



Annual Report 2024





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The House of the Americas: Sodimac in Latin America

Sodimac is the home improvement unit of Falabella, one of Latin America's principal retail conglomerates, by which it is 100% controlled.

Sodimac has operations in seven countries and commercial offices in China.

Its investments outside Chile are made through subsidiaries of the parent company and it manages its operations in the different markets in a coordinated manner.

262 
stores

Over
1,1 million hours
of training in 2024



Total revenues of over
US\$ 5,200
million in the region*



Over
34,000 
employees

Over
2,000,000 
m² of sales floor

(Figures as of 31 December 2024)

* Operations outside Chile are not reflected in the Financial Statements of Sodimac S.A. and form part of the Financial Statements of the parent company, Falabella.



Operations in
7 countries

Chile
87 stores



74 Sodimac

Avda. Presidente Riesco 5685,
14th floor
Las Condes, Santiago
Telephone: (56-2) 2738 1000
www.sodimac.com

13 Imperial

Avda. Santa Rosa 7850
La Granja, Santiago
Telephone: (56-2) 2399 7000
www.imperial.cl

Peru
55 stores



Angamos Este N°1805
7th floor, Surquillo, Lima
www.sodimac.com.pe

Colombia
42 stores



CRA 68 D N° 80-70
Postcode 110221 Bogotá D.C.
Telephone: (57-1) 5460000
www.homecenter.com.co

Mexico
15 stores



Av. Adolfo López Mateos 201,
Santa Cruz Acatlán, Postcode 53150
Naucalpan de Juárez, Estado de México
Telephone: +52 800 062 5222
www.sodimac.com.mx

Argentina
7 stores



San Martín 421, Partido de San
Martín, Buenos Aires
Telephone: 810 666 7634
www.sodimac.com.ar

Uruguay
4 stores



Arizona 865 Ciudad de la Costa,
Canelones, Postcode 15.092
Telephone: (598) 26047105
www.sodimac.com.uy

Brazil
52 stores



Rua Patriotas 1213 Bairro
Ipiranga, Sao Paulo, SP
Telephone: (55 11) 3004 5678
www.sodimac.com.br



Letter from the Chairman of the Board



“With the efforts of the company’s different areas, we implemented logistical, operational and, above all, commercial initiatives in a bid to be closer to customers. Thanks to this, we ended the year with growth in both revenues and profitability.”

Juan Pablo del Río G.
Chairman

Sodimac’s characteristic spirit of commitment and teamwork was decisive for the important achievements we were able to report in 2024 across the countries where we operate, despite challenging conditions.

With the efforts of the company’s different areas, we implemented logistical, operational and, above all, commercial initiatives in a bid to be closer to customers. Thanks to this, we ended the year with growth in both revenues and profitability.

We made substantial progress across the three pillars of our development strategy: profitability and growth, customer experience, and sustainability. This was reflected in different indicators, surveys and studies.

This was a year marked by growth and innovation in both our physical stores and digital business, driven by gains in operational efficiency and a strengthened value proposition for our home customers and construction professionals.

We opened stores and remodeled and renovated others in line with the latest operating and commercial standards. In Mexico, we opened stores in Guadalajara and Monterrey, moving forward with our expansion plans for this country. We also opened a third store in Cali, Colombia, the most modern store in this country, and, in Chile, a second store in Puerto Montt and a new

store in Villarrica, which replaced the previous one. In Peru, we continued to convert Maestro stores to the Sodimac brand in a year that marked the twentieth anniversary of the inauguration of our first store in this market.

We also introduced various innovations to strengthen the customer experience in stores. In this, we maintained our alliance with the entrepreneurial ecosystem and, particularly, startups, leveraging tools that included artificial intelligence.

The relaunch of our websites in Chile and Peru as stand-alone platforms was very well received by customers and contributed positively to sales performance.

We placed particular emphasis on the development of our own brands whilst also strengthening our range of products in stores and online across different categories. We saw particularly strong growth in sales of our sustainable products and services, which have environmental and social attributes. These surpassed 23,000 different alternatives regionally and accounted for close to 10% of total sales.

I would like to emphasize that our good commercial results were achieved thanks to our long-term strategic alliance with our suppliers. These results would not have been possible without their commitment

and efforts. We are particularly committed to our small and mid-sized suppliers, seeking to offer them opportunities. In line with this, we make a point of paying them opportunely, something that is even more important in challenging economic times such as we have experienced in recent years.

Our brand continued to gain recognition among consumers and other audiences of interest, leading the home improvement category.

Our loyalty programs for professional customers showed significant advances and reached 2.2 million members around the region.

We once again held free training events for construction professionals in Brazil, Chile, Colombia and Peru. These have become the most important in the construction sector in Latin America. In Mexico, we held our first Sodimac Expo Constructor event, which was very well received.

Our *Hágalo Usted Mismo* (Do It Yourself) channel, which offers advice on home improvement projects and how to make homes more sustainable, has also achieved a consolidated position. With 2.48 million subscribers on YouTube, it is the most important channel associated with a retailer in the world.



“This was a year marked by growth and innovation in both our physical stores and digital business, driven by gains in operational efficiency and a strengthened value proposition for our home customers and construction professionals.”

To ensure that the company endures over time, we have continued to make progress on the responsible management of our environmental, social and governance impacts as an integral part of our development strategy. I would like to extend my sincere thanks, recognition and congratulations to everyone who forms part of our beloved Sodimac and, from their different positions, helps it become a better company each day, creating value for the countries where we operate and their inhabitants and improving quality of life for millions of people across Latin America. I would also like to thank the different foundations and organizations with which we have alliances.

The well-being of our employees is always a priority. Around the region, we provided over 1.1 million hours of training in 2024, contributing to our teams' integral development and their capacity to provide the best customer experience. In addition, we offer a range of benefits that improve our employees' quality of life and that of their families. In Chile, we went to the aid of 24 employees affected by a huge fire in the Valparaíso Region, rebuilding the homes they had lost.

Our commitment to improving quality of life in the communities where we operate was reflected in activities that included programs to support families affected by natural disasters and the construction of dignified housing for the most vulnerable segments of the population.

At the same time, we have continued to reduce the environmental impact of our operations. We once again lowered our carbon footprint in Peru and Chile, earning recognition from the corresponding ministries in both countries. In the different countries, we also took measures to reduce and recover the waste generated by our operations and worked to be more efficient in energy and water use.

In 2025, we will continue striving to be a better company, one that effectively creates value and engages responsibly and ethically with its customers, employees, suppliers, communities and society as a whole. This is a permanent commitment and calls on us to remain alert in an evolving and highly challenging context. I am confident that, thanks to the dedication and human and professional talent that characterizes our Sodimac team, we will continue to advance in this purpose.

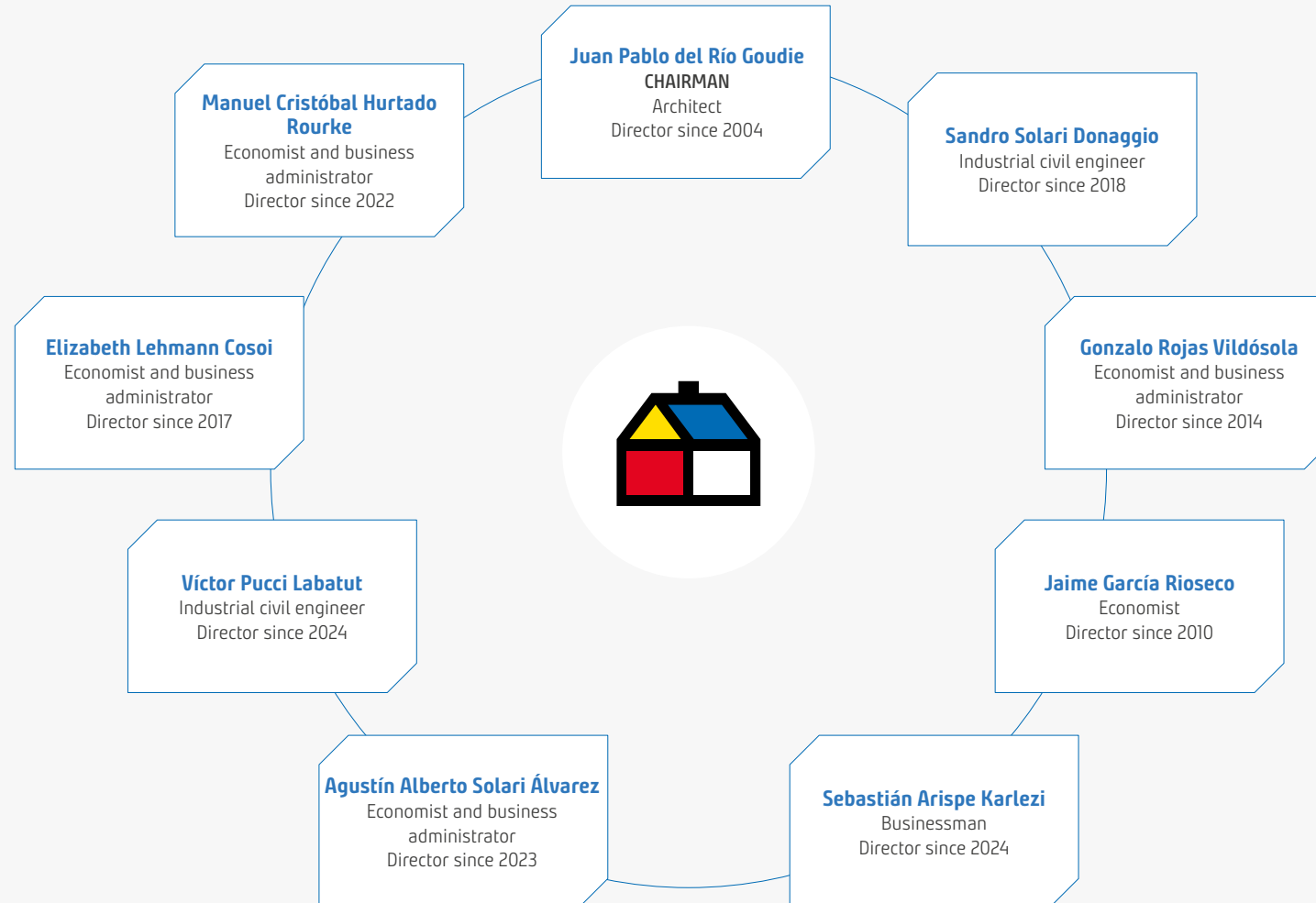

Juan Pablo del Río G.
Chairman





Board of Directors

(As of 31 December 2024)





Purpose, mission, vision and values

Our Purpose

The common purpose of all Falabella's business units is:

"To simplify and enjoy life more."

Sodimac's specific purpose is:

"Together, we build dreams and home improvement projects."



Our Mission

To develop our company with innovation and sustainability, offering the best products, services and advice at the best market price in order to inspire and build our customers' dreams and projects.

Our Vision

To be the leading company in home and construction projects that, improving quality of life, is the most loved, admired and respected by the community, customers, employees and suppliers in the Americas.

Our values

Together with the values that characterize the Sodimac culture (**R**espect, **E**xcellence, **I**ntegrity and **R**esponsibility), we have the following Falabella values, which underpin the Purpose and are shared challenges across all its businesses and countries:

- We are a single team.
- We move with agility.
- We are passionate about the customer.
- We care for the future.



Our History

Sodimac was founded over 70 years ago as a cooperative in response to the shortages caused in Chile by World War II. In 1982, it was acquired by José Luis del Río Rondanelli (Dersa), who established Sodimac as a company. Since then, Sodimac has, whilst maintaining its distinctive culture, gone on to develop a business model and stores with different formats to satisfy the needs of families, construction professionals and companies.

Sodimac's international expansion began in 1994 when it formed a partnership with Grupo Corona to enter the Colombian market. In 2003, it merged with Falabella and, a year later, went on to open its first stores in Peru. This was followed in 2008 by Argentina and, then, Brazil and Uruguay. In 2018, Sodimac opened its first stores in Mexico, consolidating its position as the leading company in Latin America in the commercialization of construction materials and home improvement products, present in the region's main markets with a successful business model that includes different store formats, both physical and online.

Milestones

1952

Sodimac is born in Chile as a cooperative supplying construction companies.

1988

The Homecenter retail format is introduced to provide one-stop shopping for home improvement needs.

1994

Sodimac starts its international expansion, forming a partnership with Grupo Corona for the Colombian market and subsequently opening its first Homecenter there.

2002

Homecenter Sodimac is incorporated into the Marketing Hall of Fame as Best Current Brand.

2004

Sodimac takes a further step in its internationalization with the opening of its first stores in Peru.

2007

Sodimac complements its range of products for construction professionals by acquiring 60% of the Imperial chain, Chile's leading wood and board distributor.

2009

Sodimac inaugurates the Copiapó Homecenter, the first store in its sector in Latin America to obtain LEED certification from the US Green Building Council.

1982

Dersa acquires the operational assets of Cooperativa Sodimac and forms Sociedad Sodimac.

1992

The Sodimac Constructor format is launched, targeting building contractors, construction professionals and small construction firms.

2000

A new style of store is launched, combining a Homecenter and a Patio Constructor.

2003

Sodimac merges with Falabella.

2005

Sodimac opens a commercial office in China.

2008

Sodimac expands its regional presence by opening its first Homecenter in Argentina.

In Chile, the company is awarded the Carlos Vial Espantoso Prize for its good labor practices.



2010

Sodimac Peru becomes the first retailer to be awarded the Great Place to Work Prize as the best company to work for in that country.

Sodimac Chile becomes the first retailer in Latin America to achieve the GRI's externally assured A+ application level for sustainability reports, the highest internationally.

Sodimac becomes one of the first companies in Latin America to adopt and start to implement the guidelines of the new ISO 26000 standard on social responsibility.

2012

Sodimac Colombia's Manizales Homecenter becomes the first store in Latin America and one of the first ten in the international retail industry to obtain Gold category LEED certification from the US Green Building Council.

2014

Sodimac expands its presence in Peru by acquiring the Maestro chain.

The Cajicá Homecenter in Colombia becomes the first store in Latin America and the seventh internationally to obtain Platinum LEED certification, the highest sustainable building standard.

2016

Sodimac announces its expansion to Mexico, a business it will develop in association with Organización Soriana.

Sodimac is invited to join the Gold community of the Global Reporting Initiative (GRI) whose objective is to foster transparency in companies around the world.

2018

The Falabella group signs a franchise agreement with IKEA to develop the first stores and an online channel in Chile, Colombia and Peru.

Sodimac inaugurates its first three stores in Mexico.

Sodimac joins the Circular Economy 100 (CE100) network of the Ellen MacArthur Foundation, a community that seeks to promote a circular economy internationally.

2011

Sodimac Chile measures its carbon footprint for the first time, becoming the country's first retailer to do so taking into account customers, suppliers and employees.

Sodimac becomes a founding member of the Santiago Climate Exchange (SCX), a pioneering initiative in Latin America.

2013

Sodimac takes an important step in its internationalization by entering the Brazilian market through the acquisition of São Paulo's Dicico chain.

Sodimac announces the construction of its first two stores in Uruguay.

The company becomes a member of Sedex, an international non-profit organization that seeks to promote improvements in business practices as regards supply-chain ethics and responsibility.

2015

Sodimac inaugurates its first two stores in Brazil.

Operations begin at the company's first two stores in Uruguay.

2017

State-of-the-art automation systems are incorporated into the home delivery process at the Lo Espejo Distribution Center in Chile, which also starts operation of its own container yard.

Stage N°2 of the Lima Distribution Center is inaugurated, representing an additional 15,000 m² of operating area.

2019

Sodimac Brazil launches its first own credit card in association with Bradescard (Banco Bradesco).

In Chile, the new Super Butler System (SBS), an automated robot system, is implemented at the Lo Espejo Distribution Center.

The company becomes the first retailer in Colombia to obtain Excellence in Design for Greater Efficiencies (EDGE) green building certification.

As part of the company's efforts to combat climate change, all product deliveries to customers in Chile become carbon neutral as from 1 March 2019.



2020

Sodimac receives recognition from the Marketing Hall of Fame as a Great Chilean Brand for its Importance Overseas 2020.

Sodimac Chile launches a new Garden PRO area for gardening professionals and opens a pilot Sodimac Express store.

Sodimac Colombia begins to deploy a scan-pay-and-go system that enables customers to scan their products, go to a checkout and pay in a more agile way.

2022

Sodimac Mexico opens its first two stores in Mexico City, including a new format with a smaller surface area, and reaches a total of 12 stores.

Two new sets of guidelines – Packaging and Packing and System of Sustainable Products – are launched to share good practices with suppliers and intensify joint efforts in this field.

The Santiago Climate Exchange (SCX) and Deloitte recognize Sodimac Chile as one of the five most

advanced companies on carbon footprint measurement and reduction.

Sodimac Colombia certifies its distribution centers under ISO 14001:2015 and recertifies all its stores.

Sodimac Peru takes top place in the ranking of Best Places to Work for Women (GPTW).

2021

Sodimac joins the new Falabella.com e-commerce platform, a process that began in Chile, prior to its expansion to Peru and Colombia.

In Brazil, the company completes the conversion of all Dico stores to the Sodimac Dico format.

Sodimac Colombia becomes the only retailer in the country and the region to have ISO 14001- Environmental Management Systems certification for all its stores.

For the second consecutive year, Sodimac Peru and Maestro take top place as the country's most inclusive company in the 2021 Great Place to Work Diversity and Inclusion Ranking.

2023

Sodimac Chile becomes the first retailer in Latin America to obtain FSC certification in recognition of the sustainable management of its Timbermac brand of wood.

Global Compact Chile recognizes Sodimac for its Due Diligence on respect for stakeholders' human rights in the 2023 Conecta Business Recognitions, which highlight private sector initiatives with a positive impact on progress towards the UN Sustainable Development Goals.

Sodimac Colombia opens its first Homecenter Compacto store in the city of Sincelejo.

Sodimac Peru inaugurates its first store in Iquitos, the only one in the home improvement sector in this city in the Amazon.

As part of its expansion strategy, Sodimac Brazil opens a new distribution center in Guarulhos.



2024

Sodimac Mexico inaugurates its first store in the State of Jalisco, increasing its coverage to nine of the country's states.

Sodimac.com is relaunched in Chile and Peru as a stand-alone website, strengthening its positioning in the construction professionals market.

The company launches Sodimac Trends, a new program for content generators that seeks to take products closer to customers and inspire them in their home improvement projects.

Sodimac completes its second Human Rights Due Diligence.



Senior management

Corporate Executive Committee

(As of 31 December 2024)

Corporate Executive Committee for the home improvement business of Falabella S.A. under a franchise contract with Falabella S.A. for the use of its Retail System and Brands.



Alejandro Arze Safian
Corporate General Manager
Home Improvement



Carolina Bascuñán Vargas
Corporate Human Resources Manager



Juan Manuel Borgoño García
Corporate Digital Retail Manager (acting)



Fabio De Petris Duarte
Corporate Administration and Finance
Manager



Francisco Javier Pirozzi Jabat
Corporate Supply Chain Manager



Mariasol Soto Becerra
Corporate Operations Manager

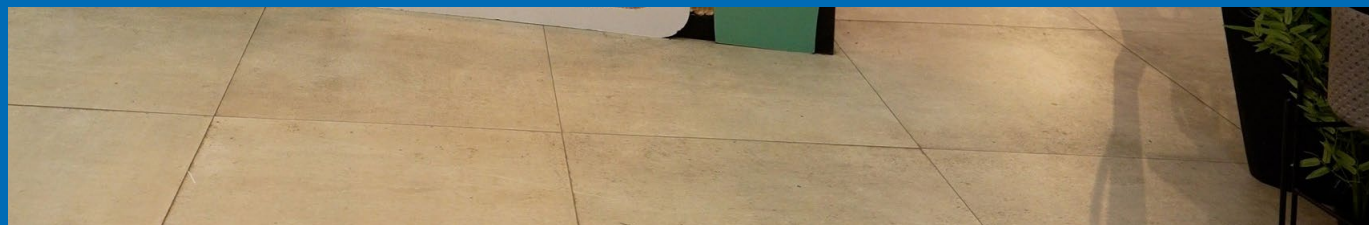


Francisco Torres Larraín
Corporate Commercial and
Marketing Manager



Fernando Valenzuela del Río
Corporate Comptroller Manager

Corporate commercial and marketing strategy





Corporate commercial and marketing strategy

Strengthening innovation and own brands



“We placed great emphasis on innovation in 2024, resulting in new products and services and a more robust customer experience in both stores and online. Suppliers and the entrepreneurial ecosystem were great allies in this achievement. Our own label brands continued to show solid growth, increasing their contribution to the company’s results. New sustainable products were introduced, taking the total marketed around the region to over 23,000 different items, and they accounted for around 10% of total sales.”

Francisco Torres,
Corporate Commercial and
Marketing Manager

Sodimac increased the range of its own brand products in stores and online. Sales of these items have shown a sustained increase in their contribution to the company’s profits.

Sodimac’s results showed a progressive improvement over the course of the year. This was particularly clear in the second half, despite the challenging economic context in different countries. Products developed through innovation stood out for their strong growth and there was also a sustained increase in sales of sustainable products and services. The relaunch of the Chilean and Peruvian websites had a very positive impact on the online business, which showed an increase in both visits and sales.

By using innovation to develop new products and services, Sodimac was able to improve both its commercial proposition and customer experience in stores and online.

A key feature of the year was the consolidation of the company’s own brands. An expansion of the assortment of these products in stores and online enriched the options available to both home and professional customers for their decoration, remodeling and construction projects. Sales of these items have shown a sustained increase in their contribution to the company’s profitability.

The Bauker brand, in particular, stood out for its great development. Its new presentation and new lines of products served to strengthen its positioning in hand and power tools and personal protective equipment.

The company also made progress on its range of sustainable products and services. Building on previous years’ progress in reducing packaging size and materials, the company placed the accent on incorporating a greater variety of products with sustainable attributes, particularly among its own brands.

In 2024, the company marketed over 23,000 different sustainable products and services around the region and they accounted for some 10% of total sales. The goal now is to reach 30% by 2026.

The company has intensified its use of big data and artificial intelligence (AI). In this, it received support from the entrepreneurial ecosystem. AI has benefited both the operation and customer experience, improving areas that include advisory services for consumers, inventory optimization in stores and the prioritization of container dispatches to distribution centers.



Alliance with suppliers

In response to the global logistics difficulties experienced during the pandemic, Sodimac sought new sources of supply and has since maintained and consolidated this strategy, resulting in a more robust commercial proposition and lower costs. The company's commercial office in China plays an important role in this area and its team was reinforced in 2024, positively impacting the search for new suppliers and coordination with the company's commercial areas.

As part of its strategic alliance with suppliers, the company continued to hold meetings in each country with representatives of companies of different sizes and from different sectors to analyze challenges and foster an ever better customer experience. In addition, webinars were held, bringing together commercial teams from around the region with the company's main suppliers, to provide training and share knowledge and requirements on different topics.

In another priority, the company emphasized the importance of permanent ties between the corporate

commercial and marketing teams and stores. During the year, it organized in-person working events, referred to internally as Deep Weeks, in the form of an intensive week-long experience that sought to understand the challenges of each market in depth, identify best practices for their application throughout the organization and develop common action plans.

Digital platform and stores

The digital business saw double-digit growth in sales and visits. The very significant increase in suppliers and SKUs in the online channel was driven by the incorporation of numerous sellers. In another important event, the Chilean and Peruvian websites were relaunched as stand-alone sites, with a very positive reaction from consumers. The company also achieved record results in different digital commercial events such as Cyber Days.

In the case of stores, Sodimac continued to pursue its policy of commercial standardization around the region. This was reflected in new store openings and the renovation of the proposition for customers in others.

The company also continued to simplify communication

The digital business saw double-digit growth in sales and visits. The very significant increase in suppliers and SKUs in the online channel was driven by the incorporation of numerous sellers. In another important event, the Chilean and Peruvian websites were relaunched.





Sodimac continued to grow the range of sustainable products and services it markets around the region, reaching over 23,000 different alternatives, which accounted for some 10% of total sales.



within stores, introducing new ways to help customers find products and offer them the best possible purchasing process.

Compact store formats have become well-established in a number of countries. This model, implemented successfully in Brazil, Colombia and Mexico, enables Sodimac to reach more customers through central locations on smaller sites

Close to customers

The company boosted its positioning among professional customers. The Sodimac Construction Professionals' Circle (CES) loyalty program saw strong growth, reaching 2.2 million members around the region.

The company once again offered free training events for construction professionals in Chile, Peru and Colombia. These were highly successful and attracted a large attendance. In 2024, Sodimac Mexico held its first Sodimac Expo Constructor event.

In marketing, different regional campaigns sought to reinforce Sodimac's role in supporting professionals as an ally for their projects that offers the best prices and product assortment, implying savings in both time and money. The aim was to strengthen perceptions of the company as a partner for all their activities, including their lives as well as their work.

For home customers, the company successfully launched the *Bienestar* (Well-being) platform in a bid to move the axis of its communication with these customers beyond prices. This was reflected in campaigns that highlighted the benefits of home improvement in terms of enjoying life with family and friends in different spaces in the home.

Challenges for 2025

The company will continue working on innovation projects and the development of its own brands, seeking to further increase their contribution to profitability.

It will also be seeking to strengthen its proposition for the home customer and explore new business opportunities in the professional segment.

Finally, the company will intensify the launch of sustainable products and services with environmental and social attributes, with a view to having a positive impact on the context in which it operates.

Sodimac Chile





Sodimac Chile

A year of important achievements on growth, profitability and sustainability

The digital business expanded at double-digit rates in both sales and visits. In the online channel, there was a very significant increase in the number of suppliers and SKUs. The relaunch of the Chilean and Peruvian websites was also a key event.



"In 2024, we made decided progress on the three strategic pillars that guide our development: customer experience, profitability and growth, and sustainability. The relaunch of Sodimac.com as a stand-alone website boosted our digital business. We also opened and renovated physical stores that enhanced our value proposition for both home and professional customers. We deepened the pioneering and innovative spirit that is part of our DNA, leading to improvements across different areas. In our commitment to the well-being of our employees and their families, we supported all those who lost their homes in the tragic fire in the Valparaíso Region."

Eduardo Mizón,
General Manager,
Sodimac Chile

The company achieved very good results in 2024, despite the difficult context of the construction industry crisis. It opened two stores, remodeled another and renewed the commercial proposition of various stores. It also innovated with new projects in stores, using tools such as artificial intelligence to enhance the shopping experience and operational efficiency. The relaunch of Sodimac.com was a major milestone that significantly boosted the online business. The company also continued to deploy its sustainability strategy, integrating it effectively into the management of its business.

This was a year of significant progress for Sodimac across the three strategic pillars of its development strategy: customer experience, profitability and growth, and sustainability.

The company placed renewed emphasis on the pioneering and innovative spirit that has characterized it since its founding. This was reflected in initiatives that strengthened customers' omnichannel experience for their home improvement projects and enhanced performance across

different indicators and studies.

The digital business also showed strong development, with positive signs that included improved margins, a higher average ticket value, an increase in customers making a purchase and a total of over 280 million visits.

A major milestone was the relaunch of Sodimac.com in June as a stand-alone site, strengthening the digital and omnichannel value proposition. Customers responded positively, with traffic subsequently growing at double-digit rates, positioning Sodimac.com as one of the most important websites in Chile.

This was accompanied by a strategy of increasing the assortment on the website. Over 230,000 new home improvement products were incorporated, with more than 3,000 sellers, including small, mid-sized and large suppliers, complementing the assortment available in stores and boosting customers' options for their projects.

The Sodimac App also showed outstanding results. Efforts to optimize the experience paid off, with active users surpassing a million per month.

**74** stores**12,365**
employees**719,783** m²
of sales floor**419,328**
hours of training

Digitalization and customer loyalty in the professional segment are a fundamental pillar for the growth and differentiation of the company's digital business. The App introduced a personalized platform for members of the Sodimac Construction Professionals' Circle (CES). Important navigation improvements and new digital features also made for a more agile and efficient experience.

Different marketing campaigns delivered very good results, notably during the Cyber Monday events in September and October and the Black Friday event in November, achieving growth of sales and a significant increase in the company's market share.

Sodimac Media continued to make strong progress, achieving 15% growth. Suppliers and sellers can use this platform to position their brands and products in stores and online.

Innovation in stores

The company continued to implement its plan of store expansion and modernization, incorporating the latest operational and commercial standards.

The new Sodimac Puerto Montt-Alerce store opened in January, fulfilling a long-held wish of the inhabitants of

the northern part of the city. In October, the new Sodimac Villarrica store opened, replacing the previous store, which it doubles in area and almost doubles in products. The remodeling of the Viña del Mar store was completed at the end of 2024. This was accompanied by renovations and updates of the commercial proposition at other stores.

In the framework of its innovation strategy, the company intensified its work with the entrepreneurial ecosystem, particularly startups, with a focus on strengthening its value proposition and the customer experience in stores.

As part of these efforts, Sodimac completed the implementation of customer traffic and conversion measurement across all its stores. The better understanding this provides facilitates fine-tuned improvements in customer management and productivity.

In its pursuit of new ways to improve the operation of stores, based on the generation and better use of information, the company completed deployment of the PIT (In-Store Image Processing) project in 15 stores. This initiative, developed in alliance with a startup that uses computer vision and artificial intelligence (AI) algorithms, has enabled Sodimac to identify opportunities to enhance and strengthen the customer experience, optimize the use of resources and reduce operational risks.



In the latter months of the year, the company also worked on other solutions that use AI. This is the case of a pilot sales advisory project, based on generative AI, to help sales personnel access timely and relevant product information to enrich customer service. Another upcoming initiative involves a generative AI chat designed to provide advice on the development of a home improvement project.

Last-mile progress

Sodimac implemented various measures to increase the agility, efficiency and competitiveness of its logistics operations.

In its pursuit of a better customer experience, the company achieved an OTIF (On-Time In-Full) delivery rate of 93.6%, its best annual result to date.

Delivery times to customers improved significantly. Some 64% of orders were delivered in under 48 hours, achieving 90% speed compliance in the Santiago Metropolitan Region in the last quarter. In a further milestone, same-day delivery became available in all the country's regions for the full in-store product assortment.

The implementation of the integrated planning process, known as S8OP, was another achievement of the year.

Through this model, it is possible to forecast and plan strategically, improving visibility and alignment between areas.

2024 was also key in terms of optimization and efficiency in the use of resources. Operational efficiency gains with teams were reflected in a 6% reduction in full-time equivalents (FTEs) compared to 2023 and a 12% decrease compared to 2022. As a result, spending on personnel was down by 5.6% on the previous year.

The measures implemented during the year translated into higher activity at a lower cost, with the company dispatching 7% more cubic meters of goods with 10% less expenditure.

Commercial proposition

As part of its commitment to constant innovation, Sodimac developed new product programs for stores and the digital channel. This included different categories for both home and professional customers.

The company placed particular emphasis on the development of its own brands. These accounted for over 34% of total sales.





The company also responded to customers' needs in the case of climate-related events such as wildfires, storms and heat waves, opportunely supplying people with items that included roofing materials, electric generators and air conditioning equipment.

These strong commercial results are anchored in the strategic long-term alliance the company has built with its suppliers. Two of Sodimac's traditional Supplier Meetings took place during the year, enabling the company to share its strategy for continuous improvement to the benefit of customers with the representatives of suppliers of different sizes and from different sectors.

During the year, Sodimac Chile offered over 6,450 sustainable products and services, with verified attributes, and they represented more than 15% of total sales.

Different corporate reputation studies showed that the Sodimac brand has continued to progress in recognition among consumers and other audiences of interest, leading in the home improvement category.

The Sodimac Construction Professionals' Circle (CES) reached close to a million members, consolidating its position as the largest loyalty program in Latin America in the construction sector. The 12th edition of the Great International Training Fair was a major success, with

higher attendance than in 2023 and more participants receiving in-person and online training.

In another important feature of the year, the company launched a number of new programs. They included Sodimac Trends, targeting content creators, and an alliance with Pinterest to enhance the omnichannel experience. Both have delivered strong results.

Employee well-being

Looking to the future, Sodimac continued advancing in the responsible management of its environmental, social and governance (ESG) impacts, integrating these efforts effectively into its business strategy and operations.

The company immediately went to the aid of the 24 employees whose homes were destroyed in the fires in the Valparaíso Region. From the outset, Sodimac committed to rebuilding their homes. It provided five prefabricated houses and, for those who opted for self-construction or needed to refurbish rented homes, it contributed resources, construction materials and household items.

Training remained a priority, with content aligned to the business strategy. More than 419,000 hours of training were provided, benefiting 12,239 employees.

Progress was also achieved on gender equity. Women accounted for 44% of the workforce and their share of executive roles rose to 33%. As part of this effort, the company implemented the second edition of its *Vamos por Más Mujeres Líderes* (Let's go for More Women Leaders) mentorship program.

The Human Resources team led the Silent Hour initiative, launched in 2023 to raise awareness about people on the autism spectrum and to create a more peaceful space in stores for these customers and employees. The initiative expanded significantly in 2024, reaching 41 stores.

The company provided over 80 different employee benefits, covering areas such as the family, housing, education, healthcare, insurance, special aid, bonuses, allowances and recognition programs.

It also continued to strengthen its alliance with the Soymás, an organization that promotes the workplace inclusion of young mothers. The company supported it through internships in stores and participation in teaching the courses offered by the organization.

Seven collective bargaining processes with unions and one process with a negotiation group took place during the year. All the negotiations, which together represented

84% of the workforce, were concluded without mediation by the government's Directorate of Labor.

These different initiatives implemented for the benefit of employees were reflected in a 20-point increase in the Employee Net Promoter Score (eNPS) compared to 2023.

Communities

As part of its *Construyendo Sueños de Hogar* (Building Dreams of Home) program, Sodimac went to the aid of communities affected by wildfires and storms. It did so in coordination with Movidos x Chile, a program of the Solidarity Organizations Community.

A major milestone was the completion of the Barrio 100 housing project of TECHO-Chile in Santiago's San Bernardo district. Sodimac actively supports permanent housing projects of this type in the framework of the alliance it has had with TECHO-Chile for over 16 years.

Under another alliance, with the Junto al Barrio foundation, the company renovated two public squares in the Lo Espejo and La Pintana districts of Santiago, improving the quality of life of thousands of residents.

Sodimac also reinforced its work with Déficit Cero, an organization focused on addressing Chile's housing



shortage. Together with Déficit Zero, the company launched a charitable product for customers, as well as supporting the organization's campaigns.

Environment

The company continued reducing the environmental impact of its operations. Its goal is to achieve net zero emissions by 2030 in Scopes 1 and 2 or, in other words, its direct emissions and indirect emissions from electricity consumption.

Sodimac is also working to manage its Scope 3 emissions, focusing on those related to the products it markets. It is participating in the global Make it Zero initiative, which works collaboratively with suppliers and other leading industry players worldwide to reduce these emissions.

In recognition of the actions it has taken to reduce the impact of its emissions, Sodimac received the Seal of Excellence awarded by the Environment Ministry's HuellaChile program. This was the fifth consecutive year it has received the Seal of Excellence, as well as the program's Quantification and Reduction seals, and it was the only home improvement retailer to receive

this distinction. In 2024, it reduced its carbon footprint by 5% in Scopes 1 and 2 emissions.

In addition, Sodimac Chile sourced 70% of its energy from renewable sources, thanks to a national supply agreement and the solar panels installed at its facilities where this is technically feasible.

As part of its commitment to climate action and sustainability in general, Sodimac joined the Forward Faster program, implemented by Global Compact Chile to accelerate the adoption of sustainable practices in key areas of the United Nations 2030 Agenda.

Governance

The company continued to strengthen its corporate governance. It completed its second Human Rights and Business Due Diligence, which also included its office in China.

Internally, Sodimac reinforced its lines of work on corporate governance and business ethics. This included an expansion of training on the different dimensions of its Corporate Integrity Program, such as relations with public officials, fair competition, economic crimes and the *Mi Cliente* (My Customer) program.



Prizes and recognitions in 2024

- Among the most responsible companies in Chile in the Merco ESG 2023 Ranking. Sodimac ranked first in the retail sector and eighth overall.
- Among the brands most valued by people in the CHILE3D 2024 study by NIQ-GfK. It was recognized as a brand of excellence and took first place in the Home Improvement and Construction category.
- Recognized among Citizen Brands and took top place in the Home Improvement Stores category in rankings by Cadem during the first and second semesters of 2024.
- Leadership in the Home Improvement category of the B-Brands 2024 Ranking by the Better Brands consultancy

company and Global Compact Chile. This study measures consumer expectations and perceptions of brands and their contribution to the context in which they operate, based on the UN Sustainable Development Goals (SDGs).

- Among the companies with the best consumer perception on sustainability, according to the 2024 Corporate Sustainability Monitor by Ipsos. The company ranked first in the Home Improvement sector and fourth overall in the Corporate Sustainability Perception Index.
- Recognized for the second consecutive year with the Best Payer Companies (MEP) award, according to the ranking by the Chilean Product Exchange (BPC) and the Chilean Association of Entrepreneurs (ASECH).

- One of the companies people trust most, according to the ICREO study by the Almagrandes consultancy company. It took first place in the Home Improvement category and 12th overall, and received a special award for being consistently among the most trusted brands during the study's ten-year history.
- Recognized for the fifth consecutive year with first place in the Home Improvement category of the Ranking of Most Innovative Companies Chile 2024 by the ESE Business School of Universidad de los Andes and MIC Business Consulting.
- In recognition of its actions to reduce the impact of its emissions, Sodimac received the Seal of Excellence

awarded by the Environment Ministry's HuellaChile program. This was the fifth consecutive year it received the Seal of Excellence, as well as the program's Greenhouse Gas (GHG) Quantification and Reduction seals.

- One of the most valued companies in the country, according to the Human Companies 2024 ranking of corporate reputation by True Brands and GfK in which it also led the Home/Home Improvement category.
- The most valued brand in the Home category in the Total Brands Chile 2024 study where it also ranked 9th overall.





- Sodimac Chile's Marketing Manager, Carola Auad, was recognized as the best Marketing Professional in Chile in 2024 at the MKTG BEST awards presented by Valora.
- For the second consecutive year, the company received the Transforma Seal for its commitment to the workplace insertion of young people in vulnerable situations.
- Certified for the sixth consecutive year as one of the Best Places to Work for LGBTI+ in the Equidad CL program of the Human Rights Campaign (HRC), Fundación Iguales and Pride Connection Chile.
- Second place in the Best Employee Experience Strategy category of the Client Experience Best Practices in Chile Prize, presented by the Association for the Development of Client Experience (DEC Chile).

- First place in Home Improvement and 39th overall among the principal companies in the Merco University Talent Chile 2024 ranking by Merco and Laborum.
- Ranked in the Gold category, the highest in the corporate reputation ranking by Ipsos and INC Consultores.
- Leadership in the Home Improvement sector in the Merco Companies 2024 ranking of corporate reputation in which it took 19th place overall.
- The only company to receive two awards in the first edition of the Por un Techo awards. TECHO-Chile recognized Sodimac in the Outstanding Trajectory category for its more than 16-year alliance with the foundation and in the Contribution to Housing category for its support of both permanent and transitional housing solutions.

Challenges for 2025

Sodimac Chile consolidará los logros obtenidos en 2024 en sus tres pilares de desarrollo, para entregar la mejor experiencia a sus clientes, crecer y hacerlo de forma rentable y sostenible.

La empresa continuará fortaleciendo la experiencia omnicanal de los clientes, con mejoras en tiendas, impulsando la innovación con el ecosistema emprendedor, y en sus canales de comercio electrónico.

Se reforzará el compromiso con la capacitación de sus clientes profesionales, a través del programa de fidelización Círculo de Especialistas (CES) y la realización de la Gran Feria de Capacitación número 13.

A su vez, se seguirá fortaleciendo la alianza de largo plazo con los proveedores, para entregar los mejores productos y servicios, además de potenciar las alternativas sostenibles.

La compañía retomará el fondo concursable para organizaciones sociales de "Construyendo Sueños de Hogar", suspendido en 2024 para enfocar los esfuerzos en el apoyo a trabajadores por los incendios en la Región de Valparaíso.

En medioambiente, persistirá en los esfuerzos por disminuir su huella de carbono y promover el cuidado del medioambiente en los clientes y la sociedad.



Sodimac Chile Executive Committee

(As of 31 December 2024)



Eduardo Mizón Friedemann
General Manager



Claudia Castro Hruska
Human Resources Manager



Juan Carlos Corvalán Reyes
Sustainability and Compliance Manager



Patricio Díaz Ugarte
Supply Chain Manager



Cristián Andrés Huidobro Alarcón
IT Manager Chile



Mariano Ariel Imberga
Operations Manager



Ignacio Monteverde
Commercial, Marketing and Distance Sales
Manager



Francisca Núñez Regauer
Administration, Management Control,
Development and Projects Manager

Note: On 1 January 2025, the Distance Sales Manager, Jonathan Barbarach Cabrera, joined the Executive Committee. On that same date, the Commercial, Marketing and Distance Sales area became the Commercial and Marketing area.

Sodimac Colombia





Sodimac Colombia

Allies in realizing Colombians' dreams of home



"When we opened our first store on Avenida Las Américas in Bogotá in 1993, we knew it marked the beginning of a commitment to Colombia. The organization's ambition was to create a value proposition that would evolve with customers' needs to help millions of Colombians improve their homes while, at the same time, becoming the partner of professionals in the construction sector. Today, with 31 years in the country, 42 stores across 26 cities, omnichannel solutions and a team of 8,100 people, we are grateful for the trust Colombians have placed in us, allowing us to understand their needs, and for the possibility of working collaboratively with our suppliers. We want to continue evolving to provide a better service, leveraging innovation."

Miguel Pardo,
General Manager,
Sodimac Colombia

Sodimac has a track record in Colombia that fills it with pride. With the customer at the center of its decision, the company has evolved to offer a better shopping experience, driven by constant innovation and the responsible use of technology. It aims to continue contributing to the development of the communities where it operates and the country as a whole, rewriting the history of retail in Colombia. Today, Sodimac can be said to have become a benchmark in the national market.

Sodimac's most valued asset is the relationship of trust it has built with Colombians over its years in the country. The company's intention to be a partner in improving their homes and supporting professionals in their development stems from a genuine interest in renewing those votes of confidence through daily interactions. Along the way, Sodimac has understood that the integration of its physical and digital channels enables it to continue offering its customers an integral value proposition. The company constantly seeks to strengthen the omnichannel experience, facilitating access to a broad portfolio of products and services through agile, timely and frictionless processes.

As part of its digital development, Sodimac continues to improve the convenience and security of online shopping.

It is proud to reach over 800 destinations around the country and continually strengthens its digital channels, www.homecenter.co and the Homecenter App, which receive more than 190 million visits a year. This digital experience is complemented in stores through screens that facilitate access to the full range of products and services and their purchase.

The company's physical expansion plan also continues, reflecting its commitment to being ever closer to its customers. It now has a total of 400,730 m² of sales floor in the country, with 42 physical stores across 26 cities.

In 2024, it announced the good news for Cali of the opening of its third store in this city. With an area of 11,000 m², it is the company's most modern store in Colombia. Drawing on its understanding of the procurement dynamics of professional carpenters, the company designed the store to provide an agile purchasing circuit with everything these customers require for their projects, such as fixings, wood products and cutting services, along with other products with value added.

Another example of how Sodimac responds to the needs of both its home and professional customers is the launch of Credicrea, a financing option that can be adjusted to their requirements and is immediately available in the



42 stores 

400,730 m² 
of sales floor

8,100 
employees

 **310,000**
hours of training for
construction professionals

different sales channels. Its attributes for members of the Sodimac Construction Professionals' Circle (CES) include a 0% interest rate, no maintenance fees and a revolving credit line, which is ideal for maintaining capacity and, therefore, allows these professionals to access more and better projects.

In line with its strategy of leveraging technology to deliver more agile and frictionless experiences, the company began implementing tools to reduce pricing errors and inventory adjustments. This helps to reduce the inconvenience of out-of-stocks and makes for a better shopping experience while allowing sales personnel to focus on activities that create value for customers.

To better serve customers, the company also expanded its Distribution Center (CEDIS) in Funza, near Bogotá, by 20,000 m². Now totaling over 100,000 m², this facility is a logistics hub for all the organization and features advanced operating systems, including a warehouse management system (WMS), box sorters with 65 exits and routing and order tracking programs. These investments have positively impacted the agility of purchases and deliveries.

Sustainability as part of the company's DNA

Sodimac Colombia's commitment to sustainability is permanent. To this end, it works to strengthen initiatives and programs with positive economic, social and environmental impacts for all its stakeholders. This helps it measure and manage operational risks, permitting effective adaptation and constant innovation designed to care for the house of all.

National and international suppliers play a key role in the company's sustainability practices. With a group of 250 suppliers, it seeks to ensure their compliance with environmental, labor and human rights standards. Given that products from local suppliers account for 77% of sales, small and mid-sized enterprises (SMEs) receive payment within a maximum of 30 days. SMEs are the great drivers of Colombia's economy and Sodimac understands that it is its duty to support them. With many of these businesses, the company has built relations of trust over its 30 years in the country.

Sodimac's Social Responsibility Strategy focuses on leading the construction of a sustainable future, promoting collaboration among suppliers, employees, local governments, foundations and customers in order to foster communities' social development. The Homecenter and Constructor brands have spearheaded projects that have significantly improved the settings in which they operate, helping to realize the dreams and home improvement projects of many families in remote and vulnerable areas. Since 2019, the *Mejoramiento de Hábitat* (Habitat Improvement) program has benefited over 14,800 people, helping to reduce housing shortages in vulnerable communities and facilitating their access to dignified housing.

Sodimac Colombia's mobilization of resources in support of vulnerable communities is a source of pride to the company. Through the *Juntos por tu Hogar* (Together for Your Home) program, it supports employees who have not yet completed the construction of their homes. This initiative has already benefited over 300 employees whom it helps by mobilizing different actors to make their dreams of home a reality.



To further expand the program's impact, the company launched a test version of the *Mi Hábitat* (My Habitat) online platform in 2024. This digital space is designed to collaboratively create projects through which to realize the dreams of home and projects of Colombians who most need this support. The platform will serve as a meeting place for people and organizations interested in proposing areas for intervention and donating money, materials or their time as volunteers. Sodimac Colombia firmly believes that this digital space will exponentially increase its social impact in the coming years.

On diversity and inclusion, the company led a number of initiatives that help to address social problems. It has identified job creation and the reduction of poverty among young people as a challenge for the company. Through its *Yo Creo en la Construcción de mi Futuro* (I Believe in Building my Future) program, it offers socially and economically disadvantaged young people, aged between 18 and 28, free training in areas related to construction. In this way, it seeks to increase employability, reduce poverty and improve the quality of life of those who are neither studying nor working. So far, the program has benefited over 1,700 young people in the cities of Barranquilla, Cartagena, Medellín, Bogotá and Cali. In its fourth version in 2024, over 750 young people received training and, of these, more than half were women.

The promotion of gender equity and inclusion in Colombian football is also part of the company's agenda. Through the *Cancha Libre de Estereotipos* (Pitch Free of Stereotypes) initiative, it has created educational campaigns and mental training workshops for girls and women to develop their skills, both on and off the pitch. In its third phase, this initiative visited eight cities, working with more than 700 players and coaches and providing 2,500 hours of physical and mental training.

As part of its environmental management, the company implemented strategies and measures to prevent, minimize, mitigate and offset the risks and impacts of its operations. In its Bogotá stores, 2 tonnes of waste and vehicle wheel rims were recovered and repurposed by suppliers specialized in the management of materials of this type. This represented the avoidance of 576 tonnes of emissions of CO₂ (greenhouse gases).

In addition, 5 tonnes of wood waste were reused to manufacture over 9,000 particle boards, avoiding 630 tonnes of CO₂ emissions (which would have occurred if the wood had been incinerated).

In 2024, Sodimac renewed its ISO 14001 certification. This testified to the sustainable management practices it applies across all its 42 stores and three distribution centers in Colombia and positioned it as the first retailer in Colombia and, indeed, Latin America to achieve this milestone.



220,000
products

15 robots with artificial
intelligence in eight
cities

190 million visits to the
website and App

Dispatch to
800
municipal districts



8,100 Colombians building the country

The composition of Sodimac Colombia's team reflects the organization's purpose and values in their every action. It consists of 8,100 people who, in their daily work, always put the customer at the center, acting swiftly, experimenting and maintaining a mindset open to change.

With a focus on their continuous training and growth, initiatives such as the Sodimac School of Excellence have been implemented to strengthen their skills in innovation and customer experience. In 2024, the company provided 310,000 hours of training, promoting leadership.

Women make up 35% of senior management, promoting inclusive ideas throughout the company. In this, the *Mujeres Conectadas* (Connected Women) mentoring program has played a key role. It invites 20 women

managers to share their knowledge and experience with 19 women employees, equipping them with tools for their personal and professional growth. This initiative also strengthens relations within teams.

Inclusion is part of Sodimac's commitment to building a better country. The company, therefore, maintained its commitment to the *Manos Capacitadas* (Trained Hands) program. With support from the Best Buddies organization, it incorporated 124 employees with cognitive disabilities as logistics operators and sales staff, among other positions.

In addition to training, Sodimac Colombia is also aware of the importance of balancing work and personal life. It, therefore, organizes recreational, entertainment, integration, celebration and sports activities throughout the country, supporting the mental and physical health of employees and their families.



Recognitions

National and international organizations recognize Sodimac Colombia for its socially and environmentally responsible management. Five stores received LEED Platinum certification for their efforts on energy and water efficiency.

Sodimac's work on inclusive employment and capacity-building was also recognized. The company featured in the 2023 National Inclusive Employment Report (INEI) as a case of success. Going a step further, the company also reinvented its knowledge transfer volunteer program, which is now more robust thanks to alliances that include the Bogotá Chamber of Commerce (CCB) and the National Association of Industrialists (ANDI), enabling employees to donate their time to support SMEs or young entrepreneurs.

In 2024, the company awarded its first Sustainable Vision prize to recognize good sustainability practices among suppliers. This initiative seeks to communicate the company's own lessons and experience to its suppliers.

Each year, the business newspaper *Portafolio* (part of the El Tiempo group) presents awards to highlight the performance of the country's largest companies. In 2024, Sodimac was a finalist in the Corporate Social Responsibility category. In addition, the I Believe in Building My Future project was a finalist in the XPossible Awards.

Ready to keep teaming up with Colombians

Sodimac Colombia's team is committed to continuing to implement the company's purpose: to accompany the dreams and projects of Colombian households and provide construction professionals with tools to grow their businesses. In 2025, it will reaffirm the relation of trust that the company has built with all its stakeholders and, in particular, communities and its work team. By evaluating its own performance and understanding its customers' needs, the company will be able to reflect on how it can become even better.

Sustainability will remain a priority. In 2025, the company will continue to strive to reduce carbon emissions, implementing better practices that enable it to contribute to a better country and generate a positive impact on the community. Together, it is possible to build a sustainable future.

Sodimac Colombia is proud of what it has achieved so far. It has, therefore, reaffirmed its commitment to the country, maintaining the best customer experience, innovating in how people interact with the brand across stores and digital channels, decidedly supporting the progress of construction professionals and helping Colombians to build their dreams of home and projects.

The circular economy also plays a key role in the purpose of caring for our house:

- Collection of over **3,000 tonnes** of packaging (231% compliance)
- Collection of **98,000** vehicle wheel rims (350%)
- **16.000** people impacted by the My Habitat program
- **5.000** beneficiaries of the I Believe program



Sodimac Colombia Executive Committee

(As of 31 December 2024)



Miguel Pardo Brigard
General Manager



**Diego Hernández
Arizabaleta**
Development Manager



**Pedro José
Gallón Tamayo**
Operations Manager



Juan Pablo Camacho
Finance and Administration Manager



**Erasmo Jesús
Moreno Aguilera**
Technology Manager



**Karym Cecilia
Grijalba Mármol**
Integral Human Resources Manager



**Julián Fernando
López Cardemil**
Supply Chain Manager



Luis Prieto Archidona
Commercial Manager

Note: On 1 January 2025, Juanita Bejarano Arango replaced Karym Grijalba as Human Resources Manager.

Sodimac Peru





Sodimac Peru

Twenty years together with Peruvian families and construction professionals

The website and the Sodimac App consolidated their market leadership, reaching 13 million monthly visits. Combined with successful events like CyberWow, this contributed to significant growth in online sales.

"2024 was a significant milestone because it marked twenty years since we opened our first store in Peru, establishing Sodimac as a key player in the home improvement and construction sector. Throughout this year, we have reaffirmed our commitment to customer experience, innovation and sustainability as fundamental pillars for addressing ever more dynamic and challenging conditions."

Wilhelm Ramberg,
General Manager,
Sodimac Peru



The company seeks to achieve balanced and sustainable growth. In 2024, it continued to build trust among its customers, innovating and boosting its value proposition. Additional Maestro stores were converted to the Sodimac brand while others were remodeled and renovated, fostering digitalization. The Sodimac.com.pe website was relaunched and the App was strengthened, resulting in a significant increase in online sales.

The company continued with the conversion of Maestro stores to the Sodimac brand in a bid to enhance the experience of both professional and home customers. This strengthened the value proposition and optimized the use of the sales floor. The stores in Ventanilla, Chiclayo and Plaza Norte were renovated and, in line with the company's plan, conversion to the Sodimac format began in a further nine stores, where it will be completed in 2025.

The Sodimac Bellavista store was remodeled, upgrading its equipment in line with display standards and services associated with soft categories, improving the general lighting and incorporating self-checkouts.

These efforts were accompanied by renovations in other stores. These involved strengthening product assortments

and providing a more comfortable and accessible shopping experience through commercial innovations that respond to new consumer trends and needs. The display of specialized solutions, such as *Carpintero Pro* (Professional Carpenter) projects and showrooms for bathrooms, kitchens and furniture, was expanded, leading to a 60% increase in transactions in these categories.

Self-checkouts were introduced in six stores during the first half of the year and the *Agiliza tu Devolución* (Speed up Your Returns) project was rolled out in 16 stores. These express returns modules not only transform customers' self-service experience, making for a speedier and more efficient process, but also optimize space usage.

E-commerce

The relaunch of Sodimac.com.pe as a stand-alone website was a major milestone and met with a very positive response. Within just three days, the new site rose to top place in Google searches related to Sodimac.

As part of a process of continuous innovation, the App's functions were upgraded and its use by customers was promoted through App Days, seeking to accompany them in the purchase of projects.

**55** stores**385,241** m²
of sales floor**7,384**
employees**245,390**
hours of training

The website and the App consolidated their market leadership, reaching 13 million monthly visits. Combined with successful events like CyberWow, this contributed to significant growth in online sales.

The company expanded its Kiosks or Online Purchase Points to the last seven stores nationwide where this innovation was not yet available. In addition, it expanded coverage in districts in the interior of the country by 15%, permitting deliveries from warehouses through in-store transfers.

To reinforce its expert advisory services and improve the omnichannel experience, the main stores were equipped with a real-time video call service with specialized advisors (VOA). Available in experimental zones and Smart Home aisles, this service saw a 150% increase in use over the year, with a weekly average of 100 calls.

Progress on logistics

Sodimac Peru continued to innovate in logistics in a bid to be faster, more efficient and more sustainable, benefiting suppliers' experience and care for the environment.

Power Apps was implemented to manage appointments with suppliers digitally. By permitting the centralization of data about transport companies and the automatic logging of times, this helps streamline the process and increases its accuracy.

In addition, the Continuous Reception project was launched for companies with bulk merchandise. This automated system optimizes the process from loading at the supplier's to unloading at the distribution center through an automated sorter. It reduces reception time at the supplier's by 50%, increases the productivity of both suppliers and the distribution center by 30% and has a positive impact on the environment by reducing the use of stretch film by up to 50%.

Customers

The company strengthened its relations with professional customers as their strategic partner in the construction sector.

The Sodimac Construction Professionals' Circle (CES) loyalty program reached over 410,000 registered members, who have access to a range of benefits.

The Great Training Fair again took place with great success, consolidating its position as the largest training event in the Peruvian construction sector. More than 48,000 professionals and construction students participated online and in-person of whom, importantly, 30% were women, a significant figure since, according to official data, they account for barely 10% of the sector.

Other in-person training fairs were also held, together with experts and suppliers, in different cities. This strengthened the company's regional presence and the business's decentralization.



The Digital Training Portal provided thousands of people with a free-of-charge opportunity to deepen their knowledge about construction and the improvement of spaces.

Another key feature of the year was the celebration of Builder's Day. Over 70 brands participated in an event that reinforced customer relations and highlighted the value of Sodimac's own brands.

Other initiatives included the Maestrazo service modules for expert, fast and personalized attention and the launch of *Copa Construir*, the first seven-a-side football tournament exclusively for CES members.

The home customer is another key segment of the business. The company sought to listen to these customers and offer advice, competitive prices, a wide range of products, quality, guarantees, complementary services and inspirational spaces.

The Decolovers inspiration platform, which focuses on remodeling and interior decoration, generated attractive and useful content. Through experts and influencers, it shows how to transform spaces in the home in a complete digital ecosystem.

Multi-category campaigns were implemented to support customers in the different stages of their lives, offering them a complete project for making their homes the best place in the world.

In turn, communications actions sought to generate traffic to all the company's channels. A broad media ecosystem was used to target

customers more accurately and effectively and reached more than 10 million people each month.

In 2024, a priority for the company was to strengthen its post-sales processes in order to enhance the consumer experience, optimize resources and guarantee an efficient service.

The Net Promoter Score (NPS), which measures customer loyalty and likelihood to recommend, reached a historical high, with a six-point increase over the previous year.

Employees and communities

Sodimac Peru continued managing its environmental, social and governance impacts based on the creation of value for its stakeholders in adherence to its business strategy.

In 2024, the company prioritized Diversity and Inclusion, Customer Experience and the Environment, with a strong focus on strengthening its corporate reputation and positioning as a sustainable brand. It achieved an improvement of seven percentage points in the INDEX sustainability assessment, exceeding the goal set for Peru by 5%.

In the case of Diversity and Inclusion, the focus was on fostering free and safe workplaces. In an important milestone, the company implemented its first Organizational Census, which provided a detailed analysis of the social and demographic composition of employees, along with information





about their perceptions of the company's performance on diversity and inclusion. The company also strengthened its Strategy for the Prevention of Sexual Harassment.

The Sodimac and Maestro School of Excellence implemented an employee training plan aligned with the organization's culture and strategic pillars. Its objective was to ensure that customers receive the best omnichannel shopping experience.

A number of workplace safety measures were implemented, which also boosted productivity. Workplace accidents were down by 15% on 2023 while lost workdays due to accidents dropped by 32%.

In the Community pillar, work focused on strengthening relations with communities near stores. At the same time, the company made significant contributions to organizations such as Fe y Alegría in the *Haciendo Escuela* (School Making) project and to the National Paralympic Association of Peru through the Copa Construir football tournament.

The company also implemented the *Construye Bien* (Build Well) project, which promotes safe construction and the prevention of natural disasters through best practices in the use of materials and the reinforcement of infrastructure. This initiative included awareness campaigns and training for customers, employees and communities, with a focus on prevention and preparation in the face of risks such as the El Niño phenomenon.

In the case of suppliers, the company continued with Sedex evaluations,

which included self-evaluations (SAQs) and SMETA audits, focusing on labor and ethical standards. For the third consecutive year, Sodimac actively supported Desafío Kunan, a platform that promotes, connects and inspires social and environmental entrepreneurship. As part of the company's Strategy for the Prevention of Sexual Harassment, over 350 employees from service suppliers companies received training.

Environment

Sodimac Peru further reduced its carbon footprint, earning it recognition from Huella de Carbono Perú, the Peruvian government's tool for recognizing public and private organizations that manage their greenhouse gas emissions. The company received the Third Star for measuring its carbon footprint for the second consecutive year.

The company also achieved advanced energy efficiency, reducing its electricity consumption by 8% compared to the previous year. In 47% of stores, only renewable energy was used, thanks to the installation of solar panels at different facilities.

In the case of solid waste, 100% of the plastics, wood and cardboard generated by the operation were recycled. Sodimac also joined a tire recycling collective, processing 18 tonnes of this waste. In water management, the focus was on preventing leaks and on training.

Another achievement was the expansion of Sodimac's network of Clean Points recycling facilities around the country. The company also launched



sustainable products, such as the CICLO brand of eco-friendly paving stones, the first in Peru with an Environmental Product Declaration (EPD). These initiatives form part of the company's commitment to promoting responsible consumption among customers and encouraging the use of lower-impact construction materials.

Prizes and recognitions in 2024

- **Sodimac Peru was among the 100 companies in Peru with the best reputation**, according to the Merco Empresas ranking. For the second consecutive year, it took top place in the specialized retail category. It was also recognized among the top three companies in Peru for ethical and responsible management and took 22nd place in the overall ranking.
- **It was included in the Merco Talent list of the 100 companies in Peru** with the best talent attraction and retention. It took 60th place overall and third place in the specialized retail category.
- **Merco ESG Responsibility Ranking:** The company was among the 100 companies in Peru with the best environmental, social and corporate governance (ESG) management. It ranked 16th overall, climbing six positions on the previous year, and obtained first place in the specialized retail category.
- **Sustainable Management Distinction:** This award, presented by Perú Sostenible, recognizes sustainability management based on indicators of social, environmental and governance performance aligned with international standards.

- **Aequales Certification:** The company was recognized as a Benchmark Company for Diversity and Inclusion in Latin America, reflecting its solid commitment to creating safe workplaces and promoting gender equity and equal opportunities for all.
- **For the fourth consecutive year, Sodimac signed the Pride Connection Peru Declaration of Commitments** in which, by adhering to ten guidelines, it joined the group of companies working against discrimination based on sexual orientation or gender identity or expression.
- **Top place in the CX INDEX ranking** as the company with the best customer experience in the home improvement sector.
- **Huella de Carbono Perú Third Star:** Huella de Carbono Perú is an official tool of the Peruvian government that recognizes public and private organizations for their management of greenhouse gas (GHG) emissions to the benefit of the environment. In 2024, the company obtained the third star for having measured its operational carbon footprint for the second consecutive year and demonstrating its reduction.
- **Ica Inclusive Contest:** The company took second place in the Gender Equality category, thanks to its good practices at stores in the Ica Region. This distinction is awarded by the Regional Government of Ica and the Directorate of Labor and Employment Promotion.
- **It Gets Better Peru Award for Sustainable Inclusion:** This award was presented to Sodimac for its commitment to inclusion and diversity as reflected in awareness-raising activities and continuous employee training.

Challenges for 2025

Sodimac Peru will continue striving to increase customer loyalty among both professional and home customers by understanding their needs and market trends, with a focus on offering high-quality products at the best market price.

It will also be making further investments in remodeling physical stores, enhancing their assortment and ensuring a more comfortable and accessible shopping experience through commercial innovations.

Digitalization will be another key pillar. The website has been strengthened, offering the omnichannel experience that customers seek and positioning Sodimac as the best online home improvement platform.

The company will also be seeking to deliver ever more value to its suppliers, allies and strategic partners.

The incorporation of technology and the quest for efficiency in logistics processes will remain priorities.

In addition, Sodimac Peru will continue to generate a positive impact for both the context in which it operates and the business by managing environmental, social and governance risks and by integrating aspects of sustainability throughout the value chain.



Sodimac Peru Executive Committee

(As of 31 December 2024)



Wilhelm Ramberg
General Manager



Valeria Vásquez
Human Resources and Sustainability
Manager



Luis Seminario
Supply Chain Manager



Daniela Valdivia
Projects and Real Estate Development
Manager



Magdalena Hevia
Digital Retail Manager



Erick Chang
Comptroller Manager



Daria Eimbcke Bosch
Administration and Management
Control Manager



Jonathan Ontaneda
Operations Manager



Yeny Villavicencio
IT Manager



Piero Campos
Commercial, Marketing and BI Manager



Sodimac Argentina





Sodimac Argentina

Strong sales expansion in a challenging context

Sodimac Argentina's digital business showed particularly marked development in 2024, increasing its contribution to the company's overall results. This was particularly the case in the outdoors, furniture, paint and decoration categories.



"Despite the highly challenging context, our results showed solid growth, particularly in the digital business. We took different measures to strengthen our value proposition for both home and professional customers. We also implemented measures to increase operational efficiency, whilst always safeguarding service quality and the customer experience. In addition, we achieved progress on our sustainability strategy, emphasizing the well-being and training of our employees."

Ricardo Argárate
General Manager,
Sodimac Argentina

The company implemented different commercial, operational and procurement measures to enhance its value proposition for home customers and construction professionals in both stores and digital channels. Customer experience continued to improve and, over the past four years, the Net Promoter Score (NPS) has shown a very significant increase.

In 2024, Sodimac Argentina's bottom-line results grew at a double-digit rate, with a particularly significant expansion in the latter months of the year. This was achieved despite a situation marked economically by a recessionary environment and, politically, a new government. Sales, meanwhile, grew at a three-digit rate, all in nominal terms.

The digital business, in particular, showed strong development, increasing its contribution to the company's overall results. This was especially marked in the outdoors, furniture, paint and decoration categories.

In 2024, a new marketplace was added to the BAPRO catalogue (Banco de la Provincia de Buenos Aires) and expanded rapidly.

A key milestone in e-commerce was the implementation of a new payment gateway. It provides a more stable environment with improved anti-fraud controls and, most importantly, permits integration with digital wallets.

In operations, efficiency was optimized whilst safeguarding service quality and the customer experience. This formed part of the continuous improvement of processes and work teams.

A system for managing operational out-of-stocks was implemented to accelerate the identification and resolution of incidents and maintain service quality. In addition, the commercial service was strengthened, with a focus on personalized communication and agile follow-up of each case.

At the same time, the company incorporated an interactive voice response (IVR) system that meets PCI Compliance standards. This enables customers to manage their sensitive card information directly, ensuring a more secure experience by protecting financial information and building trust in the processes involved.

A new post-sales service was launched for business



7 stores 

72,207 m² 
of sales floors

778 
employees

 3,750
hours of training

clients, offering solutions tailored to their needs, in order to provide timely and efficient attention.

Customer experience

In 2024, Sodimac Argentina took different measures to continue improving customer experience and raise its Net Promoter Score (NPS). This indicator showed an increase of 17 percentage points on 2021.

The company identified points of friction in the customer journey and preventive solutions to minimize dissatisfaction. Real-time monitoring systems were established to gather customer feedback, using this to make rapid adjustments, draw up action plans and reinforce the training of customer service teams.

Through customer communications campaigns, internal training, reinforcements and quality audits, the company also sought to reduce the number of complaints as well as response times.

In marketing, eight strategic campaigns and 24 tactical actions were implemented to build closer relations with customers and trust in the company. These campaigns were complemented with attractive financing solutions,

such as discounts and installment plans, designed to enhance the shopping experience and boost sales and transactions.

In a central pillar of communications, the concept of “Renovating your home feels good” underpinned campaigns across various categories, including finishings (flooring, bathrooms, kitchens and paints). The concept was also effectively adapted to other categories such as furniture, decoration and outdoors, reinforcing the consistency of the brand’s value proposition.

Initiatives such as *Reventón* (Blowout) and *Precio por los Pisos* (Basement Prices) had an important impact through discounts and other attractive promotions. Other campaigns, such as *Dueños del Clima* (Owners of the Climate) and Electro Flash, drew attention to the company’s differentiated proposition on air conditioning and electrical appliances, while the *Especial Construcción* (Construction Special) campaign proved key in reinforcing Sodimac’s positioning in the professional segment of the market.

Participation in events such as HotSale and Cyber Monday with slogans like “Savings that are a work of art” and “Get it out of your head, buy it at Sodimac” helped tighten the company’s relations with consumers.

Innovation and productivity

In July, as part of its digital transformation, the company began implementing the RELEX purchasing platform, its main tool for planning demand and store restocking.

In logistics, the company worked on the centralization of store dispatch routing and tracking in the distribution center. It also made progress on the digitalization and unification of scheduling systems for retail and business customers, improving transport efficiency and minimizing errors.

Another innovation was an application for tracking the activities of sales personnel. This provided the company with statistics about the customers and areas visited.

The company also rolled out self-checkout systems in all stores, which were well received. A new, more digital and intuitive version was developed and will be implemented in 2025.

At the same time, work was undertaken to strengthen internal processes related to total flow or in-store logistics, resulting in improvements in areas that included store pickup services and stock replenishment.



Sodimac Argentina took different measures to improve customer experience and raise its Net Promoter Score (NPS), which has shown an increase of 17 percentage points over the past four years.

Employee well-being

In 2024, the company exceeded all the indicators of its culture survey, achieving 70% on engagement and 81% on leadership.

It launched Wellness #ModoON, a program designed exclusively to support employee well-being. It promotes healthy living and included initiatives such as talks on anxiety and stress and a breast cancer awareness walk organized by the Avon Foundation.

In its ongoing commitment to the learning and development of its teams, the company intensified training, which it views as a fundamental pillar of its growth.

In line with this, the Falabella Academy was reinforced as a key platform where employees can access an extensive catalogue of training courses to support their professional development.

At the same time, the company continued to promote a culture of 360° continuous feedback to foster constant improvement at all levels of the organization.

In stores, the company sought to advance on excellence of customer service by training leaders and other employees. With the support of suppliers, employees' technical information about products was strengthened. In addition, measures were implemented to improve their understanding of internal processes and the impact on customer experience as well as their

knowledge of protocols for service excellence. The company's development plan was also further strengthened in a bid to recognize and identify people with the potential to be trained and prepared for future leadership roles.

In its offices, the company sought to foster the development of young professionals through the *Crece* (Grow) regional program to enhance key leadership skills.

Sustainability

Employee well-being initiatives are part of Sodimac Argentina's broader sustainability strategy, which spans all areas of the organization.

Together with a training session on general sustainability concepts, the principal achievements at distribution centers were presented to the supply chain team. One prominent achievement was the implementation of SimpliRoute, a system that manages the delivery fleet with 10% fewer vehicles on the road, reducing CO₂ emissions by 30%.

Reaffirming its environmental commitment, the company introduced a rainwater collection system at stores for use in plant irrigation and general cleaning. In another key effort, the commercial team worked to identify products that meet environmental criteria.

It should be noted that Sodimac Argentina and Sodimac Uruguay publish a joint annual Sustainability Report in which they provide a more detailed account of their initiatives in this field.





Sodimac Argentina Executive Committee

(As of 31 December 2024)



Ricardo Argarate,
General Manager



Soledad Sellanes
Acting Human Resources Manager



Enrique Laplane
Administration and Finance Manager



Santiago Lugano
Commercial Manager



Gonzalo Rodríguez Boido
Distance Sales Manager



Leandro Tenorio
IT Manager



Guillermo Petrino
Operations Manager



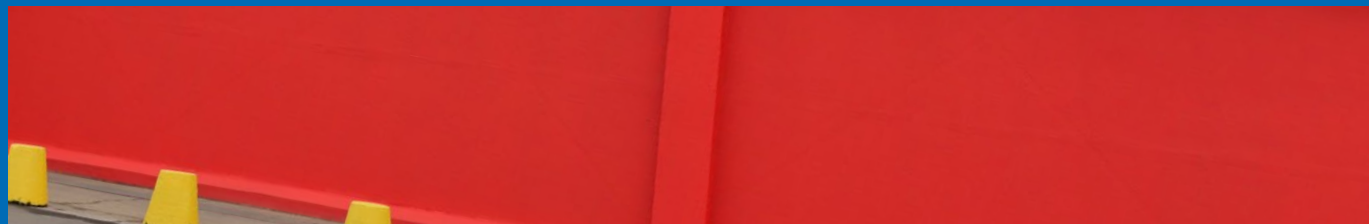
Tomás Ferrari
Logistics Manager



Juan Luis Barandiarán
Manager Sodimac Uruguay



Sodimac Brazil





Sodimac Brazil

A year of solid achievements in results



"We reported a solid performance in 2024, with important growth of sales driven by strategic investments in challenging macroeconomic conditions. We invested in store remodeling, logistics and information technology. We intensified initiatives that benefit our employees. In addition, we reinforced our commitment to the community and sustainable practices in the supply chain and marketing."

Alfonso Barberena,
Director President,
Sodimac Brazil

Customer experience was enhanced through the creation in strategic stores of showrooms for bathrooms, kitchens, doors and windows, offering customers more inspiration for the modernization of their homes, streamlining processes and providing an even more complete and satisfactory shopping journey.

The company made significant progress on the remodeling of stores and the implementation of showrooms to inspire customers. The loyalty program for construction professionals showed very important achievements. The company also made important investments in technology and innovation in the operation of the supply chain and logistics, seeking to improve processes and guarantee consistent and scalable results.

Sodimac Brazil delivered very strong results in 2024, with sales growth driven by strategic investments in a challenging macroeconomic context.

On the commercial front, the company concentrated on optimizing operations. Its principal achievements included the expansion of its assortment, incorporating over 10,000 new products and strengthening categories that drive traffic and innovation.

Customer experience was enhanced through the creation in strategic stores of showrooms for bathrooms, kitchens, doors and windows, offering customers more inspiration for the modernization of their homes, streamlining

processes and providing an even more complete and satisfactory shopping journey.

Improvements to the e-commerce strategy sought to boost both the offer of products and the customer experience, making the purchasing process faster, more intuitive and more efficient.

The integration of physical and digital channels was another area of focus. The omnichannel strategy provided a smoother and more seamless shopping experience, with options such as store pickup and online purchases with home delivery, as well as continuous support in digital channels and physical stores.

Investments in logistics

2024 was a pivotal year for the evolution of Sodimac Brazil's supply chain and logistics operations.

With a focus on operational excellence, agility and customer service, it made significant investments in technology and innovation to improve processes and guarantee consistent and scalable results.

**52** store**190,466** m²
of sales floor**2,826**
employees **39,496**
hours of training

The company implemented the RELEX system, a planning and optimization tool that increases the accuracy of demand forecasting and store stocking. This solution allows inventory to be aligned with actual needs, reducing waste, improving product availability and more actively meeting customer demand.

A complete package of solutions was also implemented, including Cargo Router, a tool that optimizes transport routes for faster deliveries and lower operating costs; a transport management system (TMS) to increase efficiency by facilitating coordination between transport companies and loaders; and a module for real-time dispatch tracking that increases transparency and makes for a more reliable customer experience.

The work of the IT area focused on strengthening the security of processes. The investments made included new tools and systems to better protect both the company and users.

In addition, the IT area introduced innovations aligned with the goals of the business, boosting sales. They included a remote WhatsApp-based payment system for customers and the application of a new PIX-based technology for processing e-commerce payments, which



made the validation process faster and more secure for customers.

Customer relations

For the third consecutive year, Sodimac Brazil held its Construction Professionals Fair. The event took place over three days in the parking lot of the Guarulhos store, featuring 46 internal and external stands, 34 brands and a training truck. It attracted over 2,000 participants and provided 33 theoretical and practical training sessions, both in-person and online.

The Sodimac Construction Professionals' Circle, the loyalty program for this segment, reported excellent results, with a 22% increase in registered customers and a 25% increase in total buyers.

During the year, the company launched a number of marketing campaigns with positive results. The traditional *Bota Fora* (Throw Out) sale in March, Sodimac's Anniversary in September and Black Friday all achieved significant sales results.

Sodimac Brazil also deepened its commitment to offering an ever better service to its different customer segments.



Strategic actions in this field included the creation of a new WhatsApp customer service channel that provides a more agile and personal experience.

The improvement observed in customer satisfaction, as measured by the Net Promoter Score (NPS), reflected the positive impact of the measures implemented during the year.

Financing

The Sodimac Credit Card remained popular among customers as an excellent financing option, increasing its share of the company's total sales. A secure payment link option was launched to further boost consumers' experience.

In the corporate segment (Sales to Companies), Sodimac established a new alliance with an insurance company and a financial analysis office, expanding credit options for small, mid-sized and large companies. To guarantee the security of electronic payment transactions, it also established an alliance with one of the world's largest companies in this sector. This not only mitigated financial risks and chargebacks but also contributed to a safer and more reliable customer experience.

Employees

The company achieved significant progress on the engagement index, which measures employees' commitment to the company's goals.

There was also an increase in the Employee Net Promoter Score (eNPS), an indicator of how likely employees are to recommend working for the organization, and in the leadership index, which assesses employees' perception of their leaders' effectiveness.

These achievements were possible thanks to the strengthening and resumption of important programs for employees' professional and personal development, such as recognition initiatives, listening to teams' concerns and the development of leadership. In the case of benefits, alliances were strengthened, making well-being initiatives even more accessible and encouraging their use.

During the year, particular emphasis was given to training. Technical training in various areas was strengthened, prioritizing the sale of projects, with a new approach, along with service to professional customers through Maestro PRO.

On the commercial front, the company concentrated on optimizing operations. Its principal achievements included the expansion of its assortment, incorporating over 10,000 new items and improving customer experience through the implementation of showrooms in stores and the remodeling of two stores.





Sustainability

Sodimac Brazil reinforced its commitment to responsible procurement through the adoption of sustainable and transparent practices at every stage of the supply chain.

The company works closely with its suppliers, which include large, mid-sized and small enterprises, fostering relations anchored in ethical principles and social and environmental responsibility.

The company also developed processes that prioritize the quality of products and services and respect for labor rights. It encourages suppliers to apply practices that minimize environmental impacts and promote the well-being of their communities. These actions are essential to ensure that the operation is not only efficient but also responsible and aligned with the expectations of customers and society.

The company also continued to implement measures for the benefit of communities. In alliance with the Ação Renascer organization, it supported families affected by the heavy rains in Rio Grande do Sul. As an additional form of assistance, it also donated Kolor paint to restore the damaged homes of over 300 families.

At the same time, the company expanded its range of construction materials with a lower environmental impact, such as certified coatings and flooring, as well as products that contribute to water saving, energy efficiency and the responsible use of natural resources.

Sodimac encourages consumers to adopt more sustainable practices in their home improvement projects by offering guidance and support in choosing solutions that not only meet their needs but also benefit the environment.



Prizes and recognitions in 2024

- For the 21st consecutive time, Sodimac Brazil was awarded the Top of Mind Prize for the Baixada Santista region in the Construction Materials Store category.
- The company received the MESC–Best Companies in Customer Satisfaction Award 2024 in the Construction Retailers category. It also stood out in the ranking of the 100 Best Companies on Customer Satisfaction.
- The company was awarded the Reclame Aqui Prize in the Online Store–Large Operations category. This was the fifth consecutive year that Sodimac



Brazil was nominated for this award, which is one of the most respected in Brazil because the companies that offer the best service are chosen by popular vote.

- The company received the Destaque Expo Revestir & Revista Anamaco Prize, awarded to the country's main sellers of ceramics and sanitary ware, based on the evaluation of criteria such as product display, customer service quality and alliances with the industry.

Challenges for 2025

Sodimac Brazil will continue to consolidate the brand and strengthen its position in the local market, standing out for the quality of its products, personalized service and commitment to the customer.

At the same time, its focus will remain on sales growth, seeking to continue expanding online sales, optimizing the customer experience and broadening its assortment of products to satisfy the demands of today's consumers efficiently.



Sodimac Brazil Executive Committee

(As of 31 December 2024)



Alfonso Barberena
Director President



Claudio Marassi
IT Director



Dagmar Duarte
Internal Audit Director



Fernanda Cristina Ballura
Human Resources Director



Jorge Caire
Commercial, Marketing and
Ecommerce Director



Maria Helena Magalhaes
Legal Director



Marcos Onety
Operations Director

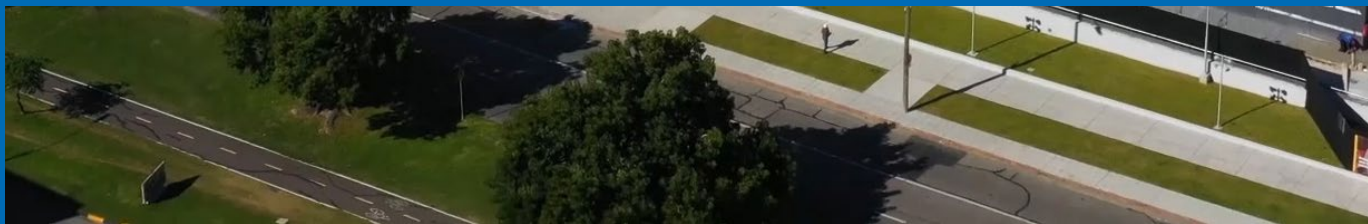


Michael William Cardoso Pontes
Supply Chain Director



Ricardo Pinto
CFO-Finance Director

Sodimac Uruguay





Sodimac Uruguay

Great growth in profitability, sales and the digital channel



“We had a year of great sales growth and good bottom-line results on profitability, reporting particular progress on e-commerce and a strengthened product assortment. We also took measures to enhance customers’ experience and communication with them. In addition, we implemented different initiatives for the personal and professional well-being of our employees and reaffirmed our commitment to the communities of which we form part.”

Juan Luis Barandiarán,
Manager, Sodimac
Uruguay

The company boosted its value proposition and commitment to customers, reaffirming Sodimac’s position as the preferred option for home improvement and construction. The company transformed economically challenging conditions into an opportunity to deepen its relations with consumers and consolidate its position of leadership in the sector.

In 2024, Sodimac Uruguay achieved triple-digit profitability growth in its bottom line. This was largely due to a significant increase in operating margin, thanks to the efficiency plans the company has implemented year after year, aligning expenses with the level of activity.

Annual sales growth was higher than inflation, reflecting primarily an expansion of the product assortment, with the incorporation of new imported products, and strong growth of the digital channel.

Major advances were achieved on e-commerce. This channel’s contribution was up on the previous year. Visits also increased, driving a rise in the general conversion rate, with an important increase in orders.

Bottom-line profitability showed triple-digit growth, explained largely by a significant increase in operating margin, thanks to the different efficiency plans the company implements each year.

Commercially, a key feature of the year was the important growth of the digital business in categories such as paint, furniture and home appliances, encouraged by omnichannel campaigns.

The Cyber Monday event, organized in June and November by the Uruguayan Chamber of the Digital Economy, was once again one of Sodimac’s most important campaigns in terms of transactions and visits.

In the case of commercial alliances, the company began to offer the BBVA Sodimac credit card online and maintained its activities with the OCA financial services company, which supported the *Días del Hogar* (Home Days) initiative. Advertising banners were also launched on the site as part of a monetization strategy.

One of the key areas of improvement was efficiency in payment channels. This was reflected in a consistent reduction in cost over total sales and a very significant increase in return on the investment.

The Plaza Italia store was remodeled to offer customers with a more attractive proposition. The renovations included changes to the layout of the construction materials and

**4** stores**33,619** m²
of sales floor**414**
employees**1,814**
hours of training

tools sections, the relocation of the store pickup point and a new sizing service area. The remodeling also increased the profitability of the space since part of it (15%) was sublet.

Progress on operations

Over the course of the year, Sodimac Uruguay faced a number of challenges in its operations and the continuous improvement of processes and work teams. In response, it focused on optimizing efficiency without compromising service quality or the customer experience.

The company launched campaigns to improve communication with its customers, using clear and timely messages. These efforts aim to build closer relations and trust, ensuring that consumers feel heard and supported.

At the same time, the company implemented an interactive response system (IVR) that meets PCI Compliance standards. This enables customers to manage their sensitive card information directly, ensuring a more secure experience.

A new post-sales service for business clients was launched, offering solutions tailored to their needs, in order to provide timely and efficient attention.



In response to the increase in its level of operations during the year, the company focused on strengthening logistics processes, working closely with the distribution center and procurement areas to improve the flow of merchandise reception and its organization in stores.

In addition, it implemented the RELEX purchasing platform, a leading tool for demand planning and store restocking.

Customer experience

As part of its constant efforts to enhance the customer experience, Sodimac Uruguay implemented a series of measures.

They included specific initiatives to identify friction points in the customer journey and preventive solutions to minimize dissatisfaction. In addition, employee training and awareness programs on customer service were reinforced and personalized campaigns were launched to strengthen customer relations. In parallel, response times and service quality were improved across the different channels of contact while new technological tools were introduced to permit more agile and effective interactions.

In marketing, the company intensified its efforts to consolidate Sodimac's position in the home and construction professionals segments.



Major advances were achieved in e-commerce. This channel's contribution was up on 2023. Visits also increased, driving a rise in the general conversion rate, with an important increase in orders.

Backed by its solid value proposition and a customer-centered marketing strategy, the company implemented nine strategic campaigns and more than 20 tactical actions, including discounts and financing options that improved the shopping experience and boosted sales and transactions.

The concept of “Renovating your home feels good” was central to the campaigns, underpinning actions across different categories, particularly finishings (flooring, bathrooms, kitchens and paints). The concept was also effectively extended to other categories such as furniture, decoration and outdoors, reinforcing the consistency of the brand's value proposition.

Campaigns such as *Carnaval de Ahorros* (Carnival of Savings), *Reventón* (Blowout) and *BlackWeek* were geared entirely to sales and, with discounts and special offers tailored to customers' needs, had a strong impact. In parallel, the *Dueños del Clima* (Owners of the Climate) and *Electro Flash* campaigns drew attention to the company's differentiated proposition on air conditioning and electrical appliances while the *Especial Construcción* (Construction Special) campaign strengthened the company's presence in the professional world.

Finally, the company's participation in events like Cyber

Monday, supported by creative designs and messaging, further strengthened ties with consumers and consolidated the brand as the best choice for home improvement and construction.

Employees

In the culture survey, Sodimac Uruguay showed progress across all indicators, with an 11-point increase on engagement and in the Employee Net Promoter Score (eNPS) compared to 2023, and a 12-point increase on leadership.

In the second half of the year, Sodimac Uruguay joined Sodimac Argentina in launching Wellness #ModoON, an initiative to promote employee well-being. The program included activities to encourage preventive healthcare among women on, for example, breast cancer.

The company has demonstrated a sustained commitment to its teams' learning and development and, in 2024, provided 1,814 hours of training. Sodimac views training as a fundamental pillar of its growth.

The company's efforts to support employee development focused on three areas: formal and continuous feedback, mobility, and learning. In line with its commitment to





continuous development, the company strengthened the Falabella Academy, a platform that offers a broad catalogue of training courses.

In stores, it continued to implement its Development Plan to recognize and identify people with the potential to be trained for future leadership roles.

In stores, the company also sought to ensure excellence in customer service. To this end, it worked to equip its sales personnel with technical knowledge about both products and projects, implementing training programs and fairs together with suppliers. Other measures sought to improve employees' understanding of internal processes and the impact on customer experience as well as knowledge of protocols among sales personnel, checkout staff and in other operational areas.

In its offices, the company continued to foster the development of young professionals through the *Crece* (Grow) regional program to enhance key leadership skills.

Sustainability

Sodimac Uruguay publishes an annual Sustainability Report together with Sodimac Argentina, providing an account of its initiatives in this field.

As every year, the company reaffirmed its commitment to the community through strategic alliances.

In the first half of the year, the company participated in

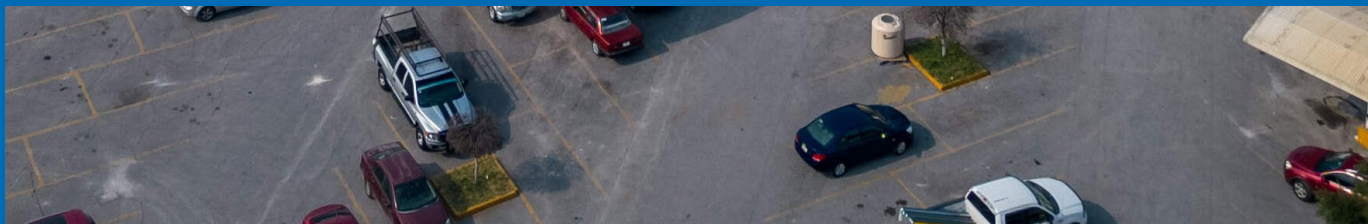


the Inclusive Projects for the Employability of People with Disabilities program, conducting mock job interviews for 23 of the program's graduates in a bid to support their workplace insertion.



In the second half of the year, the company joined the Techo foundation in a volunteering day to build two homes. It also participated in the foundation's annual fundraising campaign, *Un Ladrillo para Techo* (A Brick for Techo).

Sodimac Mexico





Sodimac Mexico

Growing and consolidating its presence in Mexico among households and construction professionals



"We continued to strengthen our positioning among Mexican families and construction professionals. We opened stores in Guadalajara and Monterrey, two of the country's largest and most important cities, giving us a total of 15 stores across nine states. We introduced different innovations in both our physical stores and e-commerce to enhance the customer experience. This was supported by important investments in technology. We also intensified training, seeking the integral development of our employees. Our loyalty program for professional customers grew significantly and we successfully held our first training event for these professionals."

Eduardo de Vries,
Director General,
Sodimac Mexico

The company opened two new stores in strategic cities with strong development prospects. In October, it inaugurated a store in Guadalajara, its first in the State of Jalisco, expanding its coverage to nine states across the country. In May, it went on to open its third store in Monterrey.

Sodimac Mexico continued to pursue its growth plan. It opened two stores, bringing the total in the country to 15, offering solution centers to inspire customers with high-quality products and brands and the best experience. The company also continued to advance in its process of brand construction in a market that is atomized and has great potential. The company reported important achievements on logistics, internalizing the operation of its distribution centers and implementing a range of innovations.

In October, Sodimac Mexico opened its first store in Guadalajara, marking its debut in the State of Jalisco, the ninth state where it now operates. Guadalajara, Mexico's third-largest city, is a strategic location and has great growth potential.

In May, the company went on to open its third store in Monterrey, a city with good development prospects where Sodimac has proved popular since entering the market in 2021.

A number of other stores were remodeled and measures were taken to enhance customer experience. The latter included ongoing employee training in a bid to ensure service excellence.

In addition, the company standardized price displays and information in all stores as well as technical data sheets across more than eight product categories. RFID technology was introduced in the flooring category to ensure a complete offer of products. Together with the incorporation of electronic shelf tags in the flooring and lighting sections, this reduced the time required to implement price changes.

As part of a long-term strategic alliance, Sodimac Mexico also held a Supplier Meeting, which was well attended.

Progress on logistics

In the dispatch areas of all 15 stores, the company successfully completed training in the Simpliroute routing and tracking system. This provides real-time



Sodimac continued to strengthen its brand among both home and professional customers. Highlights of the year included the growth in membership of the Sodimac Construction Professionals' Club (CES), the company's loyalty program for construction professionals, and the well-attended first version of the Sodimac Expo Constructor training event.

15 stores



132,674 m²
of sales floor



1,825
employees



89,043
hours of training



visibility of delivery vehicles and route compliance, which will enable the company to measure its efficiency in terms of timely order preparation, vehicle utilization and drivers' compliance with routes.

Product availability exceeded 95% in the store openings in Guadalajara and Monterrey, implying a robust and innovative range of products for customers in these regions.

In March, Sodimac internalized the operation of its Tultitlán and Caplan distribution centers, seeking to achieve efficiency gains and improve service across all channels and for both internal and external clients. This resulted in annual savings of more than 7% of the gross asset value (GAV) of logistics in the operation of the distribution centers.

In June, the company completed densification of the Caplan distribution center, increasing storage positions by 40% within the same number of square meters.

Brand positioning

Sodimac continued to work on brand construction among its home customers and construction professionals, using a 360° omnichannel communications strategy that included both online and offline channels. In this field, a key feature of the year was the brand's presence on free-to-air television across all its markets, strengthening its value proposition and commitment to customers.

Marketing campaigns showed an important level of return on investment and were reflected in sales growth on 2023. Key events included the Hot Sale, Buen Fin (Good Weekend) and Anniversary campaigns. In addition, the 2023 Anniversary Campaign was recognized in 2024 in the retail category of the prestigious Effie Awards, reflecting the company's commitment to creating experiences that resonate with customers' culture and needs.

The first edition of Sodimac Expo Constructor, endorsed by the Mexican Chamber of the Construction Industry

(CMIC), was a great success. This free training event attracted over 2,150 construction professionals, who were able to attend more than 50 workshops and learn about the latest trends in the sector in products from 32 key brands.

The Sodimac Construction Professionals' Club (CES) loyalty program showed an important increase in membership as well as double-digit growth in sales and members' transactions. At the beginning of the year, the company also launched improved benefits for CES members.

Sodimac Mexico's development takes place under the agreement signed in 2016 by the Falabella group and Organización Soriana to grow the home improvement chain and expand the Falabella credit card, offering financing options that enable customers to materialize their projects.

Use of Falabella card in Sodimac continued to expand in 2024, showing an important increase as a percentage of total sales. It is now the second largest financial institution in this payment category.



*The company was once again recognized in the **Súper Empresas** ranking by the Expansión magazine and the TOP Companies consultancy firm. It comprises companies that stand out on talent management and their work climate.*

Technology

In 2024, the company launched two strategic IT projects, which will be completed in 2025: the implementation of a Supplier Portal to improve communication and interaction with the company's business partners, and the design of a medium and long-term technological model that will equip it with the capacities it will need going forward.

To simplify life for customers and employees, a number of apps were developed to control, automate and digitalize processes in different areas. These include functionalities to boost sales to CES customers as well as others to improve operational efficiency in stores and distribution centers.





People

Sodimac Mexico was once again recognized in the *Súper Empresas* ranking by the *Expansión* magazine and the TOP Companies consultancy firm, thanks to its talent management and work climate. The *Súper Empresas* certification is awarded to companies that stand out on organizational culture, professional development, diversity and inclusion policies and employee benefits.

The company also received a distinction at the national level from the Mexican Social Security Institute (IMSS) for its adherence to the Safe and Healthy Work Environments Program (ELSSA).

Importantly, the company created 402 new jobs in 2024. This was thanks to the two store openings and the internalization of operations at the two distribution centers.

In 2024, 192 employees were promoted internally. In addition, the company launched the *Vamos x + Proyectos* (Let's Go for + Projects) training program, focusing on technical knowledge about projects. Its over 6,000 courses were attended by 54 heads of area and 572 salespeople and professionals.

The company's concern for its employees was also reflected in alliances with educational institutions to facilitate their ongoing development through access to studies at different levels.





Sodimac Mexico Executive Committee

(As of 31 December 2024)



Eduardo De Vries
Director General



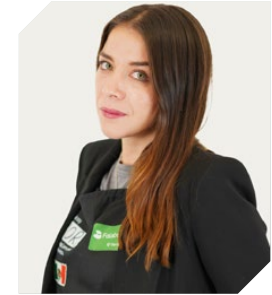
Gerardo Guzmán Leautaud
Administration and Finance Director



Luis René Téllez Cabrera
Projects Director



Gabriel Antonio Álvarez Barragán
Operations Director



Nora Todd
Human Resources Director



Carlos Yparraguirre
Commercial and Marketing Director



David Mauricio Mosquera Gómez
Logistics Director



Adriana Ordóñez Caro
Audit Director



José Luis Calderón
Assistant Systems Director



Gabriel Espinosa de los Monteros
Legal Director



Sodimac Imperial



Imperial Strengthening leadership in the furniture-making world



"2024 was a year of growth and consolidation of our sales channels. We continued to progress on the conversion of traditional stores to the self-service model, which has strengthened our leadership in the furniture-making world by enabling us to provide professional customers with a better service and broader assortment. We also made significant progress on digitalization, incorporating technologies that optimize both the customer experience and operational processes. In addition, we continued to work on initiatives for the benefit of our employees and surrounding communities as well as the environment through a reduction in the impact of our operations."

Rodrigo Fuenzalida,
General Manager,
Imperial

The self-service format has consolidated Imperial's leadership in the furniture-making sector, especially its predominance in wood boards and services for projects. Sales of boards with sizing services, such as cutting and edging, were up by an important 20% on 2023.

The company strengthened its value proposition for professionals in furniture-making and construction projects, taking a range of measures that improved customers' omnichannel experience. It converted its sixth store to the self-service format while the Furniture Experience Center experienced significant growth, strengthening ties with customers. Initiatives for the benefit of employees were reflected in improved culture survey results. In addition, the company increased the recycling of waste generated by the operation and consolidated its programs for the community.

In 2024, Imperial converted a sixth store to the self-service model and strengthened its Furniture Experience Center as well as making technological and logistical improvements for a more efficient delivery service to customers.

The company advanced on the conversion of its traditional stores to the self-service model, successfully

remodeling its store in the city of Concepción. This new model gives customers direct access to products, improving the shopping experience. Over the years, the company has optimized and streamlined the conversion process, achieving greater efficiency and quality with each new opening.

The self-service format has consolidated Imperial's leadership in the furniture-making sector, especially its predominance in wood boards and services for projects. Sales of boards with sizing services, such as cutting and edging, were up by an important 20% on 2023, while the express sizing service grew by 8%.

This innovation has also strengthened the finishings area, with a focus on offering a broad assortment in categories such as flooring, bathrooms, paint and tools. The company has also boosted its position in the sub-distribution channel and the assortment required to find everything required for kitchen design and remodeling. In this field, it has positioned its Kutz own brand as an accessible and high-quality alternative.

**13** stores**71,302** m²
of sales floor**911**
employees **29,668**
hours of training

Digital transformation

Imperial has made significant progress on its digital transformation, implementing key technologies that optimize customer experience and operational processes.

As part of its omnichannel strategy, it created solutions that offer the same experience across physical and digital channels. As a means of increasing the range of products available from stores, the company introduced an option to allow customers to use the website and stores' self-service kiosks to order items not in stock for store pickup.

In addition, it worked on Search Engine Optimization (SEO) processes to position strategic product categories. At the same time, content about products was improved by standardizing attributes and information. These measures contributed to the company's excellent results in Cyber events when it met its targets.

In e-commerce, the chain upgraded its website and app platforms to provide customers with the best shopping experience and the widest product assortment for their projects.

In another milestone, a change in checkout technology streamlined the payment process in the self-service model. This advance, which sought primarily to improve barcode scanning, made for a more efficient and faster shopping journey.



The launch of the Shift shift-management tool marked another crucial step in the company's digital transformation. By integrating all the necessary data to forecast customer service demand in stores, this tool permits more accurate shift assignments and improves service.

Imperial also advanced in the digitalization of the post-sales area, focusing on digital communication with customers through social media. This channel strengthened the company's ties with customers by enabling it to be closer to them at all times and offer them agile and effective support. In this way, the company continued to consolidate its commitment to technological innovation, enhancing the customer experience at all points of contact.



Investments in technology

The implementation of a number of logistics measures increased truck load rates by 10% and reduced freight costs by the same margin. In addition, there was a 14% increase in suppliers using Cross Docking, the fleet was modernized and a tender took place for Trunk Transport in the Santiago Metropolitan Region.

A last-mile transport management system (TMS) was implemented for the automatic assignment of transport and routes. This is a great achievement that will significantly enhance delivery services to customers by improving the administration of freight and its destinations, permitting online tracking and providing customers with details about their orders.

Dispatches were centralized, unifying the management, coordination and control of transport. Store hubs were also developed to boost dispatches from those facilities, improving delivery times.

In the case of technology, a key event was the migration of over 400 controls to JadAPI, mitigating technological obsolescence and advancing on the development of multi-platform services. Self-checkout systems were also switched to JadAPI, optimizing the process for customers and resolving endemic problems.

On data privacy and consent, the company adhered to regulatory and legal corporate standards for the collection and treatment of data. It also achieved PCI V 4.0 recertification (Payment Card Industry Data Security Standard) for 2024–2025, ensuring compliance with international card payment security standards.





Finally, Imperial migrated its B2C App platform to Flutter technology to prevent obsolescence and an end to support. In addition, it migrated from Oracle Commerce Cloud to the Open Storefront Framework for its B2C web platform.

Service quality

The Furniture Experience Center (CEM) experienced significant growth, serving over 4,000 customers, thanks to a significant expansion of the range of courses and training it offers. Imperial aims to be a partner in its customers' projects as well as providing inspiration,

materials and smart solutions for architects, designers and other professionals. With the opening of its first centers in the cities of Puerto Montt and Concepción, CEM reached nine of Chile's regions.

Service quality improvements, which sought to offer the different customer segments an ever better service, were reflected in a higher Net Promoter Score (NPS) in stores.

The participation of characterized customers grew strongly, increasing by 7% on 2023. This reflected the strengthening of relations with the most loyal consumers through strategies that focused on personalization of the shopping experience and loyalty building.

As part of its omnichannel strategy, Imperial created solutions that offer the same experience across physical and digital channels. As a means of increasing the range of products available from stores, it introduced an option to allow customers to use the website and stores' self-service kiosks to order items not in stock for store pickup.

In marketing, Imperial achieved significant progress towards the goal of consolidating its presence among both furniture makers and contractors. Innovative campaigns and digital marketing strategies were used to strengthen the emotional connection with people.

The company's alliances with influencers, furniture makers and contractors played a key role in reinforcing the brand's image as a benchmark in high-quality tools, melamine, flooring and products for remodeling bathrooms and kitchens.

Every month, the chain organized Construction Professionals Fairs, featuring innovative presentations and live product demonstrations. These were accompanied by project-focused campaigns for professionals, enabling the company to further strengthen relations with customers and suppliers.

Concern for people

Imperial maintained its flexible work policy, with hybrid arrangements in those areas where this is possible. It also continued to implement the Más Días para Ti (More

Days for You) program under which employees have additional days off.

The third edition of the Construyamos tu Idea: Versión Colaboradores (Let's Build Your Idea: Employee Version) program awarded six prizes of materials and Imperial products to the winning home improvement projects. This initiative helps improve the housing of employees and their families and, therefore, their quality of life.

As in previous years, Imperial conducted a workplace culture survey. This is its principal listening tool for learning about employees' perceptions of the work climate and leadership. In 2024, it showed a ten-point increase on the previous year.

The company also gave priority to increasing workplace safety at its facilities. The CEAL evaluation tool showed that no workplace had a high level of risk.

In 2024, the company provided a series of benefits for employees, including undergraduate and postgraduate educational scholarships.



The number of women in posts as managers or assistant managers increased by 1.5 percentage points to 27.5% of the total.

The third edition of the Self-Service Program was implemented. It has been standardized to facilitate learning about the self-service model and adoption of the corresponding work routines when a store transitions to it. This supports effective change management and accelerates role adjustments and adoption of this format's level of service as well as productivity.

The implementation of new labor laws, such as the 40-hour week and the Karin Law, represented another line of work.

At the end of the year, workforce management had established control of spending that directly affects the business's profitability.

Close to communities

For the fourth consecutive year, Imperial implemented Juntos Construyamos tu Idea (Let's Build Your Idea Together), a social investment program to which neighboring communities can apply for funding to renovate community spaces. One of the key projects in 2024 was that presented by the Neighborhood Association N°15 of the Población Oriente in Santiago's Peñalolén district to repaint the facades of houses defaced with graffiti.

The Imperial Sports Schools program was implemented for the second consecutive year with great success. In 2024, it incorporated the community near the Reñaca store with which it proved very popular. In total, the seven sports schools that took place benefited 147 children.

Care for the Environment

Imperial strengthened its commitment to care for the environment through responsible waste management at its facilities. It consolidated the proper disposal of hazardous and non-hazardous waste by working with specialized suppliers, who guarantee its collection,

transport and final disposal in accordance with the regulation in force.

The high volume of boards and melamine processed by Imperial means that sawdust is its principal form of waste and it has made continuous efforts to optimize its responsible management. In 2024, the company ensured the correct operation of the centralized vacuum systems of cutting machines, maximizing the efficiency of sawdust collection. This material is sent to Gesma, a strategic ally, for conversion into biomass, making a significant contribution to the sustainable generation of thermal energy and reducing the impact on the environment.

The distribution center's wood pallet recycling system has shown consistent results. The pallets are recovered and reused by a specialized supplier, avoiding their disposal as waste and fostering the efficient use of resources.

Control and tracking of the waste generated were increased through the Environment Ministry's Single-Window System, which maintains a detailed record of the amounts of waste managed, based on supplier invoices and official environmental declarations.



Challenges for 2025

Imperial will continue remodeling stores, converting them to the self-service model, in order to boost the customer experience.

It will further develop and improve the store hub model to improve service and reduce delivery times. It will, in addition, be moving towards same-day delivery from its stores.

On sustainability, the company will deepen its initiatives to support employees and nearby communities as well as expanding its recycling policy for the waste generated by the operation.



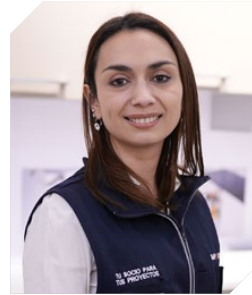
Imperial Management Team



Rodrigo Fuenzalida Frugone
General Manager



Edison Azúa Cáceres
Legal Compliance Manager



Francisca Andrea Gutiérrez Morales
Human Resources Manager



Cristián Herceg Llodra
Commercial Manager



Robinson Martínez Bustos
Operations Manager



Javier Andrés Osorio Escobar
Assistant IT Manager



Francisco Quiroz Pinnau
Digital Channels Manager



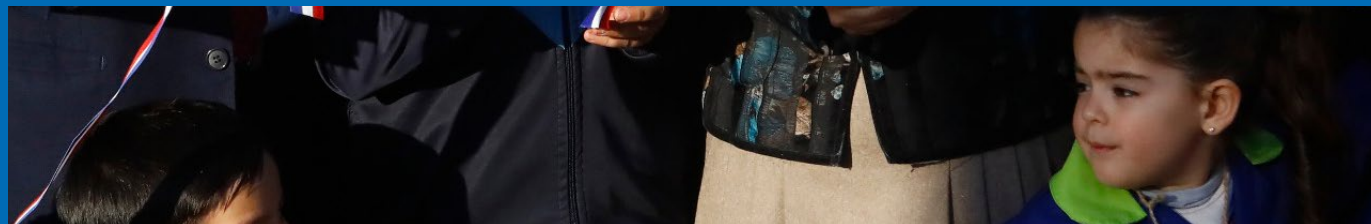
Christian Trepte Farías
Logistics Manager



Sebastián Vocke Vieille
Administration and Finance Manager



Sustainability





Integrating ESG impacts into the strategy of the business and its management

Sodimac incorporates sustainability into the structure of its corporate governance, institutionalizing it at the highest level and across all areas of the company. This enables it to establish clear and transparent targets and facilitates the implementation, measurement and control of its different programs and actions. In 2024, the company achieved important results across the different dimensions of sustainability, with a particular focus on employees and customers.

In 2024, Sodimac made decided progress on its sustainability strategy, one of the three pillars of its development, along with customer experience, and profitability and growth.

The company integrates sustainability into the structure of its corporate governance, institutionalizing it at the highest levels – the board of directors and senior management – as well as across all the different areas of the organization.

In this way, it ensures that sustainability is a formal part of strategic planning, enabling the company to set clear and transparent targets and facilitating the implementation, measurement and control of programs and actions, with their advances and setbacks.

The company continued to work on the commitments it entered into voluntarily as part of the UN Sustainable Development Goals (SDGs) in terms of managing and reducing the business's negative impacts and creating value for the context in which it operates. In the management of its business, the company also takes into account the ILO's Principles concerning Multinational Enterprises and Social Policy, the UN Guiding Principles on Business and

Human Rights, the principles of the UN Global Compact, ISO 26000 and the Global Reporting Initiative (GRI).

In all the countries where it operates, Sodimac uses a Sustainability Index to measure its integration of sustainability into the management of its business, using concrete indicators of its economic, social and environmental performance to identify gaps or opportunities for improvement, with an emphasis on the areas that are most critical for the business's sustainable development.

In 2024, Sodimac's parent company, Falabella, ranked as one of the ten most sustainable companies globally in the retailing category of the Dow Jones Sustainability Index (DJSI). In this category, it took top place in Chile and second place in Latin America. The company ranked sixth globally in this category, positioning it in the top 2% out of the more than 450 companies assessed. This marked Falabella's ninth appearance in the DJSI as one of only two Chilean companies in the World Index as well as being included in the MILA and Chile indices. The DJSI highlighted Falabella's performance in key areas such as labor practices, customer relations, cybersecurity and climate strategy.

Responsible procurement

Sodimac's suppliers are a fundamental part of its sustainability policy and it has built long-term, transparent and mutually beneficial ties with them, seeking to achieve rigorous compliance with the agreements signed on matters relating to commercial relations.

The company uses all the information services available in the market to ensure suppliers' ethical standards. It also makes a point of communicating its best practices and knowledge about responsible production to its supplier base, particularly small and mid-sized companies.

Sodimac has a Responsible Trade Policy to safeguard the quality and safety of its products and ensure they are produced sustainably. Under this, suppliers must meet requirements on compliance with regulation, workplace safety, verification of product labeling and care for the environment. The combat and eradication of child labor are a matter of great importance to the company, which implements internal awareness-raising policies that include suppliers who, in order to operate with Sodimac, must not employ children.



Sodimac's responsible procurement policy is designed according to the guidelines suggested by the Supplier Ethical Data Exchange (Sedex). This international non-profit organization seeks to promote improvements in business practices as regards supply-chain ethics and responsibility. Its platform also allows suppliers themselves to evaluate their performance in different fields.

The company carries out inspection visits to production plants and tests products and their compliance with minimum technical standards (SPEC). It also seeks to ensure that customers have a good user experience. It has an internal quality control laboratory to test products' safety and functionality. This laboratory is certified under the LEAN 5S philosophy.

Sodimac's aim is for suppliers to grow alongside the company in a joint quest to develop innovative and sustainable alternatives for customers. It seeks particularly to offer opportunities for small and mid-sized companies and to pay them opportunely. The company was once again recognized as one of the best companies in Chile on paying suppliers in the ranking by the Chilean Association of Entrepreneurs (ASECH) and the Product Exchange.

Customers

To understand customers' needs and expectations, Sodimac uses a series of channels for contact with them and feedback. They include mystery shoppers, surveys of satisfaction and the Contacto Sodimac (Contact Sodimac) listening channels. Based on this information, which it analyzes daily, the company introduces changes and improvements.

It also uses the Net Promoter Score (NPS) management model to measure customers' satisfaction and their perceptions of the quality of their shopping experience. This indicator showed improvements on 2023.

The company's daily efforts to offer customers the best proposition, always acting responsibly, were recognized in the different countries by prestigious studies, which reflected consumers' appreciation of the brand and trust in it.

Together with its suppliers, Sodimac constantly seeks to support construction professionals by offering them free training through large-scale fairs and loyalty programs. In 2024, Sodimac Mexico successfully organized its first training event for construction professionals while, in





Chile, Peru, Colombia and Brazil, other similar events once again took place.

In the case of home customers, Sodimac sought to enhance the in-store experience, incorporating new spaces for inspiration and innovative services developed in alliance with startups, using artificial intelligence and other technologies. The company also put particular emphasis on supplying families with products to address the ever more frequent climate events, such as heat waves, wildfires and storms, which affected various countries.

Sodimac's marketing communications are governed by strict ethical parameters based on good faith, fair competition and correct promotional practices. The company voluntarily adheres to advertising codes of ethics and self-regulation principles.

In this framework, it implements initiatives focused on sustainability to foster awareness of the importance of care for the home, saving and protection of the environment. One of the most important platforms in these efforts is its *Hágalo Usted Mismo* (Do It Yourself) YouTube channel. Marketing campaigns are also aligned with the company's commitment to respect, non-discrimination and the promotion of diversity.

Employees

In 2024, Sodimac intensified its efforts to foster the well-being of employees, with a focus on training for professional development and strengthening leadership in line with the company's goal of offering customers the best omnichannel experience. During the year, the company provided a total of over 1.1 million hours of training around the region.

As part of its commitment to employees' quality of life, Sodimac also provided a range of benefits in areas that include the family, housing, education, health and recognition.

In an important feature of the year, Sodimac Chile rebuilt the homes of 24 employees affected by a huge fire, an effort that involved both human and financial resources. Similarly, in Colombia, the company continued to implement the *Juntos por tu Hogar* (Together for Your Home) program to help employees who are still building their homes.

The company is firmly committed to diversity, inclusion and non-discrimination and has policies in this field that govern its actions both internally and in relation to society.



Within the organization, Sodimac actively promotes respect for cultural, social, generational and sexual diversity as well as advancing on gender equity to ensure equal opportunities for men and women.

To provide a more inclusive service for customers, Sodimac Chile continued to expand the Silent Hour initiative in its stores to support customers and employees on the autism spectrum. By the end of the year, this initiative was in operation in a total of 41 stores.

Employees value the company's concern for their quality of life. This was borne out by the results of the Employee Net Promoter Score (eNPS) as well as a number of recognitions, such as that received by Sodimac Mexico in the Súper Empresas (Super Companies) ranking of companies for their talent management and work climate.

Governance

In 2024, Sodimac completed its second Human Rights and Business Due Diligence, including its office in China. The company seeks to establish and strengthen mechanisms

that safeguard respect for human rights in all their dimensions and are based on ethical values and principles. The value of the human person and consideration for a person's dignity and fundamental rights are at the core of the behavior of Sodimac's executives and employees.

Sodimac rejects all forms of discrimination and corruption in accordance with the ten principles to which it voluntarily adhered when it signed the UN Global Compact. In addition, the company forms part of the Gold community of the Global Reporting Initiative (GRI), which seeks to foster transparency in companies around the world.

The company has a Corporate Integrity Program to identify, prevent and address any situations at odds with its values. Its different norms and controls include the Code of Ethics; Regulation on Order, Hygiene and Safety; the Sodimac Commercial Transparency Policy (TCS), which governs relations with suppliers; and a Corporate Transparency Platform to which employees and other stakeholders can submit complaints or queries on integrity issues. This platform ensures confidentiality, the investigation of each case and an appropriate solution.





Support for communities

Contributing to the quality of life of the communities where it operates and, particularly, the most vulnerable people is an essential part of Sodimac's sustainability strategy.

In 2024, the company went to the aid of families impacted by various emergencies around the region, doing so in alliance with different organizations. In Brazil, it supported communities that lost homes in heavy rains in Rio Grande do Sul. Similarly, Sodimac Chile helped those affected by wildfires and storms through its Construyendo Sueños de Hogar (Building Dreams of Home) program.

In Colombia, Sodimac continued to contribute through its Mejoramiento de Hábitat (Improve Your Habitat) program, helping to reduce housing shortages in vulnerable sectors by providing access to dignified housing. In Peru, the company implemented the Construye Bien (Build Well) project to promote safe construction and disaster preparedness through good practices in the use of materials and the reinforcement of infrastructure. Meanwhile, Sodimac Uruguay continued to strengthen its alliance with TECHO, which included a volunteer day to build housing.

Environment

Sodimac is permanently committed to reducing the environmental impact of its operations and contributing actively to climate action. This was once again reflected in a reduction of its carbon footprint in the countries, such as Peru and Chile, where it is measured. This achievement was recognized by both countries' environment ministries.

As well as seeking to reduce its Scopes 1 and 2 emissions (direct and indirect emissions), Sodimac is also working on Scope 3 emissions (principally those related to the products it markets). To this end, it participates in the global Make it Zero initiative, which works collaboratively with suppliers and other leading retailers.

In Colombia, Sodimac renewed its ISO 14001 certification, reflecting its application and promotion of sustainable practices at all its stores and distribution centers in this country. It was the first retailer in Colombia and, indeed, Latin America to achieve this milestone.

The chain uses renewable energy at its facilities in different countries and implements processes for the efficient use of energy and water.



In 2024, Sodimac Chile achieved important energy savings through its new Energy Management System. This enabled it to save 1,107,892 kWh, equivalent to the annual consumption of approximately 630 households, at the facilities where it is being implemented.

The company also implemented initiatives for the responsible management of the waste generated by its operations. In Argentina, for example, a rainwater

collection system was developed in stores for use in plant irrigation and general cleaning.

The company also sought to expand its range of sustainable products and services, which totaled over 23,000 around the region. This work, which is in addition to efforts to reduce the environmental impact of packaging, is carried out in alliance with suppliers.



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Annual Report 2024

