

COMPANY PERSPECTIVE

November 2024



SAFE HARBOR

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The ecosystem strategy and key initiatives will leverage our strongest assets



Brand



Loyal customer base

Weekend.



Brands and assortment



Footprint



Financial services capabilities

CONTINUE STRENGTHENING OUR STRATEGY THROUGH:



Stores as
service
centers

Stores as
fulfillment
centers

Stores as
experience
centers

Objective

'EPL es parte de tu vida' for all customers in all channels; **become the top shopping option for Mexican shoppers**

Key goals

1. Grow e-commerce 3X in the next 5 years
2. Become the undisputed omnichannel leader in the e-commerce market
3. Create a differentiated and sticky experience for every customer journey

Must-wins & high-level initiatives



Enablers

Technology

Data analytics

Supply chain and logistics

Category management

OMNI-EXPERIENCE

29 shopping centers across 21 Mexican states

+7.6m credit card holders, including private label and Visa cards¹

124 Liverpool stores nationwide

188 Suburbia stores nationwide

24.8% of retail revenue comes from digital sales³

120 boutiques across 24 Mexican states



■ Retail ■ Credit Card ■ Real Estate

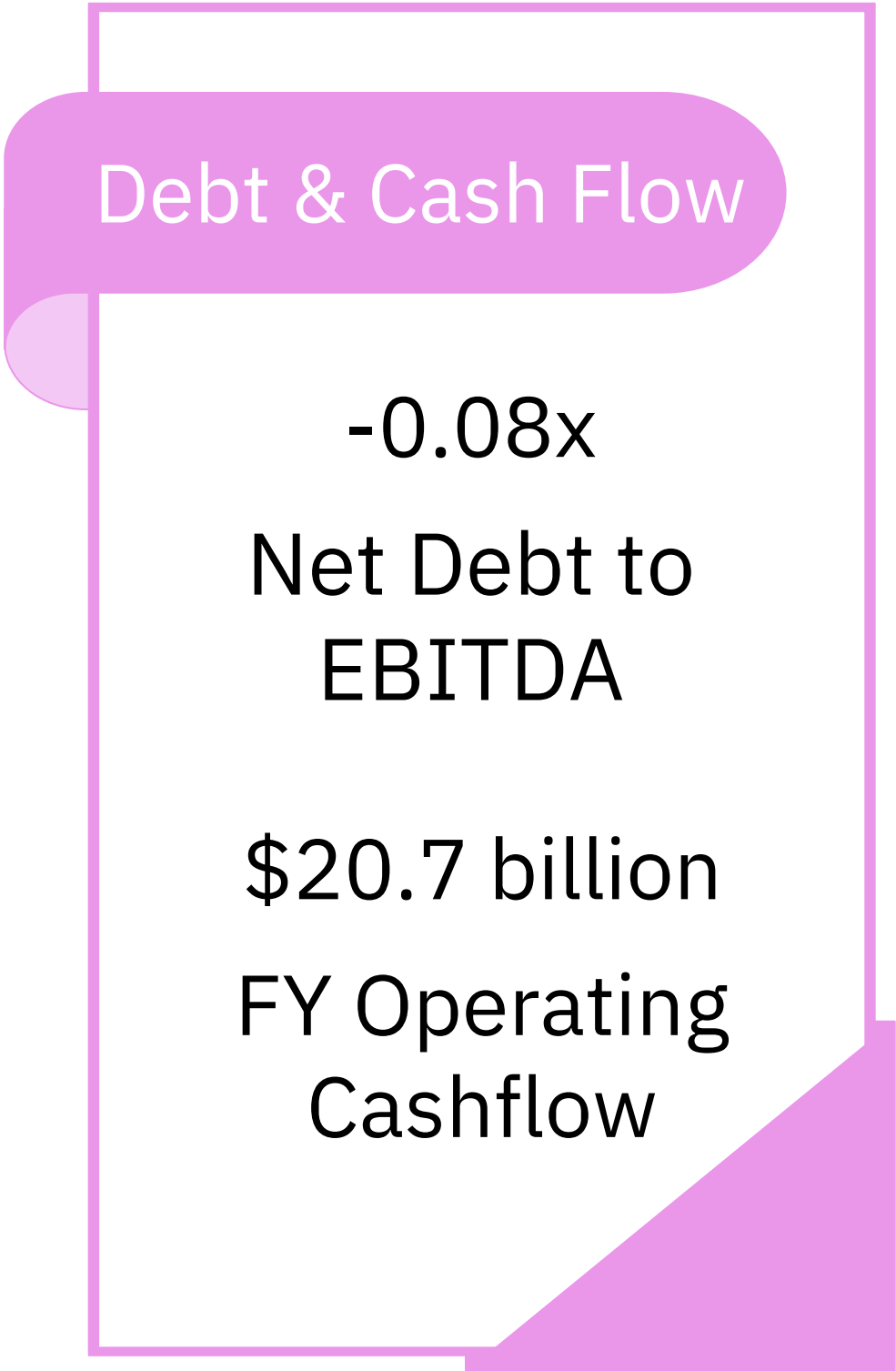
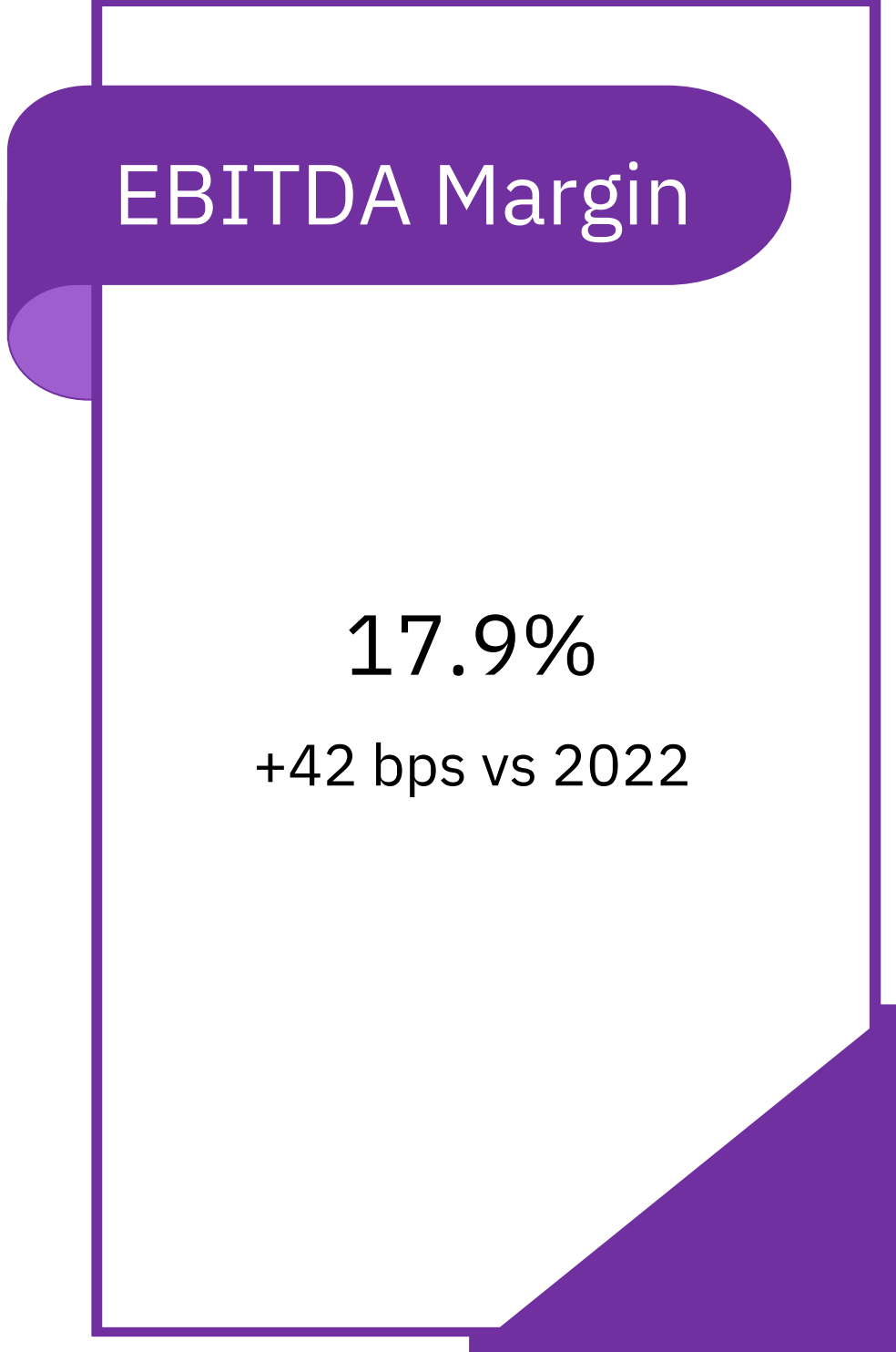
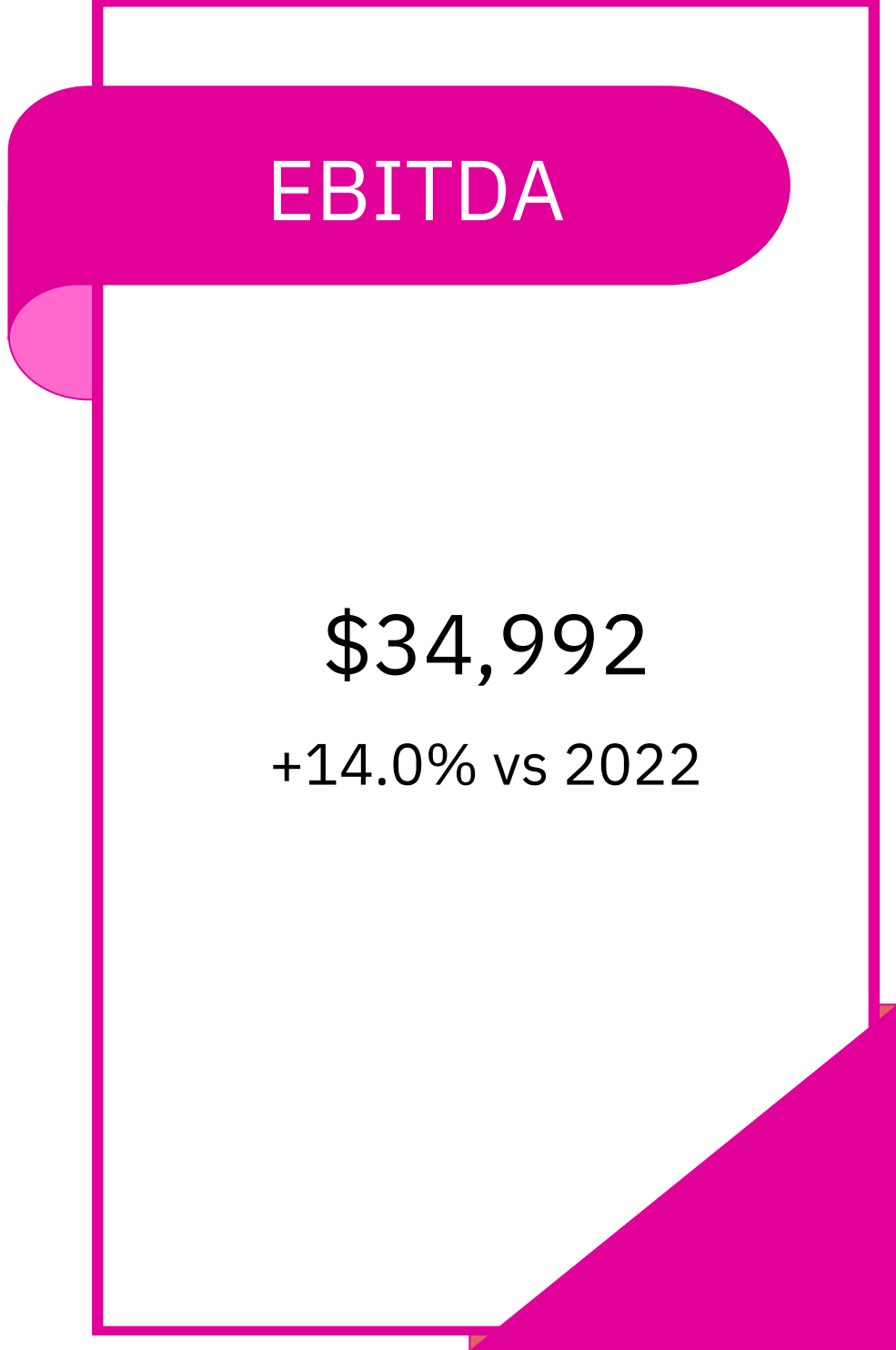
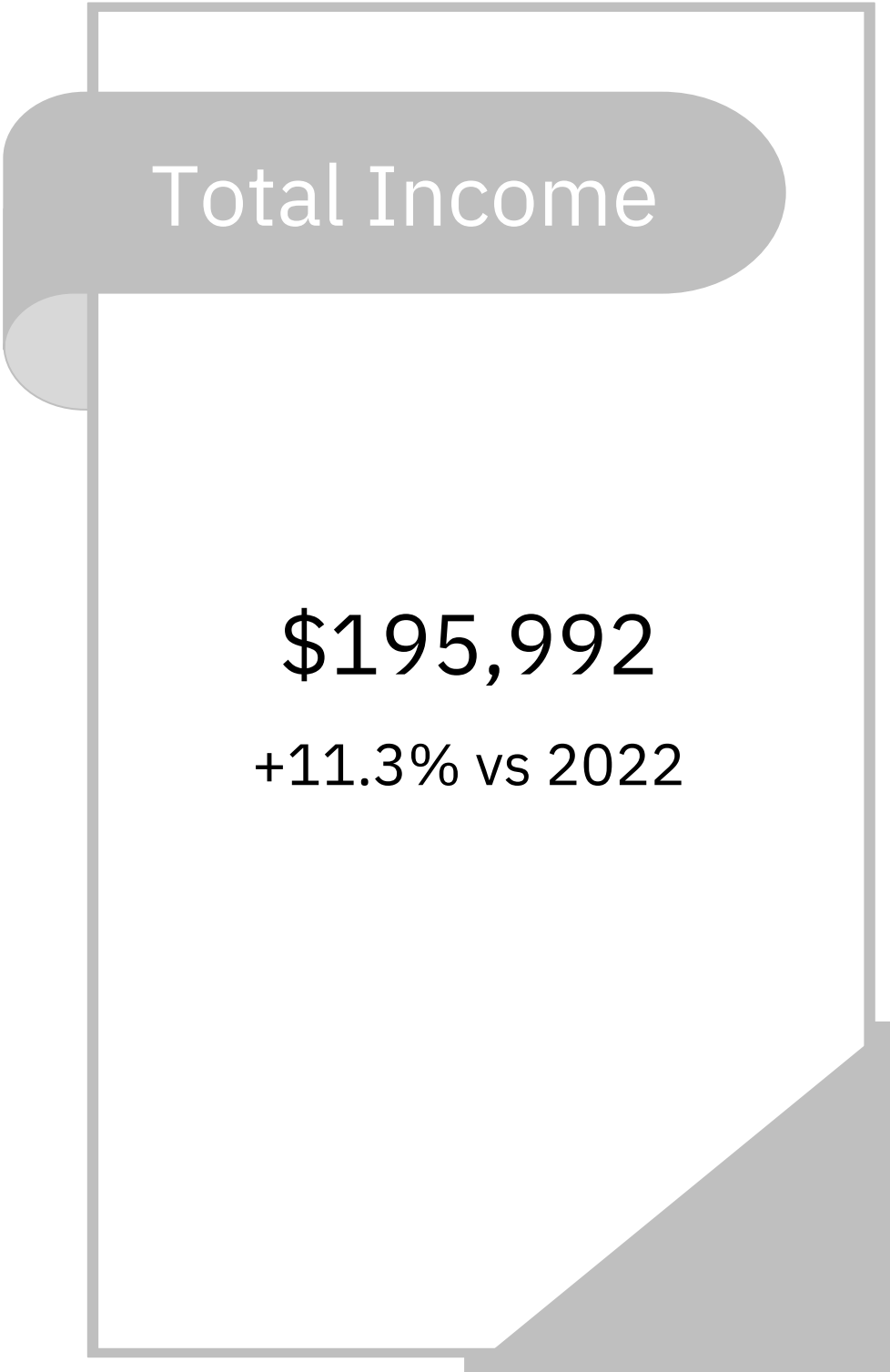
¹ Including Liverpool and Suburbia Cards

² 3Q24

³ 3Q24, digital sales include eCommerce, Click & Collect, Liverpool Pocket, extended catalog and marketplace

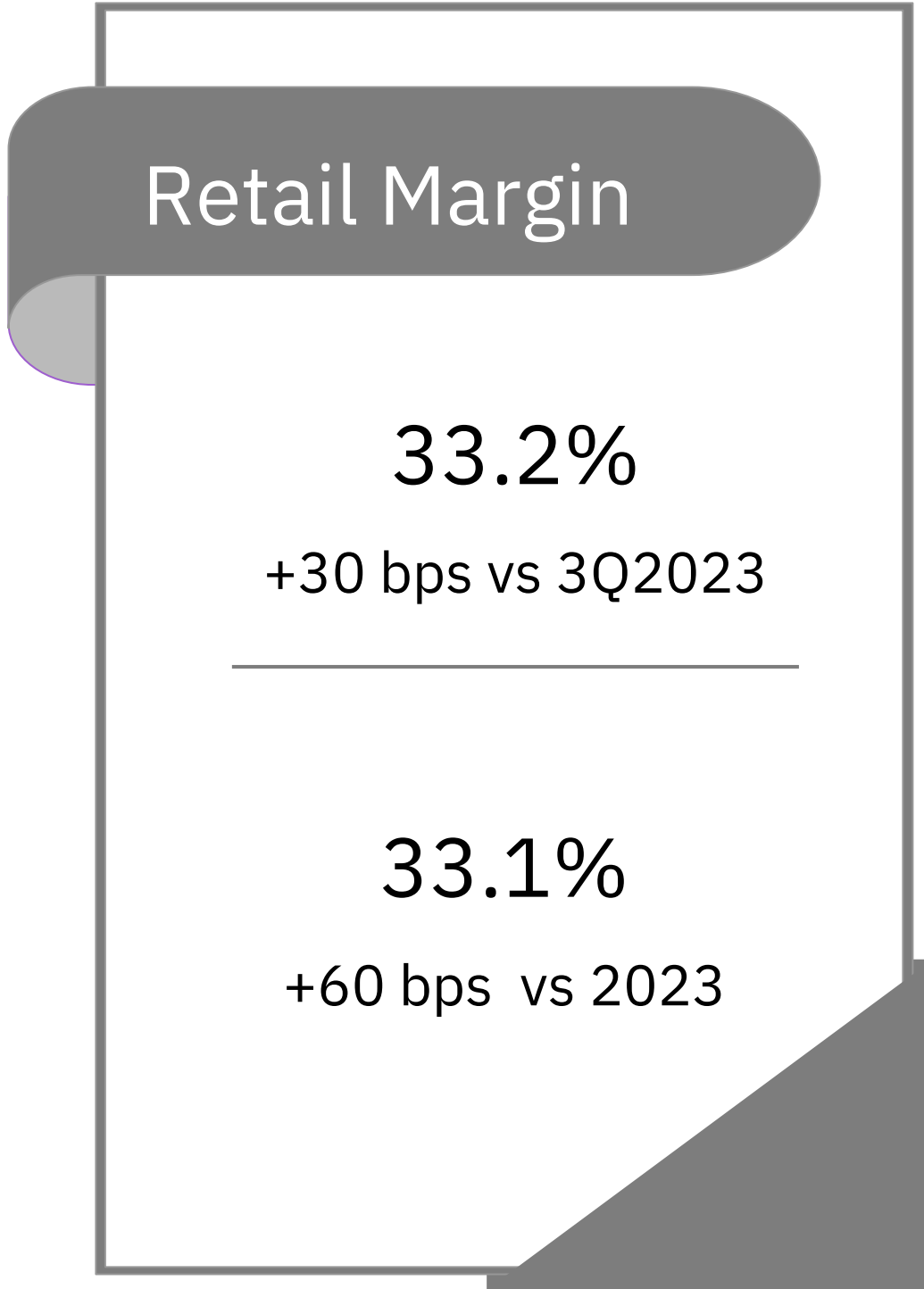
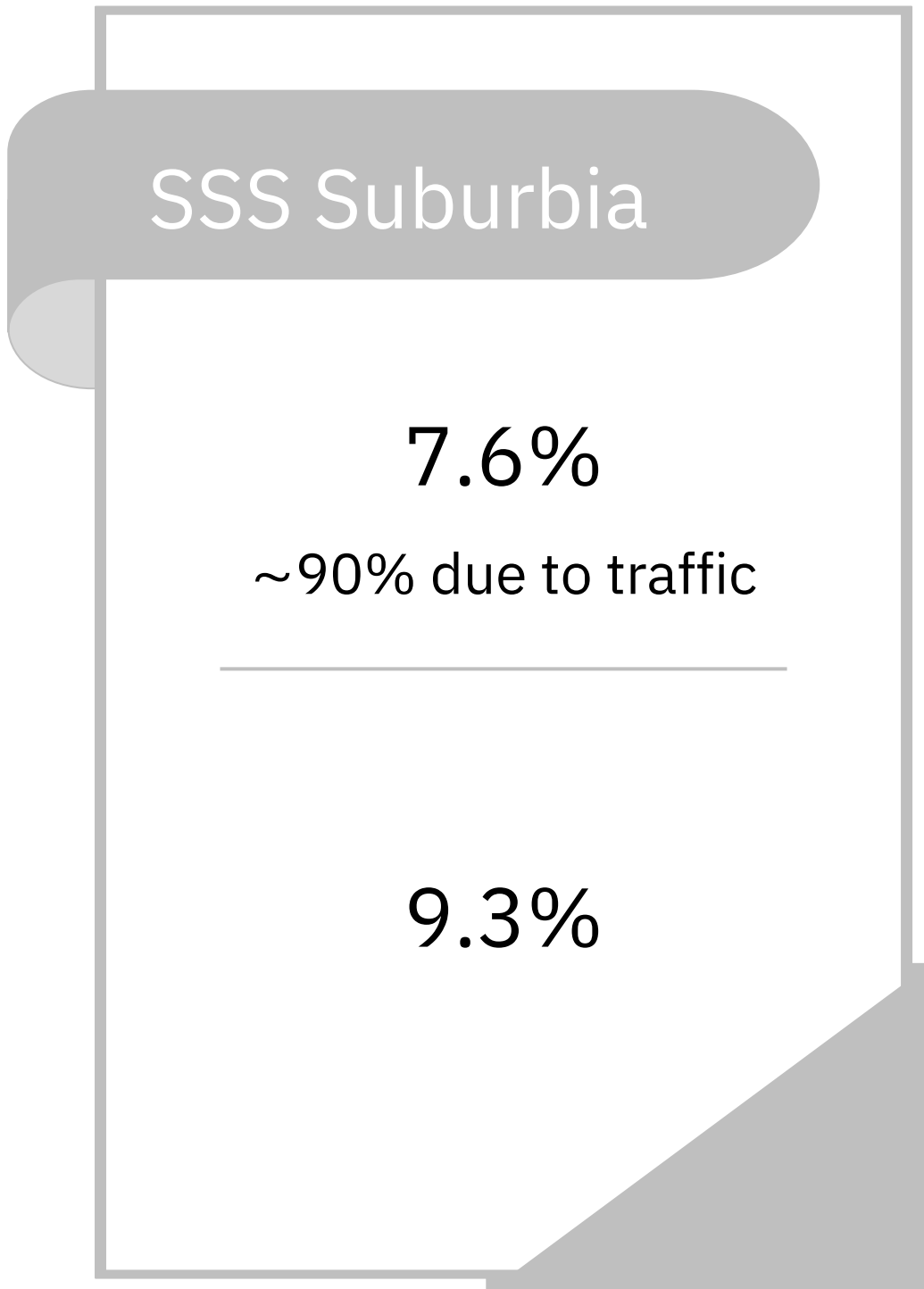
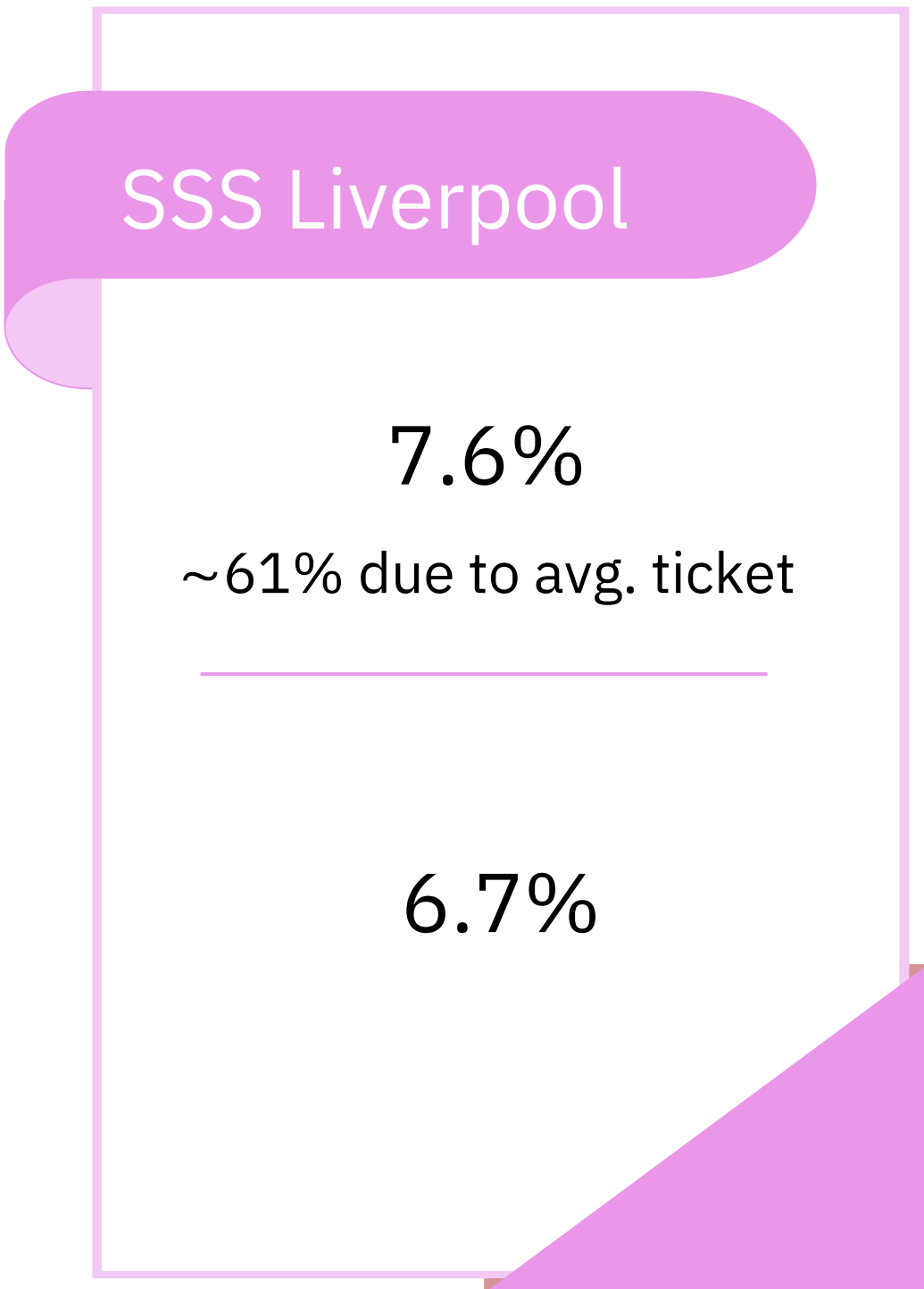
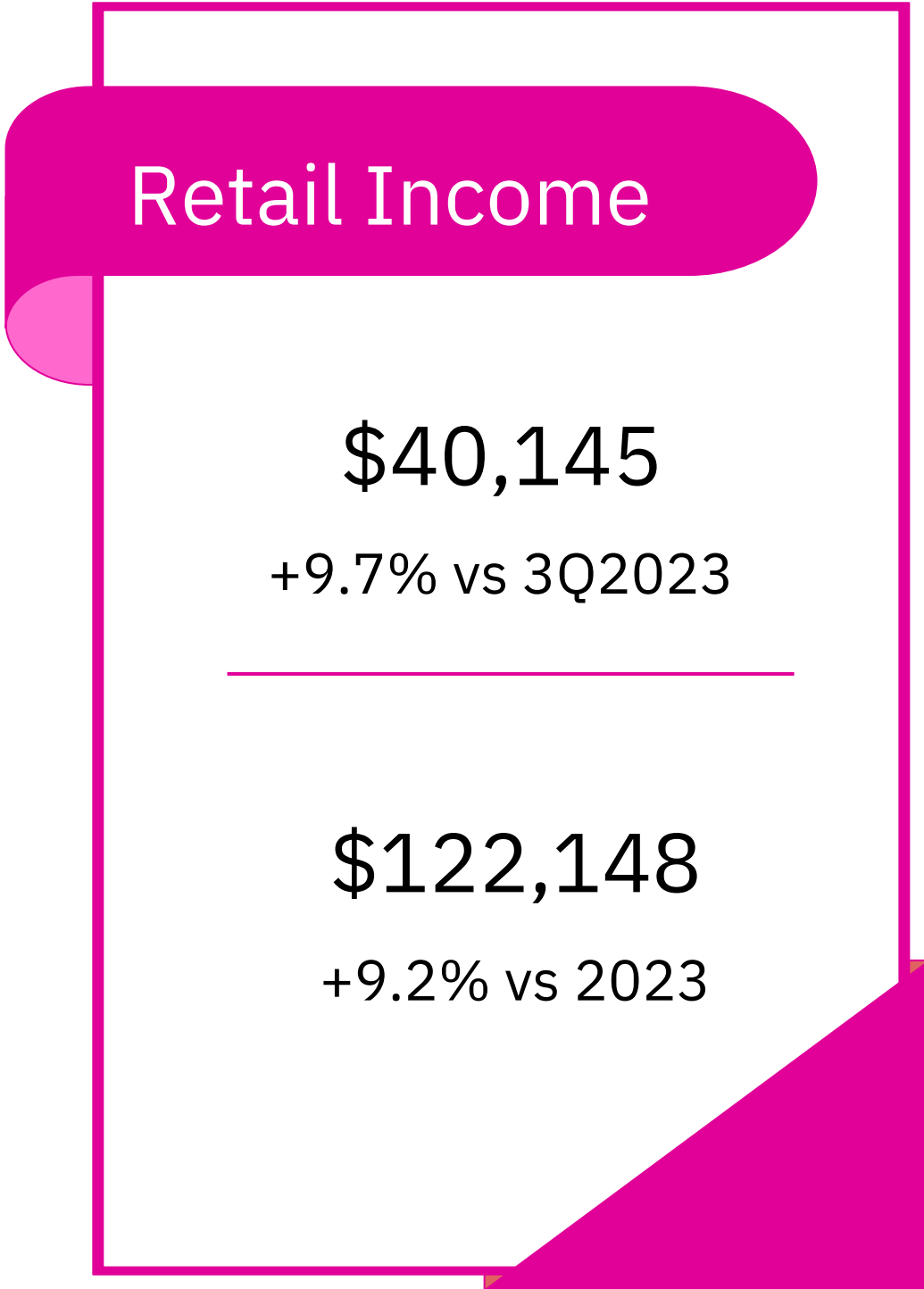
FY 2023 Consolidated Results

FY 2023



3Q24 Retail Results

3Q/FY 2024



ANTAD Department SSS

+4.2% vs 3Q2023
+5.8% vs 2023

Total ANTAD 3Q

Clothing and Footwear 0.0%
General Merchandise +4.4%

3Q24 Financial Business Results

3Q/FY 2024

Financial Income

\$4,687

+16.3% vs 3Q2023

\$13,798

+18.8% vs 2023

Net Loan Portfolio

\$51,988

+16.7% vs 2023

NPL's

4.1%

+63 pbs vs 2023

Portfolio Coverage Ratio

10.1%

-30 bps vs 2023

Own Payment Methods

Liverpool
48.7%

+0.9 p.p. vs 2023

Suburbia
32.9%

+1.4 p.p. vs 2023

3Q24 Real Estate Results

3Q/FY 2024

Real Estate Income

\$1,224

+11.9% vs 3Q2023

\$3,568

+4.7% vs 2023

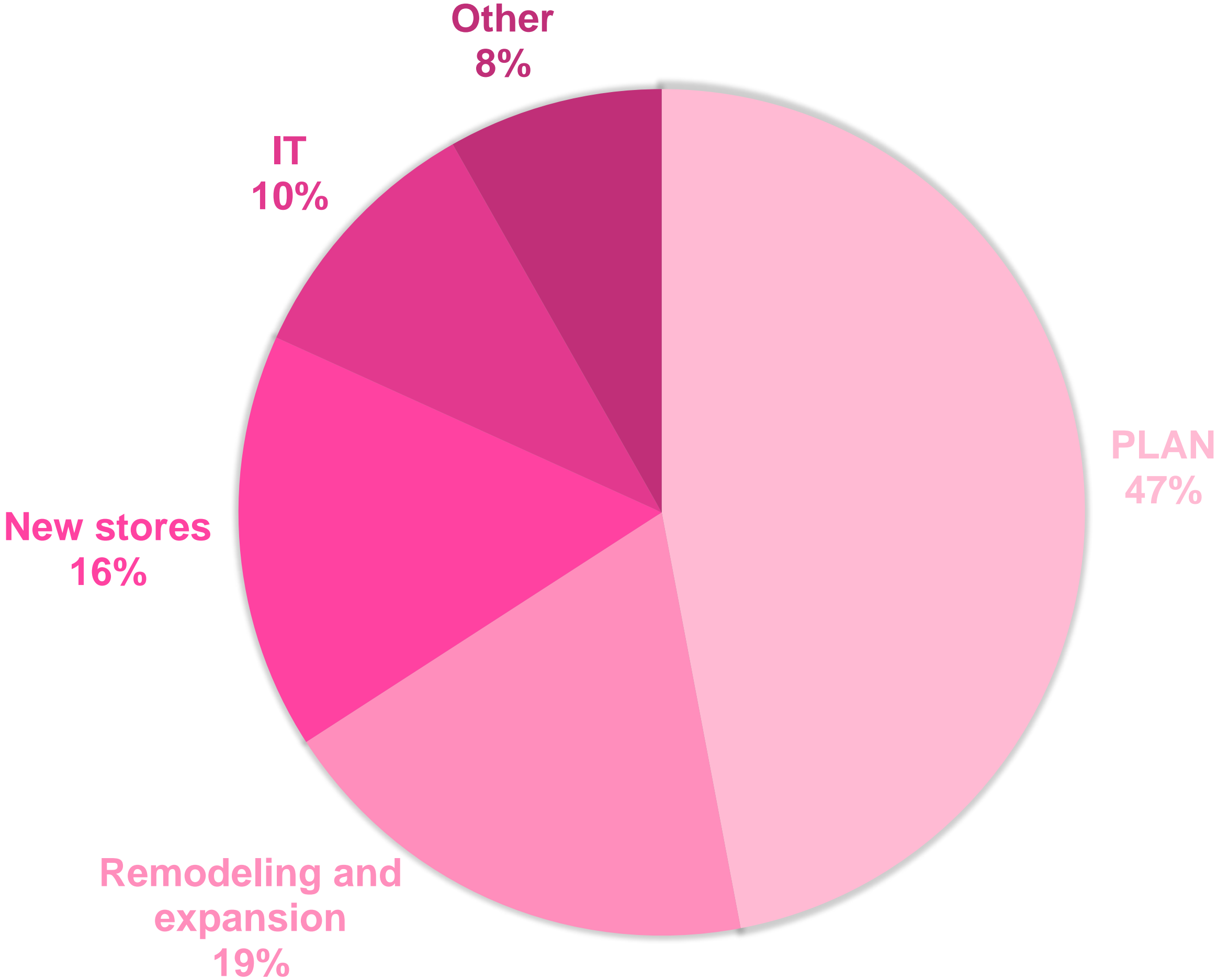
Occupancy

94.2%

+2.7 p.p. vs 3Q2023

CAPEX 2023*

\$8,619 million pesos



* Includes investment in Real Estate Trust.

ECOSYSTEM PERFORMANCE VS YA

3Q24

Digital Share

24.8% in 3Q

Digital GMV

15.0% in 3Q

Liverpool Pocket

+7.6% for Liverpool
+2.0% for Suburbia

Supply Chain

3Q24

Marketplace

GMV	Sellers	SKU's
+33.1%	+33.6%	+50.2%

Orders Issued

+7.9% in 3Q

Click & Collect

39.1% Share

Deliveries from stores

34.2% Share

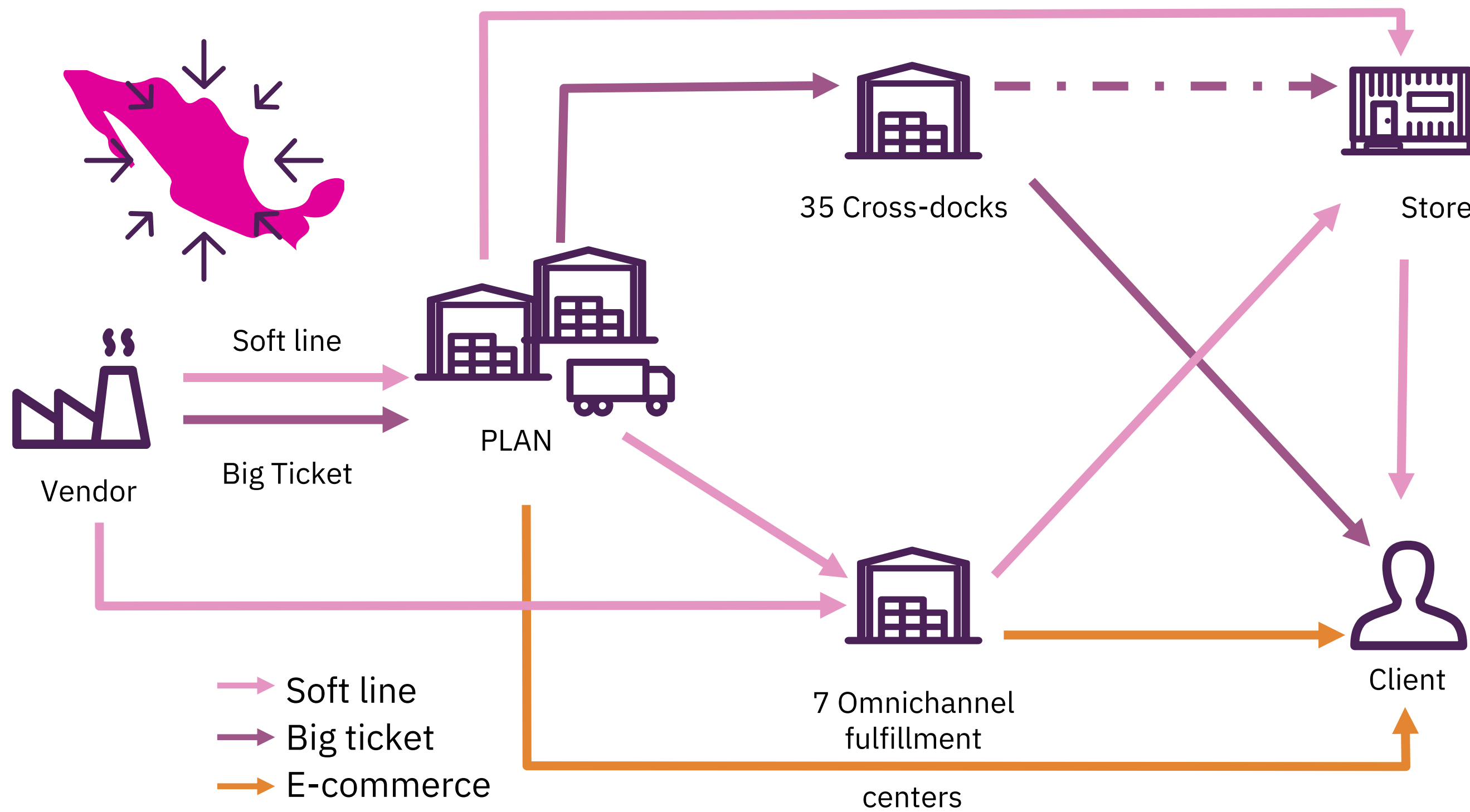
Deliveries < 2 days

48.6% Share



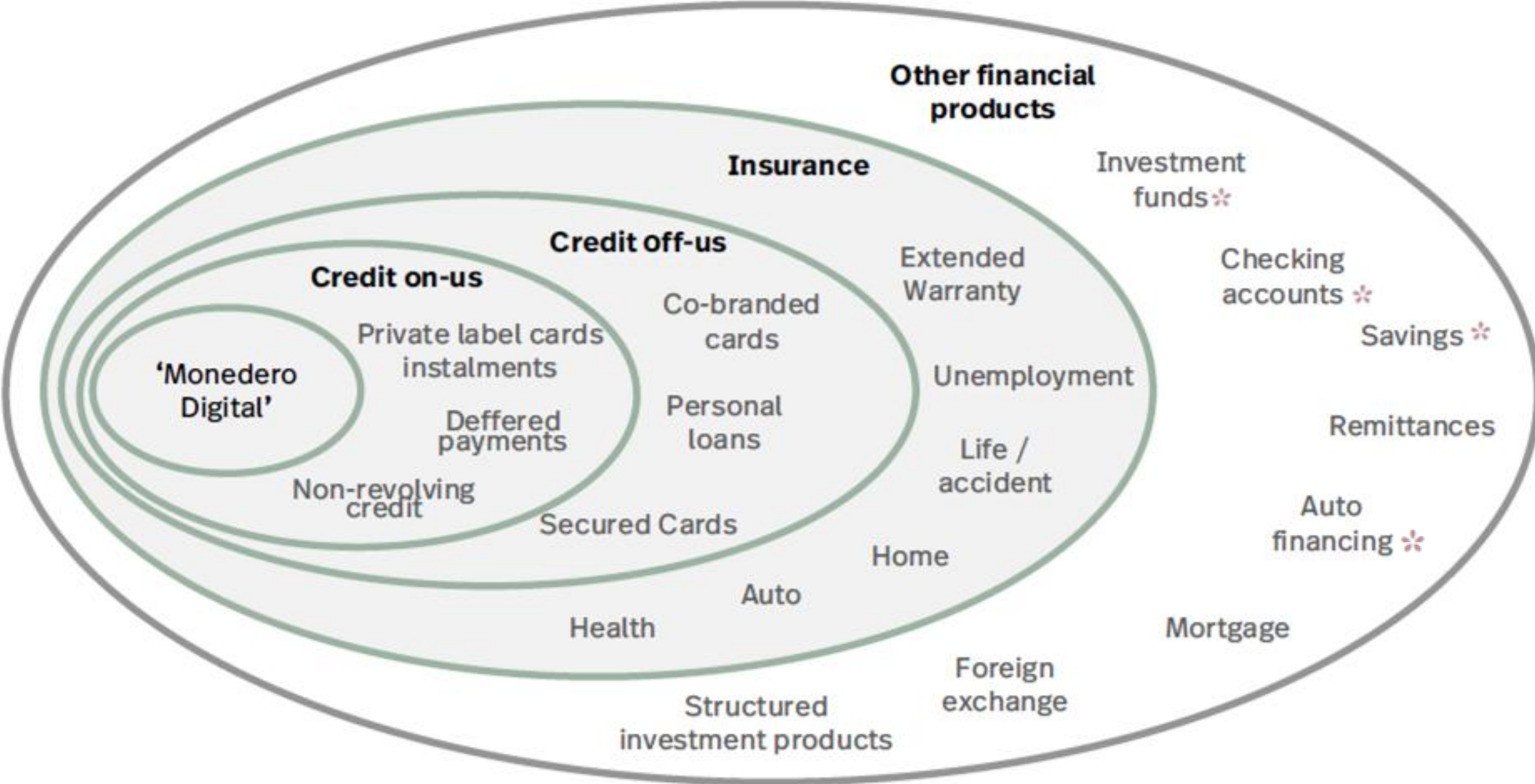
LOGISTICS NETWORK Transformation

2025



Client expectations have **changed**
supply chain needs to **evolve**

WE CONTINUE EXPANDING OUR FINANCIAL SERVICES ECOSYSTEM



Benefits of new products for Liverpool

- ✓ Complements our ecosystem
- ✓ Increases visit frequency
- ✓ Customer insights
- ✓ Foundation for future commercial and credit offers
- ✓ We leverage our omnichannel presence

■ Products in operation / under development
* Products in process of negotiation / introduction

Improved the look and feel in **188** stores

We introduced innovative **brands** to improve our Customers' experience

We installed **61 kiosks** reaching **181** units

New **logotype** along with the "**Redescubre Suburbia**" campaign

Implementation of **188 stores** as fulfillment centers

Redesign of the **Catmex** structure

Organizational design: Purchase and Operations

8 store openings planned for 2024

New store format of **2,000 mts**





- Filing 13D for **notice of intent** to grow Liverpool's participation in Nordstrom to **49.9%**.
- Offer to be evaluated by a **special committee** and afterwards **Board** approval.



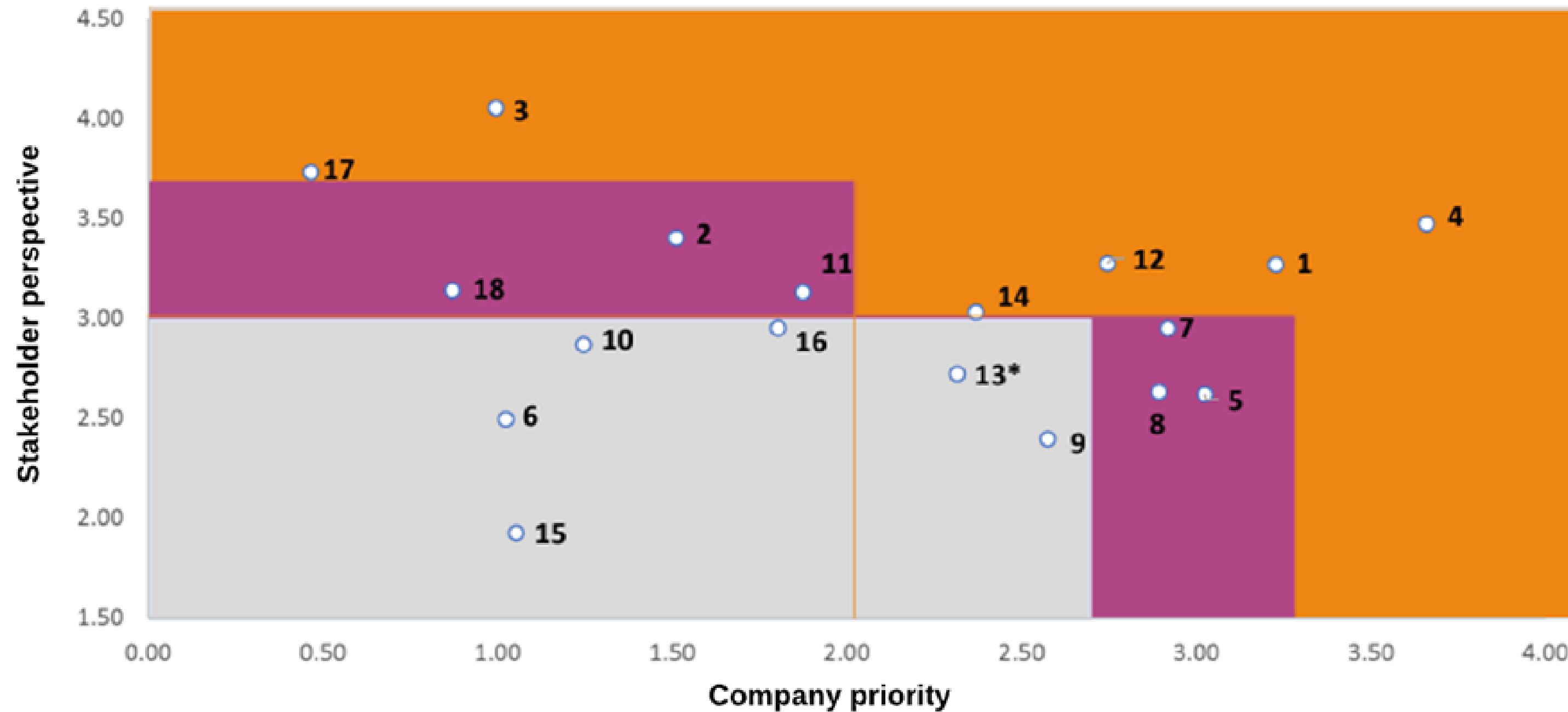
CUSTOMER EXPERIENCE

- CUSTOMERS
- EMPLOYEES
- SUPPLIERS
- COMMUNITY
- COMPETITORS
- INVESTORS
- AUTHORITIES
- MEDIA



Materiality Matrix

EPL integrated materiality matrix



- Material Topics
- Potential material topics (short-term)
- Non-material topics
- Axis rating average

Materiality Matrix

- | | | |
|----|---|--------------------|
| 1 | Ethics and codes of conduct | Material topic |
| 2 | Corporate governance | Emerging topic |
| 3 | E-commerce and cybersecurity | Material topic |
| 4 | Supply chain and responsible sourcing | Material topic |
| 5 | Climate change strategy | Emerging topic |
| 6 | Environmental management system | Non-priority topic |
| 7 | Operating eco-efficiency | Emerging topic |
| 8 | Packaging | Emerging topic |
| 9 | Corporate citizenship and social responsibility | Non-priority topic |
| 10 | Human rights | Non-priority topic |
| 11 | Employer brand | Emerging topic |
| 12 | Education and human capital development | Material topic |
| 13 | Environmental and social impact of our products and services* | Emerging topic |
| 14 | Diversity and inclusion | Material topic |
| 15 | Biodiversity | Non-priority topic |
| 16 | Employability and empowerment | Non-priority topic |
| 17 | Innovation | Material topic |
| 18 | Transparency | Emerging topic |

Our reputation

mercoEMPRESAS
#9

mercoRESPONSABILIDAD ESG
#2

mercoTALENTO
#11

The World's Best Companies of 2023
4th
place among the 11 Mexican companies
294th
place worldwide

TIME
WORLD'S
BEST
COMPANIES
IN PARTNERSHIP WITH
statista **2023**

LAS 500 EMPRESAS
#1

58 points S&P Global 2024
(+12 points vs 2023)
Ranked in the 98th percentile
among the top 500 retailers
worldwide.

Adherence
to the UN
Global
Compact

SDG
Pioneer for
advancing the
*Sustainable
Development
Goals* through
the
application of
the UN Global
Compact's 10
Principles

Inclusion in the S&P/BMV Total Mexico ESG Index

Suburbia Openings 8 ~ 10

SSS Liverpool 8%

SSS Suburbia 13%

Digital GMV Growth 16%

Marketplace GMV Growth 31%

EBITDA Margin 16.5 ~ 17 %

Net Loan Portfolio Growth 14%

NPLs 3%

NPLs Provision Growth 38%

CAPEX \$11 ~ 12 b.

2024
Guidance