

Physical-Digital Ecosystem



FALABELLA GROUP – QUICK OVERVIEW

7 COUNTRIES



DEPARTAMENT STORES



SUPERMARKETS



HOME IMPROVEMENT



FINANCIAL SERVICES



MARKETPLACE



REAL ESTATE

STRONG BRANDS PORTFOLIO



Falabella Ecosystem – an omnichannel strategy



Mallplaza Urban Centers are part of one of the biggest retail ecosystems in Latam.

We offer the opportunity to connect the digital and physical channels, enhancing a richer experience for our visitors and improving the performance of our commercial partners.

The best of our online offer in the shopping centers

market•plaza
by mallplaza & falabella.com



falabella.com

LINIO

mallplaza

Through **market•plaza** by mallplaza & falabella.com we bring to our physical spaces a selection of the best and more innovative products and Sellers from our marketplace businesses. In a colorful and comfortable space, our visitors can easily access products which are normally commercialized online exclusively.

For Sellers – an opportunity to connect with physical visitors

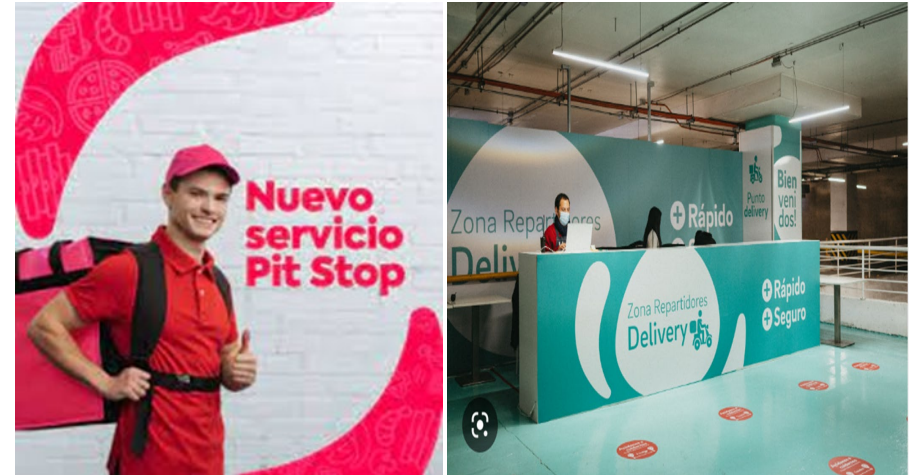
For Tenants – a visitor's traffic attractor

For Visitors – a wider assortment of products and services

Logistics Hub

Mallplaza's **CLICK AND COLLECT** is a space where customers can easily pick up their online purchases from mall's stores.

This solution permit tenants who don't have an own logistic network participate of the e-commerce.



Located in the parking lots of Mallplaza shopping centers, PIT STOP is a meeting point for last-mile delivery drivers and the "runners". The runners pick up the order from restaurants and take it to the delivery area, shortening delivery times.

Free flow parking experience



Through the FPAY App (digital wallet), visitors have a free flow entrance-exit experience. This solution facilitates and promotes traffic to our shopping centers. Visitors can link to this App any payment method of their preference.