



APP "Mi Mall" debuted for this Christmas:

Cencosud Shopping launches innovative digital platform for customer relations

- ***At the forefront of new consumer trends and customer experience, the new platform offers various facilities, such as registration for automatic opening of barriers and payment of parking, receiving personalized offers and promotions, information on activities and services, as well as maps with the location of stores in all Cencosud Shopping' malls in Santiago and regions.***

Santiago, December 21, 2021.- Generate more expeditious and frictionless visits, avoiding the queue for paying parking, and in turn getting to know all the stores plus the services, activities and offers available at the various shopping centers of the company, are some of the functionalities of the new Cencosud Shopping app "Mi Mall", which emerged to migrate to omnichannel and be a valuable tool for those who visit its facilities, in a fast and straightforward way, providing a means of two-way communication between consumers and Cencosud Shopping Centers.

"Mi Mall" Cencosud, which will allow you to navigate within the shopping centers with a map of the place, also has a digital directory with all the information of the stores and will provide suggestions for content, activities, and promotions according to user preferences.

"At a time of full transformation of the Retail and Real Estate industry, this platform seeks to enrich the experience of our customers and get closer to them to innovate and adapt our value proposition aware that Customer Journey is already totally hybrid, with clients that coexist simultaneously in the physical and digital world. This is a starting point, and we hope to export this successful model to our Shopping Center operations in the Region", says Rodrigo Larraín, CEO of Cencosud Shopping.

In addition, one of the outstanding benefits of the app is the automatic opening of entry and exit barriers through the digitization of parking payment, avoiding queues, and saving time. For this, there will be two modalities: "Autopass", which allows the user to enroll a card and patent to enter and leave the mall without the need for a physical ticket, with a payment that is made automatically and sends an electronic ticket. And "Autoscan" will allow users to withdraw their physical ticket and scan a QR code from their own phone to pay through the app when they leave.

The launch of the app is loaded with benefits for those who register, such as accumulation of Cencosud Points, discounts on parking, gastronomy, exclusive brands, and gift cards, which



will be raffled by the shopping center, among others. The app is now available to be downloaded on both Android and iOS.

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