

SMU LAUNCHES STRATEGIC PLAN FOR 2026-2028

Santiago, December 3, 2025.— SMU S.A. (“**SMU**” or the “Company”) (Santiago Stock Exchange: SMU) announced its new three-year strategic plan for the 2026-2028 period. The new plan is built around three main pillars: Growth with Value for the Customer; Technological Asset; and Efficiency and Productivity.

SMU’s chief executive officer, Marcelo Gálvez, explained that the progress made under the Company’s current strategic plan, which concludes in December of this year, laid the foundation for the 2026-2028 plan: “Our roadmap for the next three years builds on the significant optimization and consolidation that we achieved in our multiformat strategy between 2023 and 2025. As a result of our decision to accelerate the conversion of the Mayorista 10 format into the Super 10 and Alvi formats, on top of the implementation of our ambitious organic growth plan, we have streamlined our operations in Chile into three formats, with critical mass and well-defined value propositions, positioning us well to compete going forward.”

“In the past three years, we have opened 37 new stores in Chile, and we will add six more openings this month, reaching our target of 43 openings during the period. In Peru, we have opened nine stores and expect to open an additional four in December.”

The Company also achieved progress in its private label strategy, launching more than 500 new products over the three-year period and reaching a sales penetration of 13%. In terms of efficiency, SMU implemented technologies such as digital treasury and voice picking and increased the number of stores with self-checkouts by 66%, giving rise to meaningful productivity improvements. Additionally, the Company achieved savings of more than CLP 3.600 billion over the three years by increasing the number of stores under unregulated electricity rates. SMU also increased the proportion of energy consumption from renewable sources from 3% of its consumption in 2022 to 18% in 2025.

2026–2028 Plan

SMU’s new strategic plan aims to drive growth, competitiveness, and efficiency through three central pillars. Mr. Gálvez explained: “The first pillar of the plan, **Growth with Value for the Customer**, seeks to expand the implementation of our successful prototypes for each of our formats, both in our existing stores and through new openings. We will enhance our assortments, focusing on products that are highly relevant to customers and strengthening our private label and exclusive brands, thereby improving our price competitiveness. In numbers, we will open 38 stores in Chile and 22 in Peru, as well as upgrade 80 Unimarc and Alvi stores. We also aim to increase the share of our private label and exclusive brands in sales to reach 16% in 2028.”

“Secondly, we will continue to develop our **Technology Assets**, providing the flexibility and agility needed to implement tools that best support our business. During this period, we will migrate to a



new cloud environment, implement a new integrated architecture, and incorporate new technologies—including AI agents—contributing to a more agile and efficient organization.”

“The third pillar, **Efficiency and Productivity**, has been a constant presence in all of our strategic plans, and this plan is no different. Between 2026 and 2028, we will maintain our disciplined approach to expenses, while adding further process optimizations and technological tools to drive productivity and help mitigate cost pressures, thereby contributing to profitability. We will expand our logistics network capacity by 25%, supporting organic growth and improving inventory management. We will also achieve savings in electricity expenses by migrating more than 180 stores to unregulated electricity rates, which will also allow us to triple the share of our electricity consumption from renewable sources, reaching 55% in 2028.”

“Finally, our **Sustainable Culture** and CERCA values will support the implementation of the plan, driving shared-value and environmental initiatives that are aligned with business needs and contribute to sustainable development.”

“The **Capex** for the 2026–2028 period will total approximately CLP 370 billion, of which 55% will be allocated to organic growth initiatives, 20% to efficiency and productivity initiatives, and the remaining 25% to operating continuity. This investment plan will be fully financed through cash flows generated by the Company’s operations,” Mr. Gálvez concluded.



About SMU

SMU is a leading food retailer in Chile, satisfying the needs of its B2C and B2B customers with multiple formats (*Unimarc, Alvi, Mayorista 10* and *Super10*) and broad geographic coverage, with operations in all 16 regions of the country. SMU also has a growing presence in Peru, through the brands *Mayorsa* and *Maxi Ahorro*.

Caution Regarding Forward-Looking Statements

This press release may contain forward-looking statements. We have based any such forward-looking statements largely on our current beliefs, expectations and projections about future events and financial trends affecting our business. Although management considers these projections to be reasonable based on information currently available to it, many important factors could cause our actual results to differ substantially from those anticipated in our forward-looking statements. The words “believe,” “may,” “will,” “aim,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “forecast” and similar words are intended to identify forward-looking statements. Forward-looking statements include information concerning our possible or assumed future results of operations, business strategies, financing plans, competitive position, industry environment, potential growth opportunities and the effects of future regulation and competition. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and risks that predictions, forecasts, projections and other forward-looking statements will not be achieved. In light of the risks and uncertainties described above, the forward-looking events and circumstances discussed in this press release might not occur and are not guarantees of future performance. Therefore, we caution readers not to place undue reliance on these statements. Forward-looking statements speak only as of the date they were made, and we undertake no obligation to update or revise any forward-looking statements included in this press release because of new information, future events or other factors.

Contact Information

For investor inquiries, please contact:

Carolyn McKenzie: cmckenzie@smu.cl

Juan José Santomingo: jsantomingo@smu.cl

For media inquiries, please contact:

Andrea Osorio: aosorioy@smu.cl

Arturo Baeza: abaeza@smu.cl

Juan Pablo Besa: jbesa@smu.cl

