

BENEFICIO Full

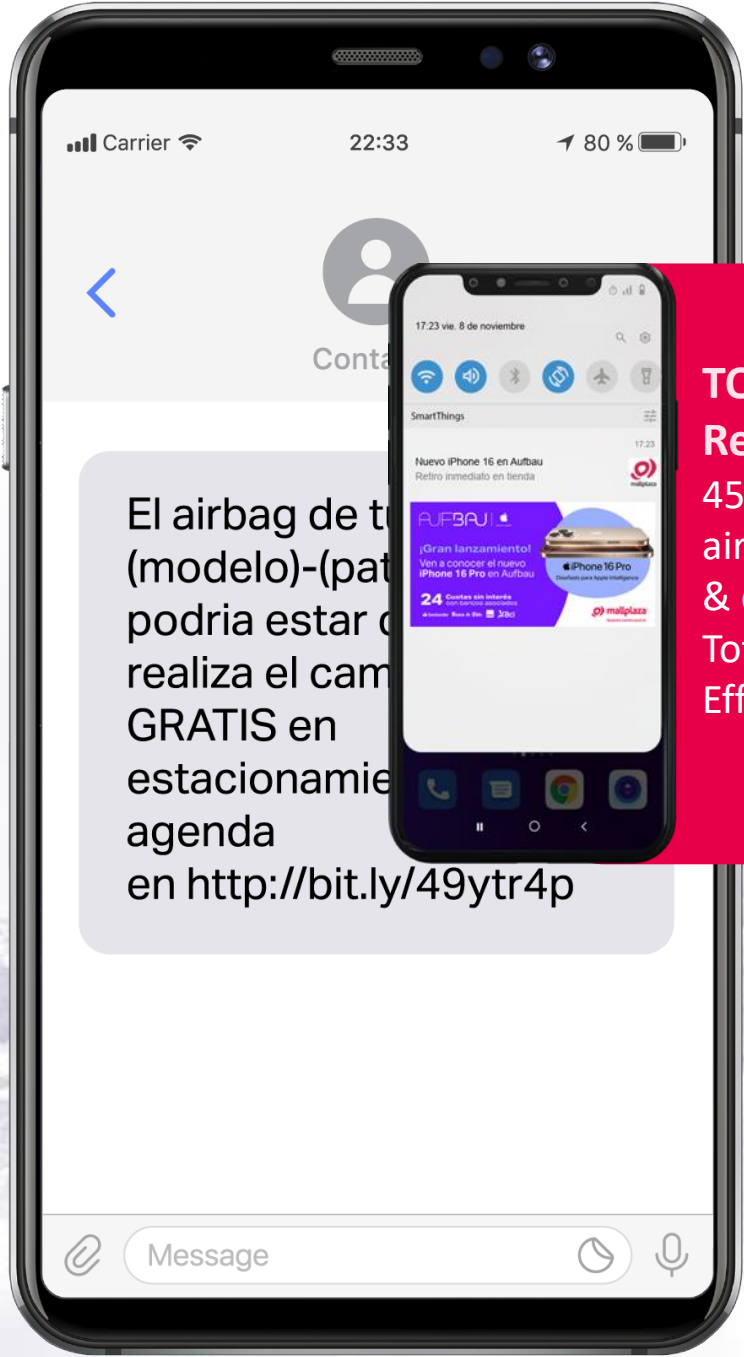
Por el cambio obtienes

\$30.000 pesos en combustible COPEC

\$10.000 puntos full COPEC

GRATIS

Inspección y eventual cambio sin costo.



TOYOTA Recall campaign
45,000 cars recall due to defective airbags, identification using car plates & data base to contact owners
Total reach: **27,560 owners**
Effectiveness: **61%**



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Nuestro centro eres tú

natura

Esta Navidad regala Natura
Desde \$9.990

Mallplaza Los Dominicos
Nivel 2

Ven a la tienda Natura y transforma tu amor en **un regalo especial.**

Ver ofertas

Descuentos aquí

Más que belleza, es tu forma de expresarte.

Ver Tiendas

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Nuestro centro eres tú

25% dto

Arma tu rutina facial con Natura Chronos

Biociencia Chronos
ciencia de la vitalidad real.

25% dto

Arma tu rutina facial con Natura Chronos

Ver Tiendas

¿Ya conoces la nueva tecnología de la línea **#NaturaChronosDerma**? Descubre la innovación dermocosmética para tener una mejor piel en todo momento. Ven a Mallplaza y aprovecha este **25% de descuento** llevando 2 o más productos de la línea para lucir un rostro soñado. ✨

Escribe "Detener" para no recibir más mensajes.

Ver Tiendas

Success stories Beauty: Natura Annual Plan
Using Email marketing, remarketing, Check In, Audio Parking, Push Notifications
Total reach: **4,5 million**
Increase in sales : **+12.4%**
ROAS: **x7**



We want to be a strategic partner for brands in their sales growth needs

Through our

369 Mn

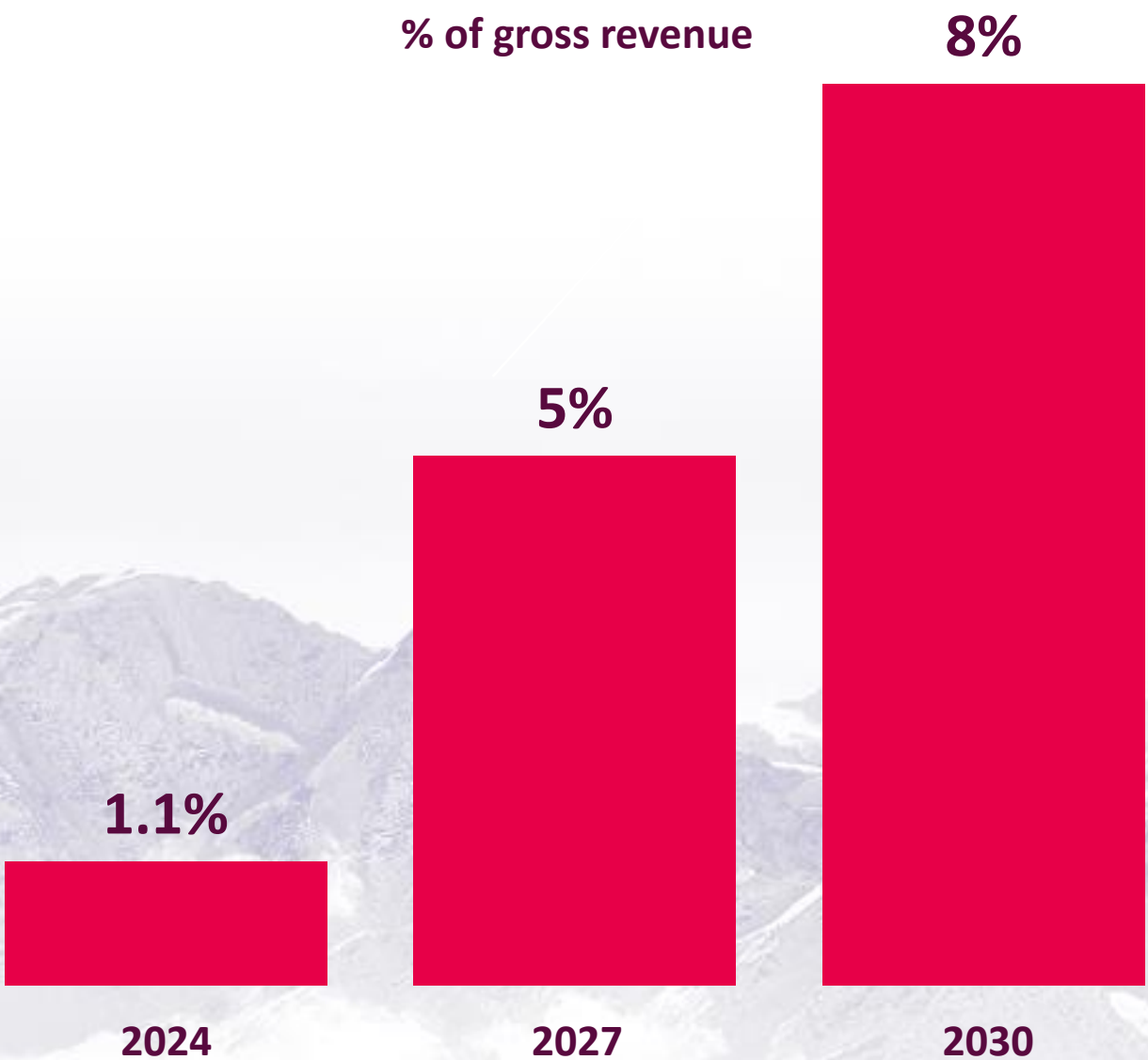
visitors

37

assets

10 Mn

contactable customers



Target to achieve the maximum potential of ON + OFF media.



Digital Parking and Partnerships

We developed a low-cost and highly scalable technological solution for digital parking, leveraging the apps of major players in the national market



#1 Bank App clients
3Mn clients



#1 Fuel App clients
4Mn users




#1 Digital wallet
Clients 5Mn users

2024


+7 million vehicles brings a freeflow experience to our customers when coming to our shopping centers

27% digital parking penetration in Chile


+ 1 Million digitized customers that enable us to have the check-in and check-out event of our clients, boosting marketing activation



Check-in

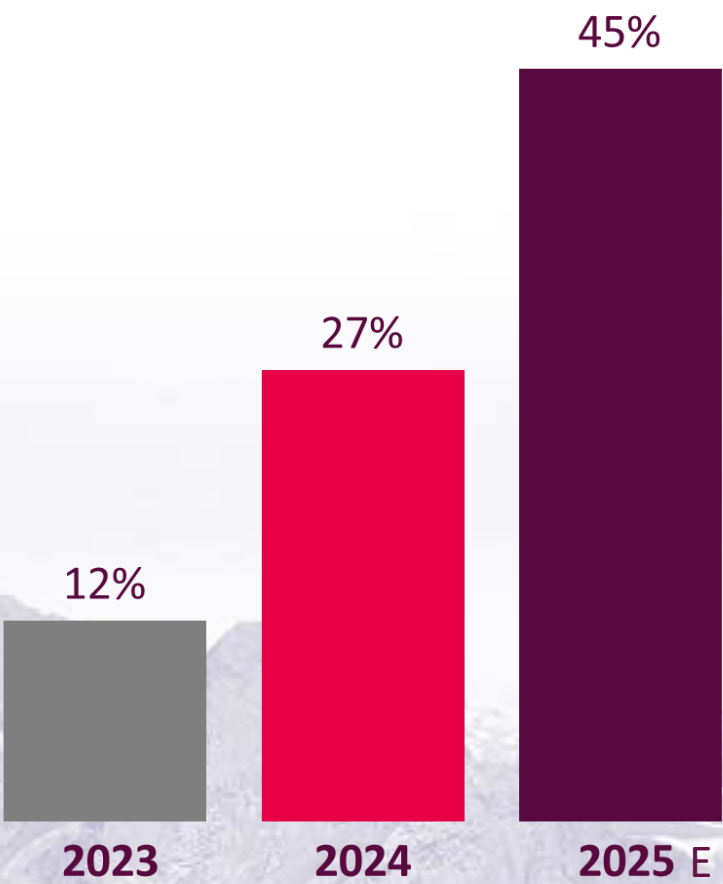


Mallplaza 23-12-24
¡Regala belleza esta Navidad! 🎁🌲 Disfruta...

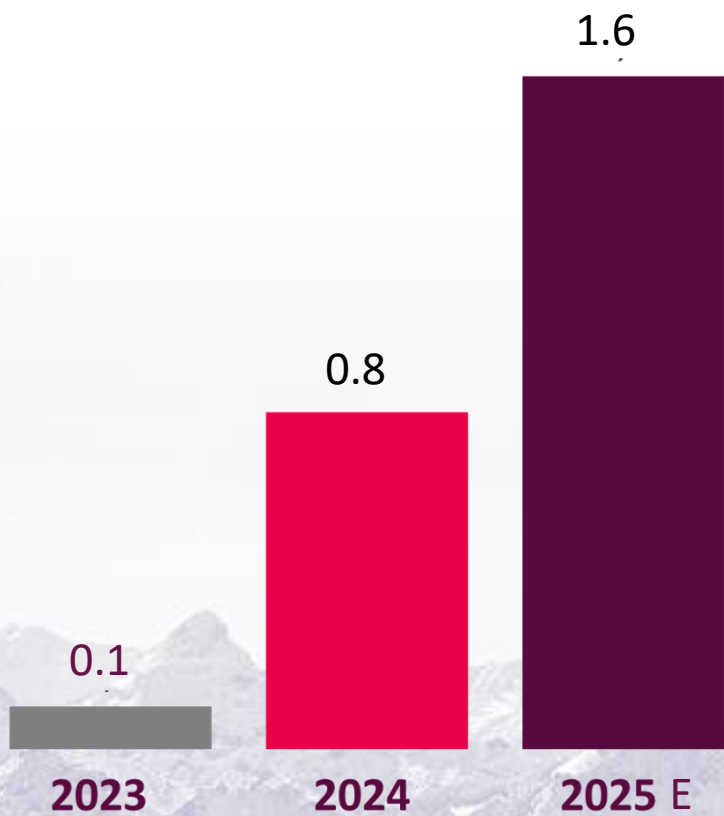


Check-in

Digital parking penetration in Chile (% of free flow)




Growth in our customer base (million of car plates)



Enables **customer segmentation**
(partner information)

'Elite' Bank clients free parking promotion
Duration: 6 months



+100% 'Elite' clients visiting Mallplaza
+24% increases 'Elite' clients frequency



Digital Parking and Partnerships



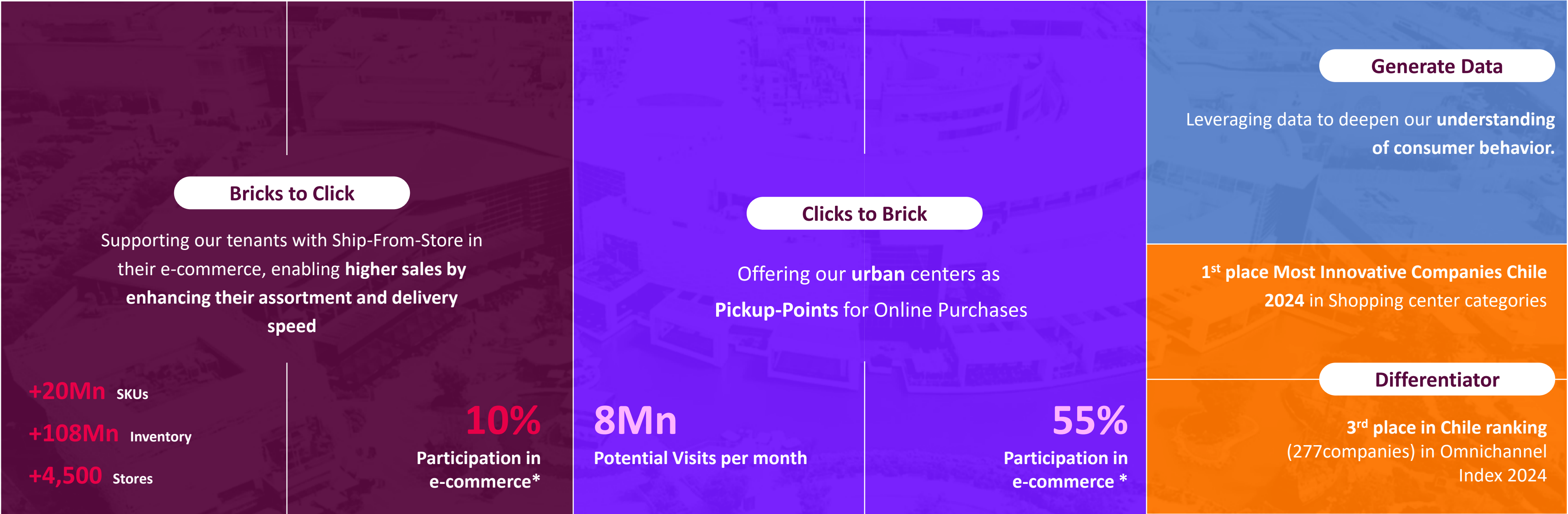
NPS
Parking

45



- Less transactional cost (ticket)
- Less staffing
- Less CAPEX in new parkings

Driving visits to our urban centers and boosting tenant sales through online channels



*Avg. participation in ecommerce transactions between CL, PE & CO in 2024



With only 32% of the Urban Centers as pickup points we managed to generate over 600K visits and moved over 2.2 Mn packages with \$91Mn in GMV

Current contracts

Marketplaces

falabella.com



dafiti

3PL

Blue
express COPAC

stärken

CORREOSCHILE

Scharff.

8

Big Players

falabella. **hites** **tricot**

CORONA **SODIMAC**

ZARA



Major Stores

+90 Brands

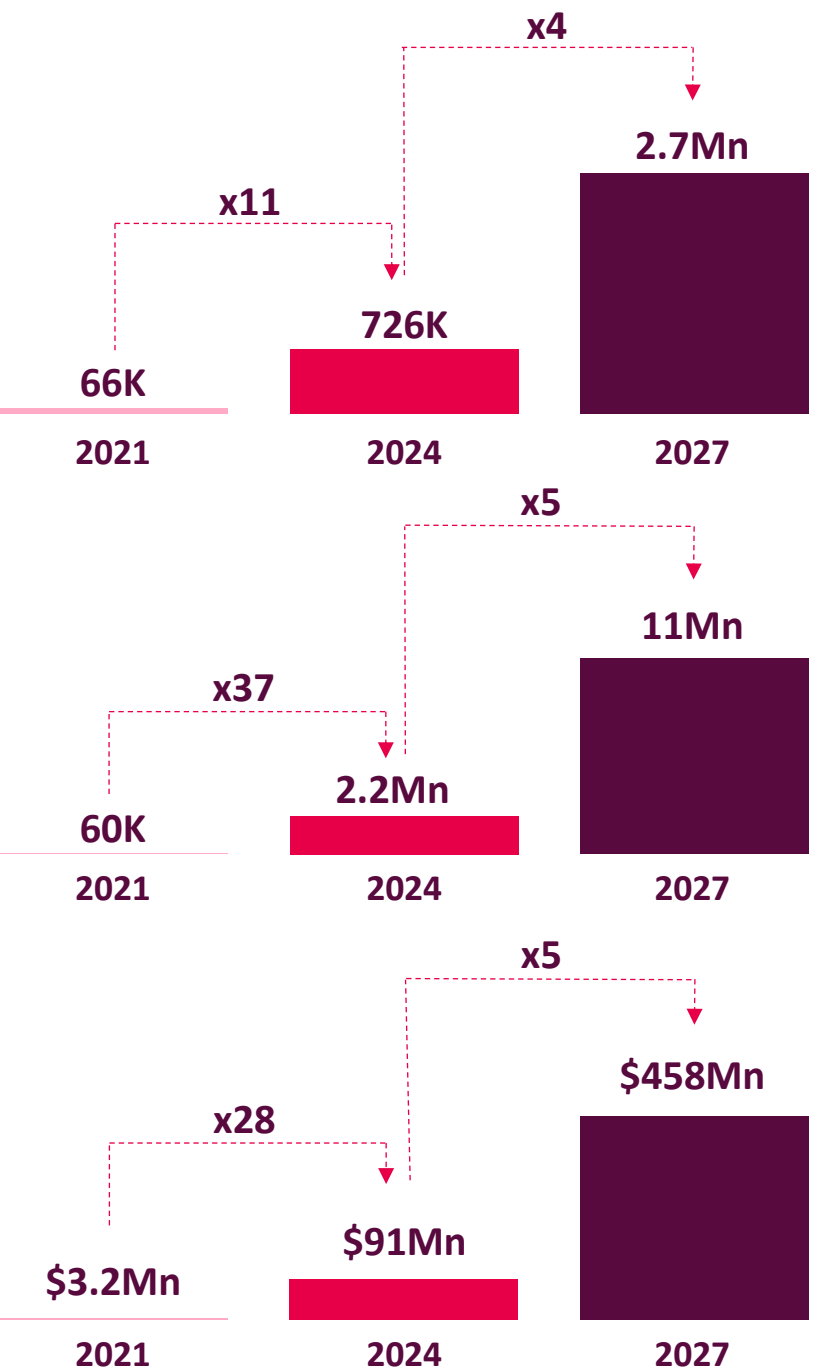
Visits generated by
Click&Collect



Online
packages
moved



GMV (\$USD)



% of malls enabled
with Pickup Points



40%



27%



35%



Clicks to Brick



C&C Vespucio - Helping e-commerce offer click & collect and reduce logistics costs

Bricks to Clicks



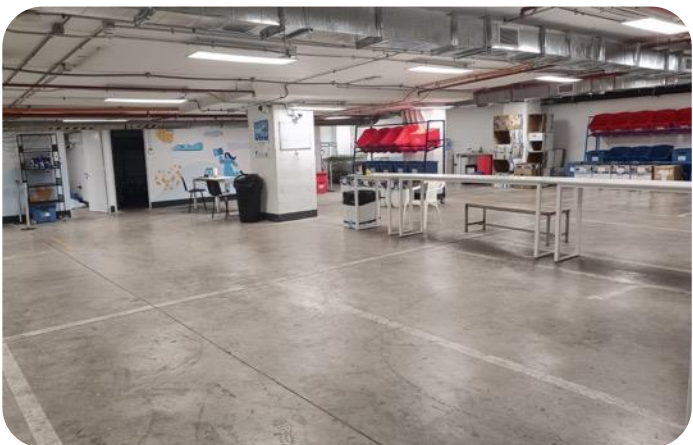
Ship from store Egaña – Improving delivery speed and published assortment



Mercado Libre Alliance



Urban hub BlueExpress – 2,000 online orders per Day



UrbanHub Starken – 5,000 online orders per Day



Darkstore – 450m³ warehouse for omnichannel fulfillment



Takeaways

- We're developing strong **industry differentiators** and new possibilities of **profitable businesses through innovation**
- We use data to attract better visitors and understand their in-mall behavior
- We are increasing our participation of **online sales**, transforming a threat into an **omnichannel opportunity**
- Today, Mallplaza offers store locations, parking, advertising, and omnichannel services



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Chief Innovation Officer

Christopher Banfield



Mallplaza Egaña



Mallplaza Vespucio



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Chief Executive Officer

Fernando de Peña

Closing Remarks

- Best Portfolio in the Andean Region
- Gateway for Brands and Investors
- Consistent performance that reflects the implementation of a clear strategy
- Ability to continue to grow our top Urban Centers through brownfield and reconversions
- Robust potential for inorganic growth