ACCELERATING DIGITAL ADAPTATION

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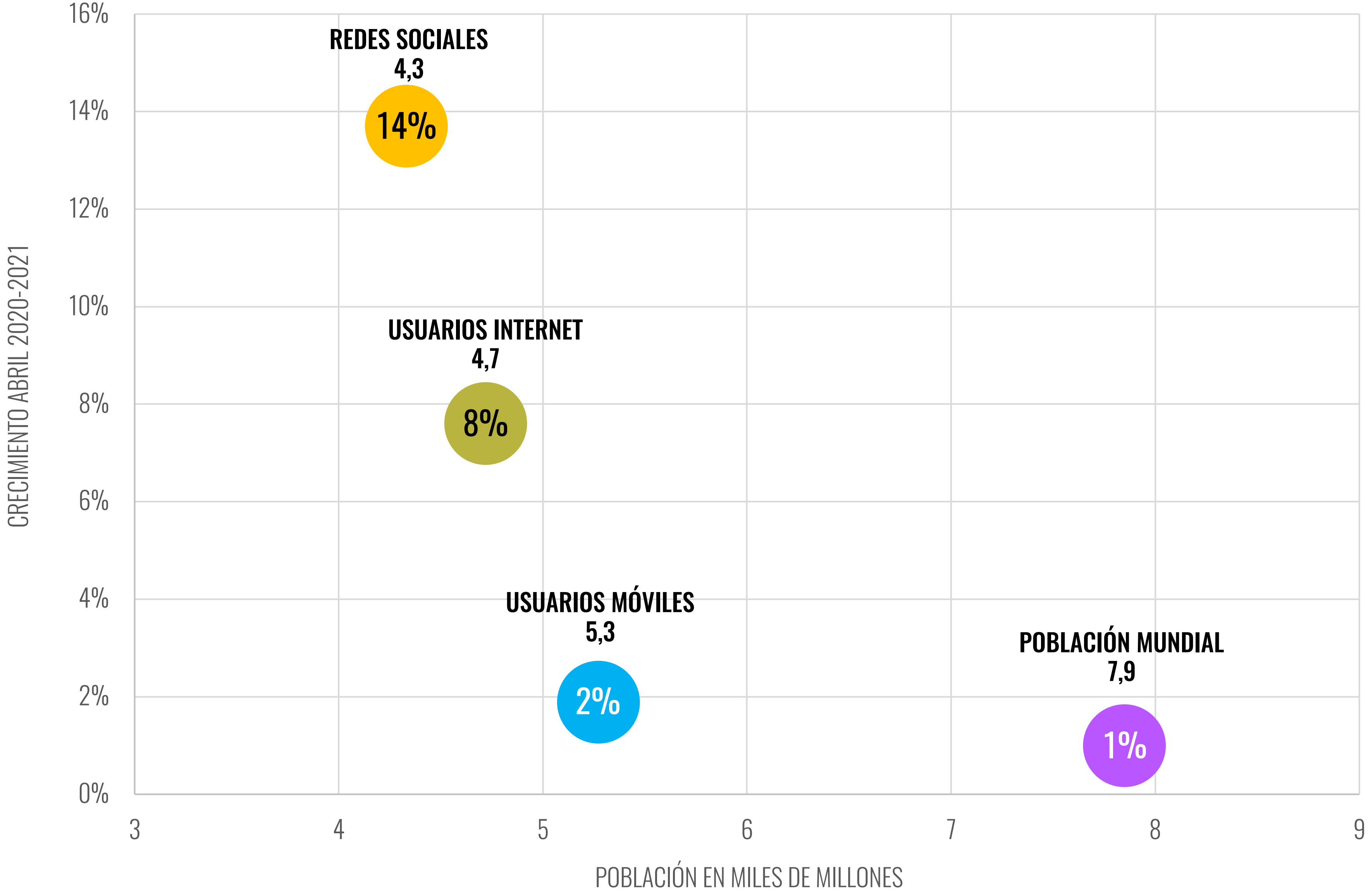
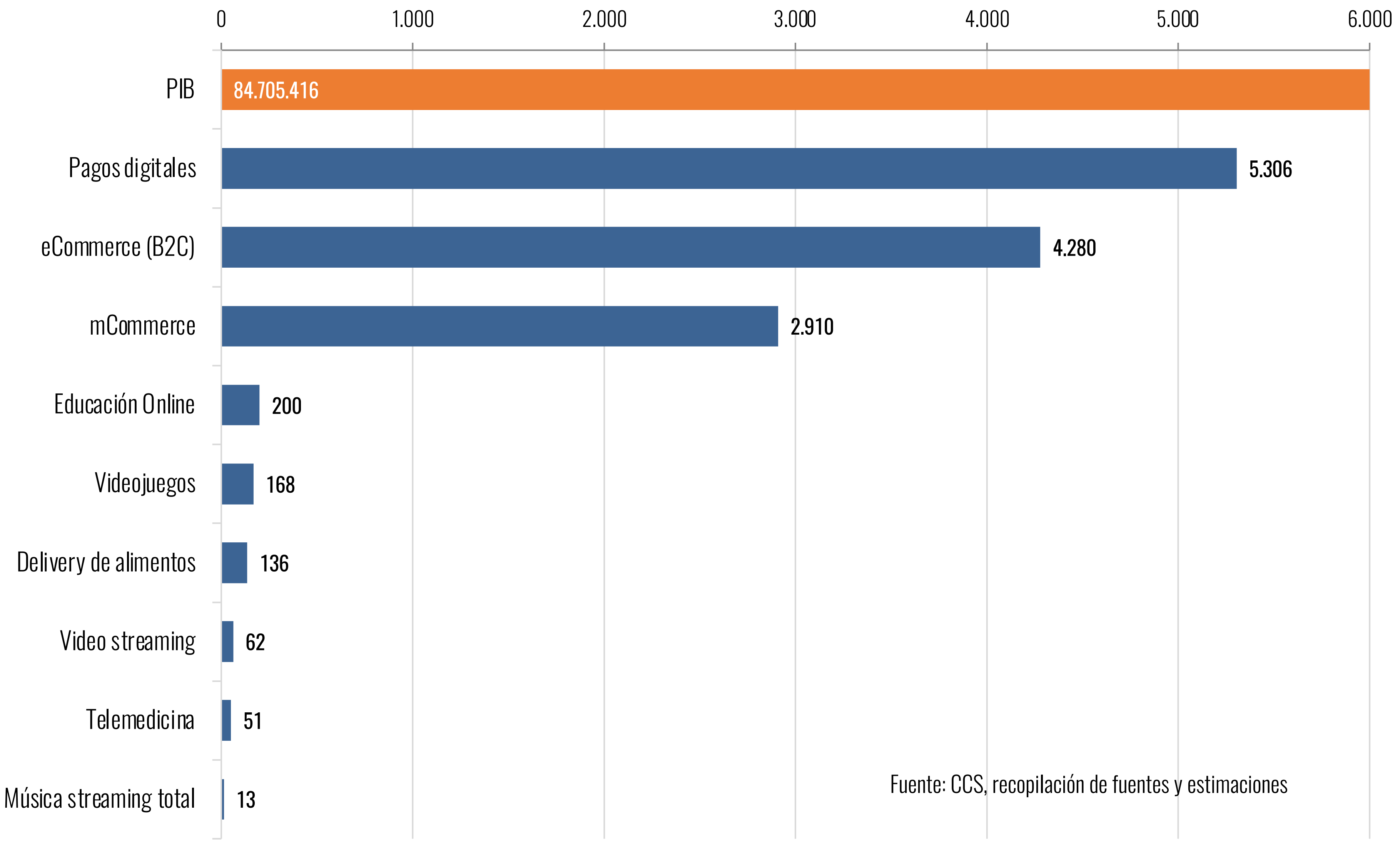
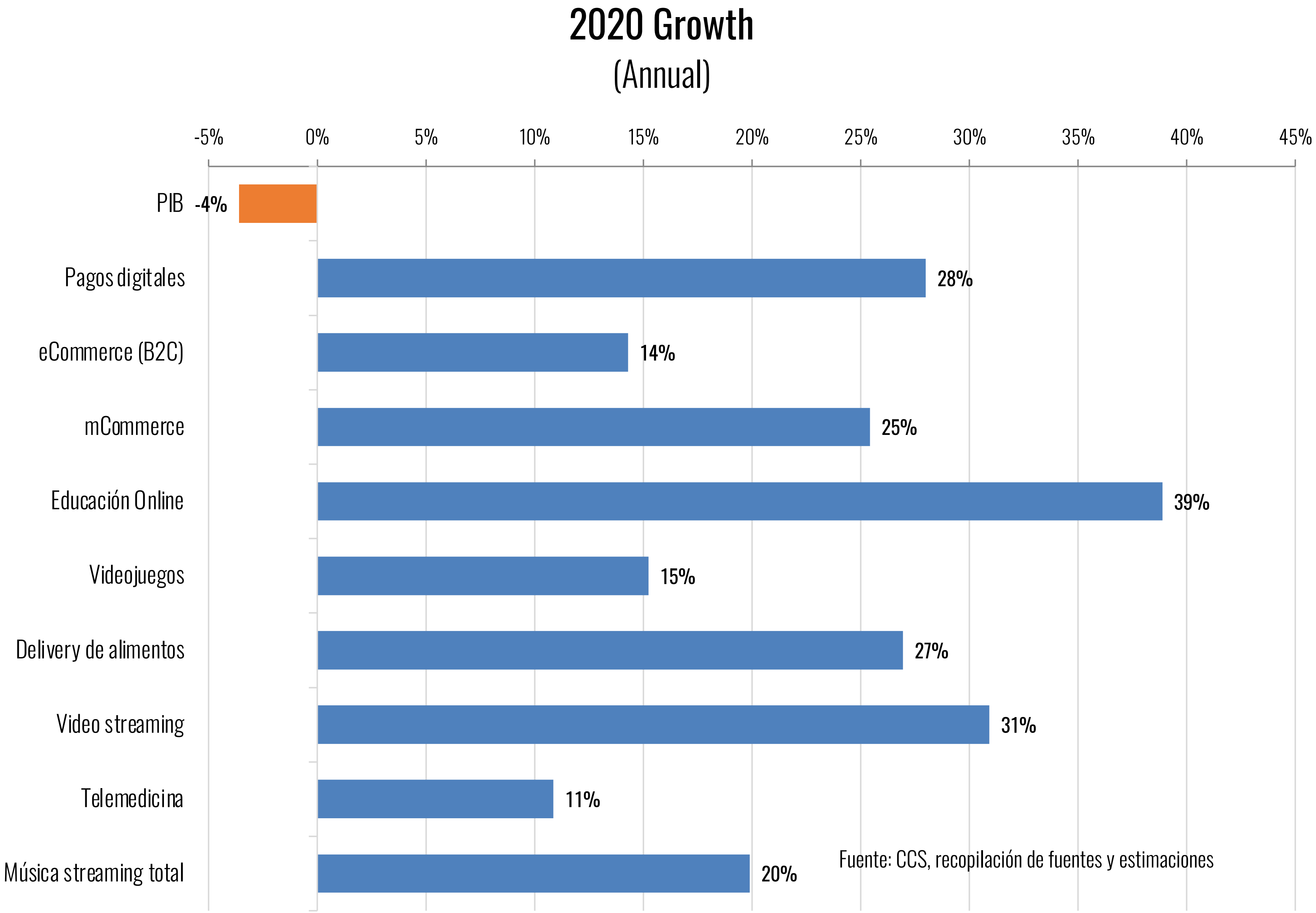
CAMARA DE COMERCIO DE SANTIAGO

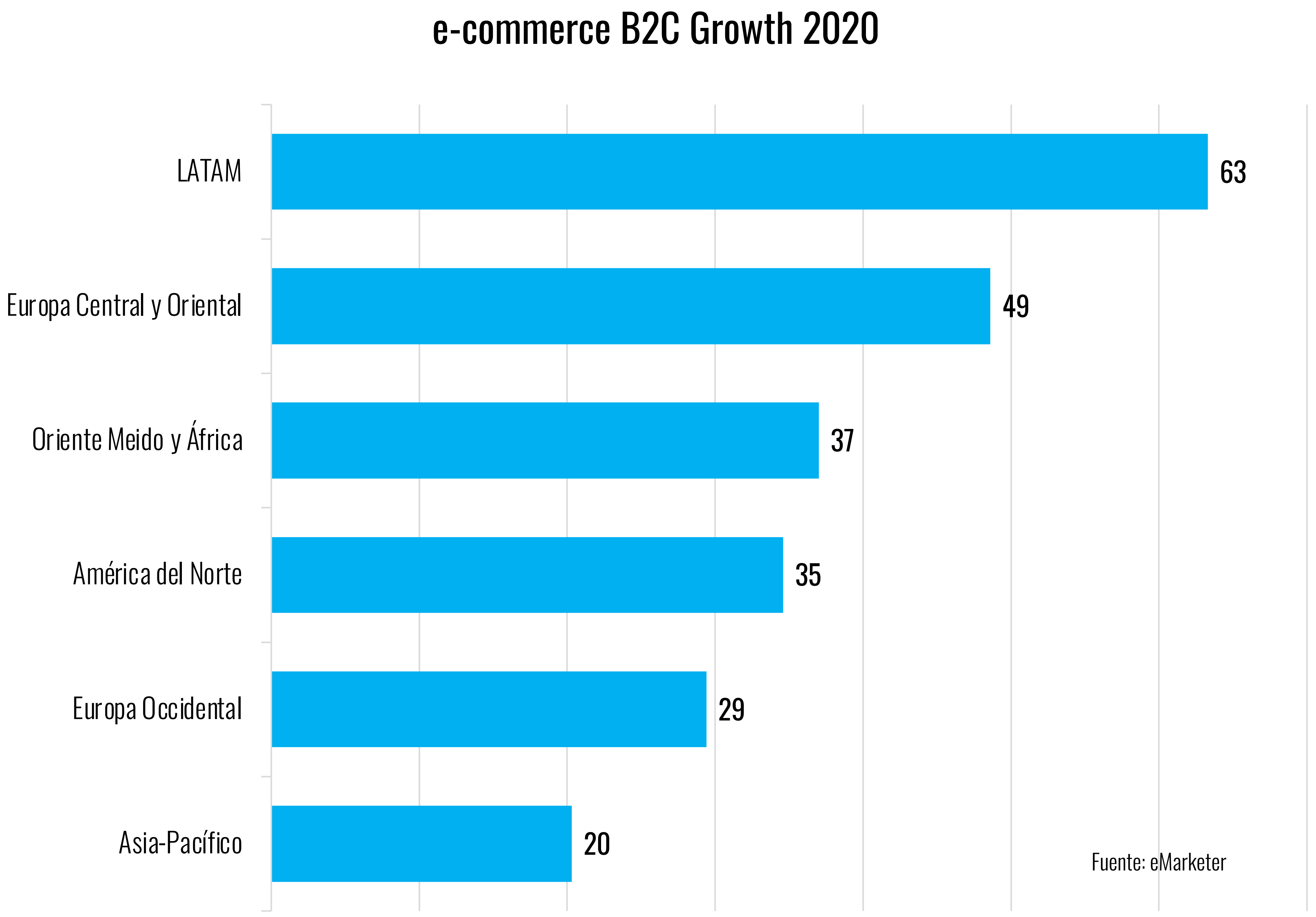
2021 POPULATION AND ANNUAL GROWTH (BN and %)



MUS$ by sector 2020

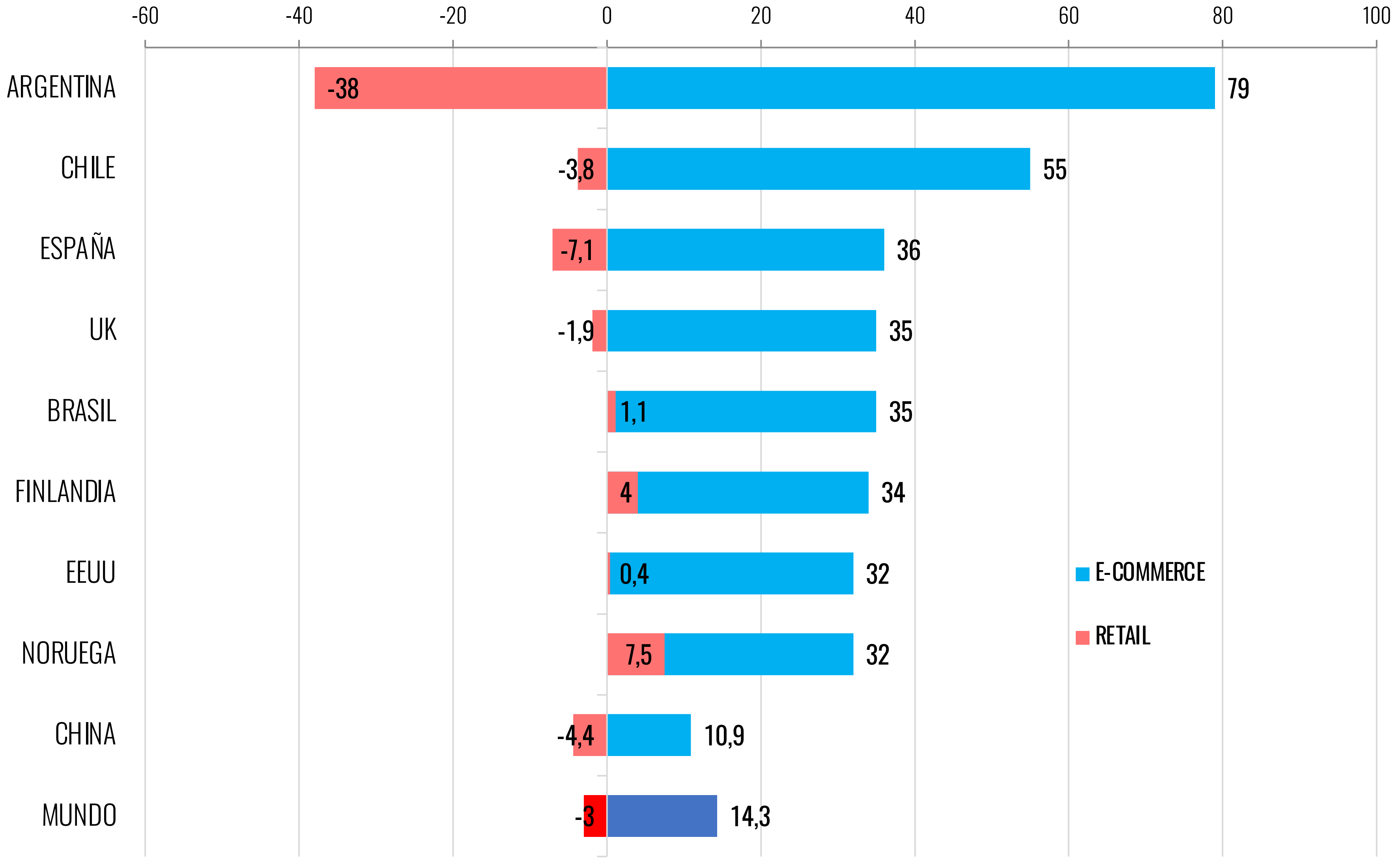


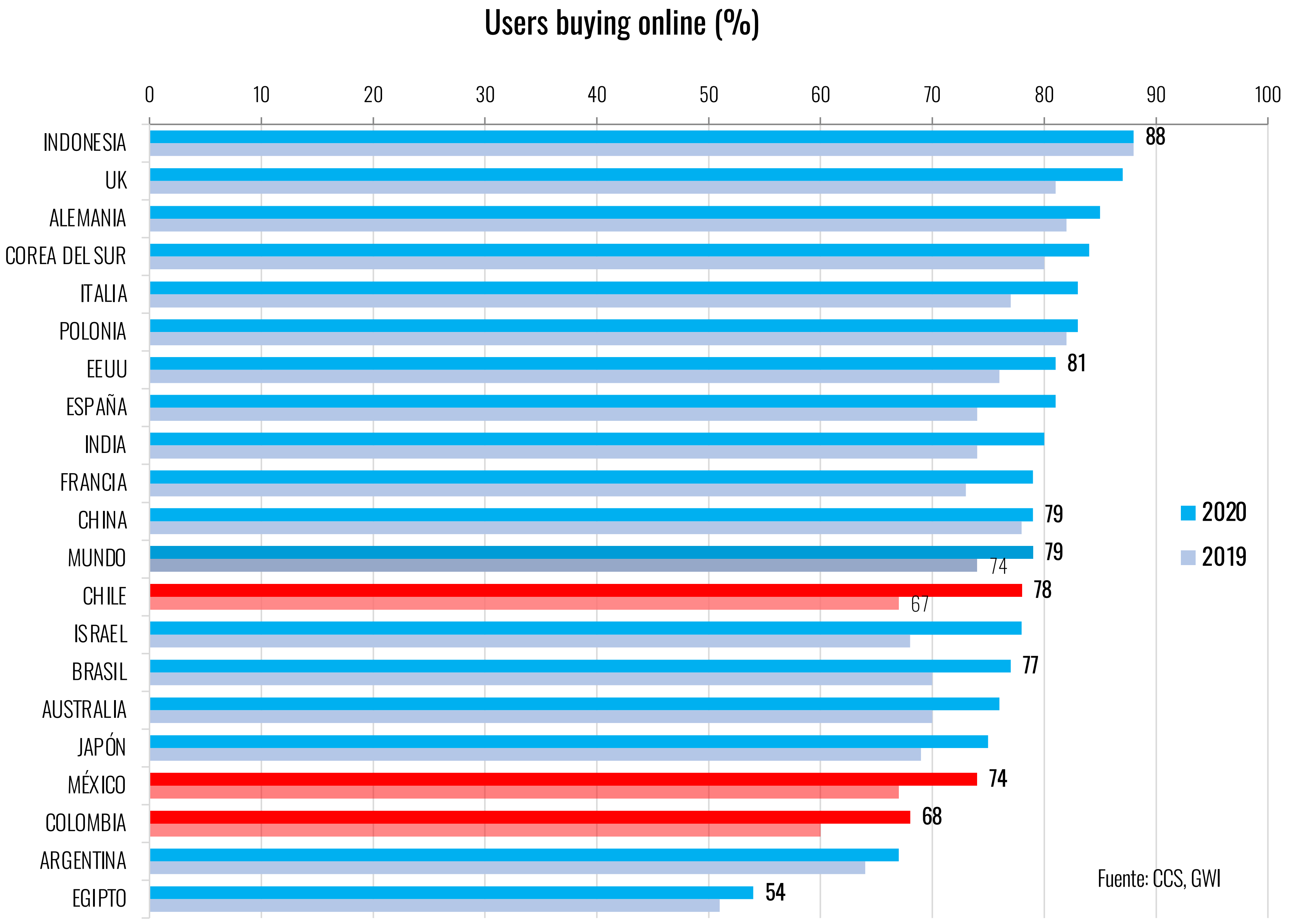

2020 Growth
(Annual)
-5%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
PIB
-4%
Pagos digitales
28%
eCommerce (B2C)
14%
mCommerce
25%
Educación Online
39%
Videojuegos
15%
Delivery de alimentos
27%
Video streaming
31%
Telemedicina
11%
Música streaming total
20%
Fuente: CCS, recopilación de fuentes y estimaciones

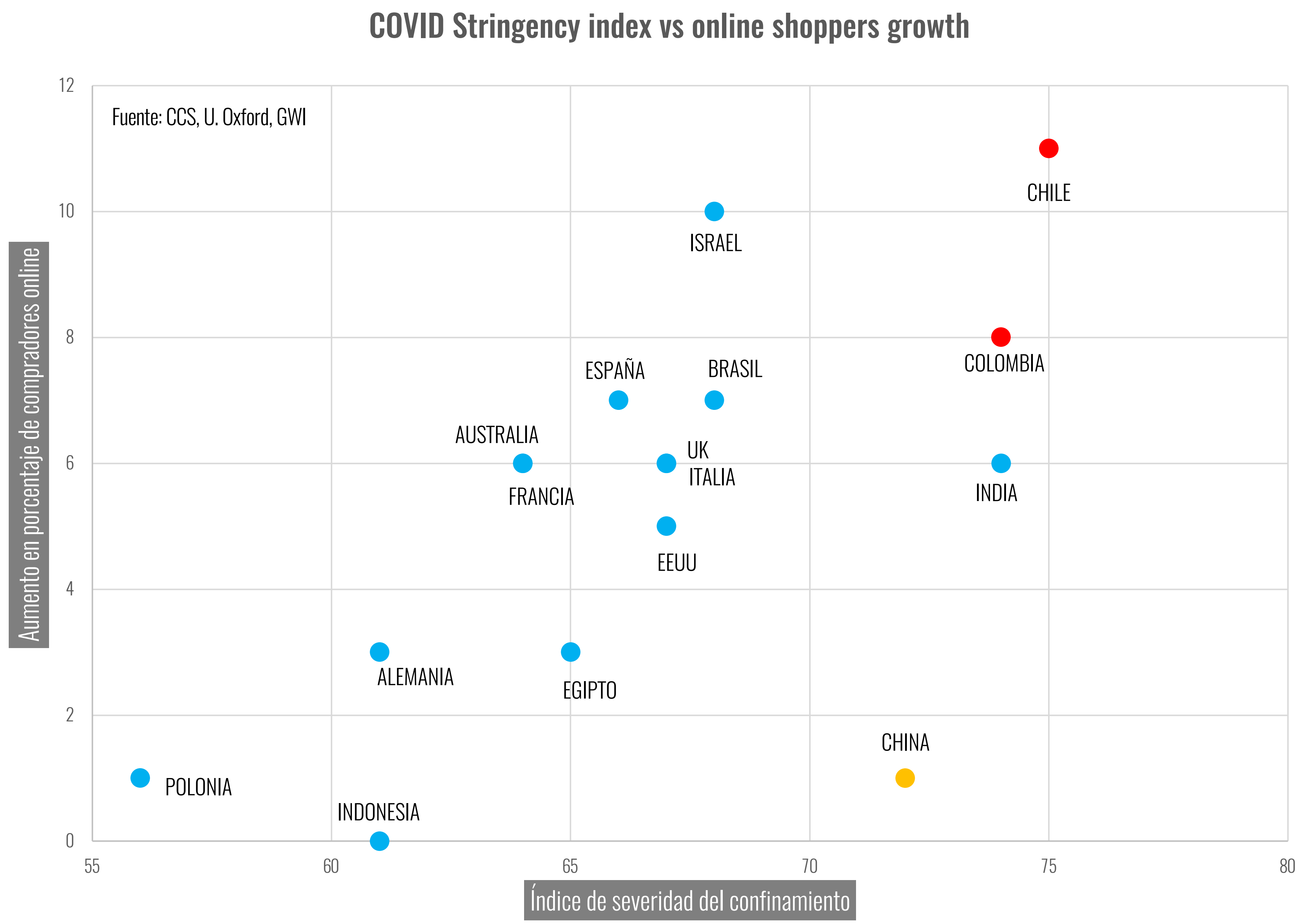

e-commerce B2C Growth 2020
LATAM
63
Europa Central y Oriental
49
Oriente Meido y África
37
América del Norte
35
Europa Occidental
29
Asia-Pacífico
20
Fuente: eMarketer

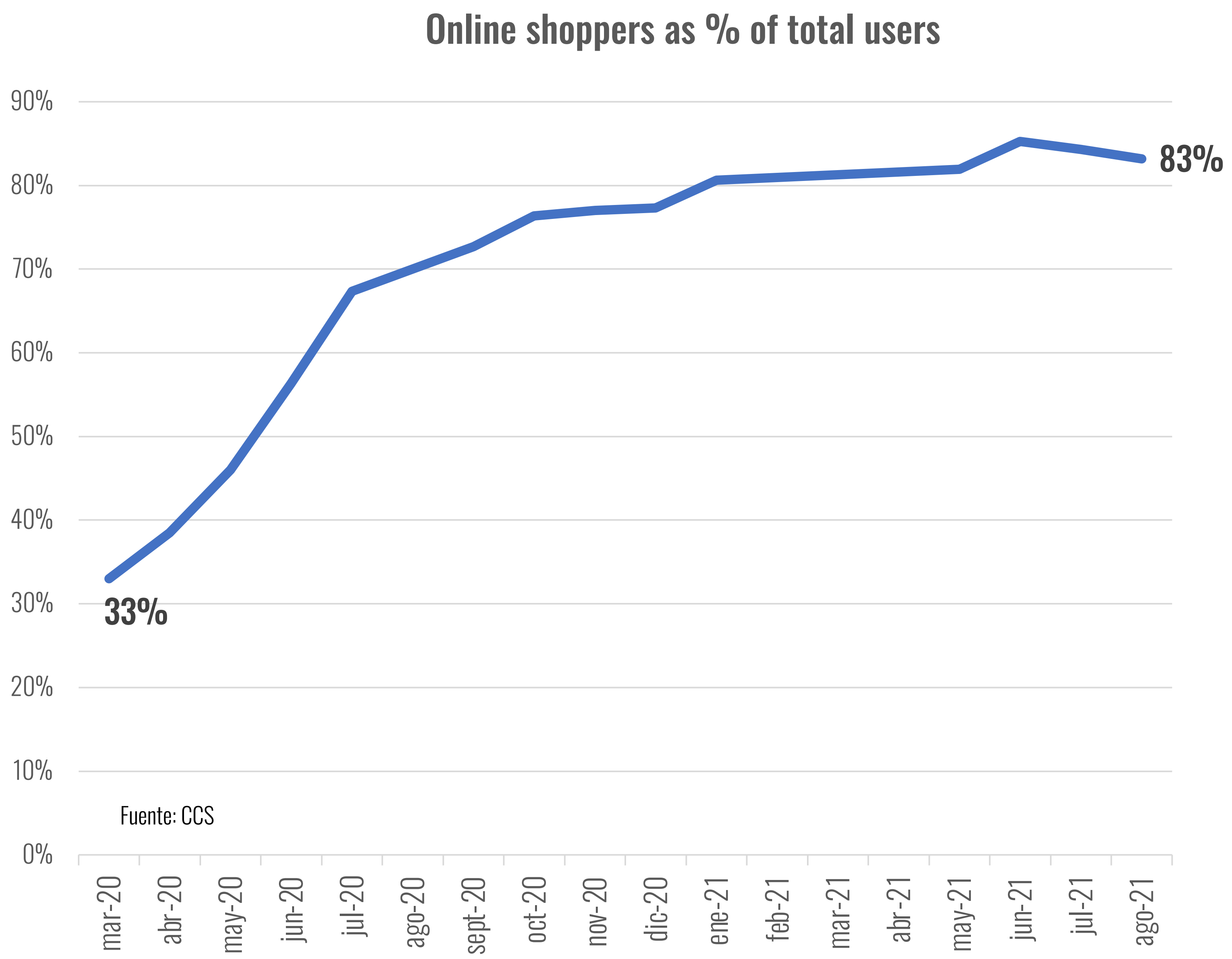
Retail and e-commerce growth, 2020

Fuente: CCS, Euromonitor

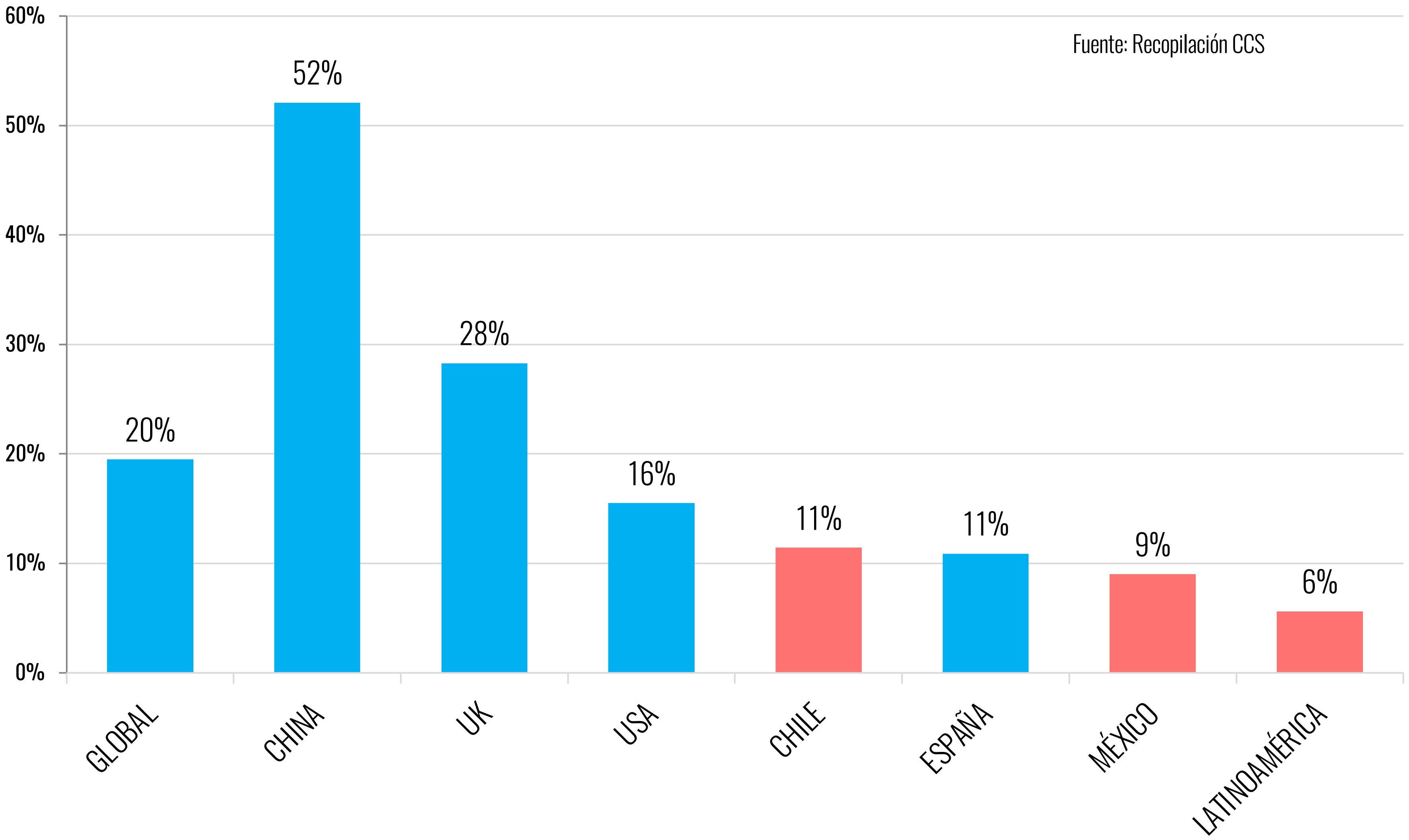


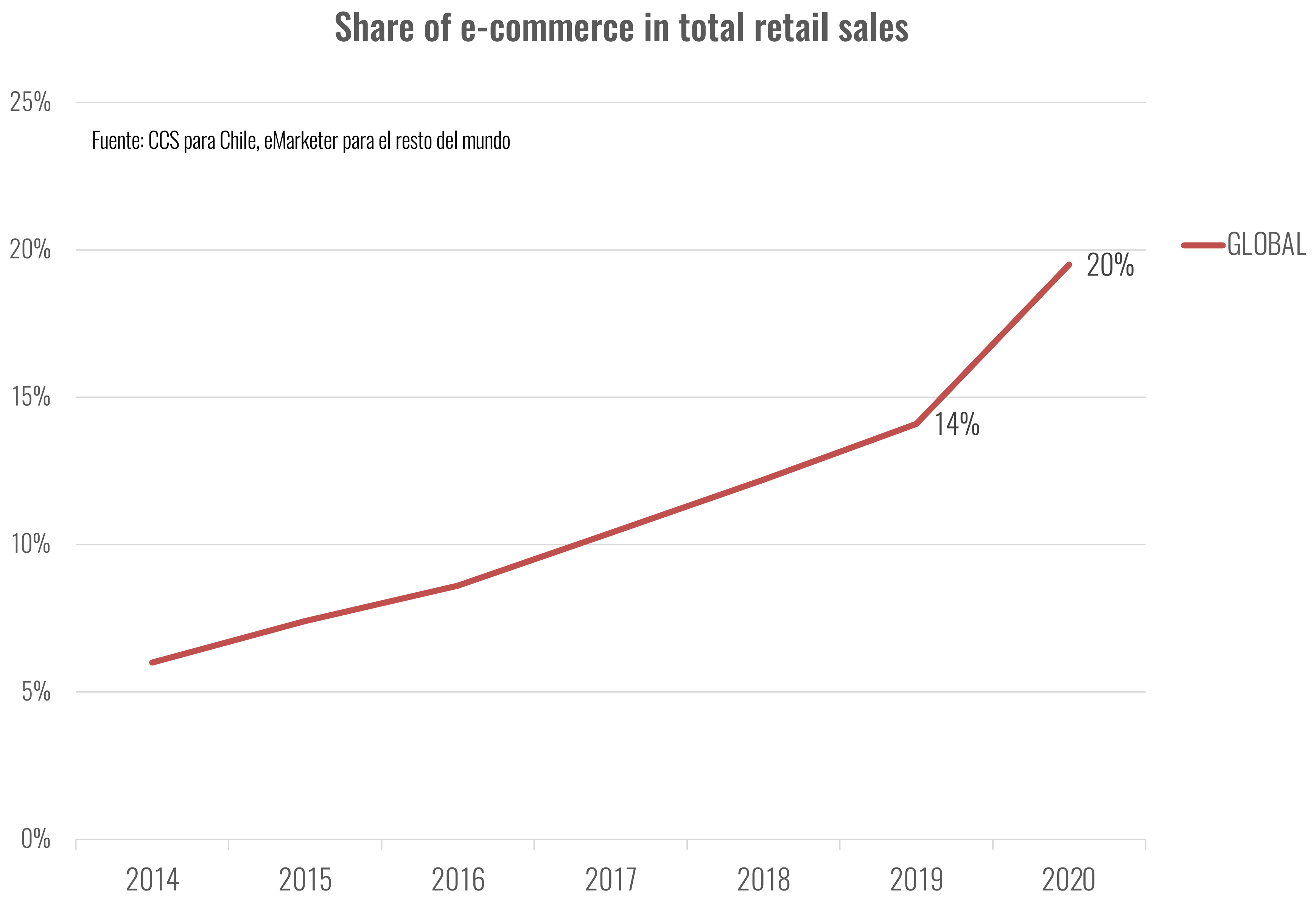

Users buying online (%)
0
10
20
30
40
50
60
70
80
90
100
INDONESIA
UK
ALEMANIA
COREA DEL SUR
ITALIA
POLONIA
EEUU
ESPAÑA
INDIA
FRANCIA
CHINA
MUNDO
CHILE
ISRAEL
BRASIL
AUSTRALIA
JAPÓN
MÉXICO
COLOMBIA
ARGENTINA
EGIPTO
88
81
79
79
74
78
67
77
74
68
54
2020
2019
Fuente: CCS, GWI


COVID Stringency index vs online shoppers growth
Fuente: CCS, U. Oxford, GWI
Aumento en porcentaje de compradores online
Índice de severidad del confinamiento
12
10
8
6
4
2
0
55
60
65
70
75
80
CHILE
ISRAEL
COLOMBIA
ESPAÑA
BRASIL
AUSTRALIA
UK
ITALIA
FRANCIA
INDIA
EEUU
ALEMANIA
EGIPTO
CHINA
POLONIA
INDONESIA

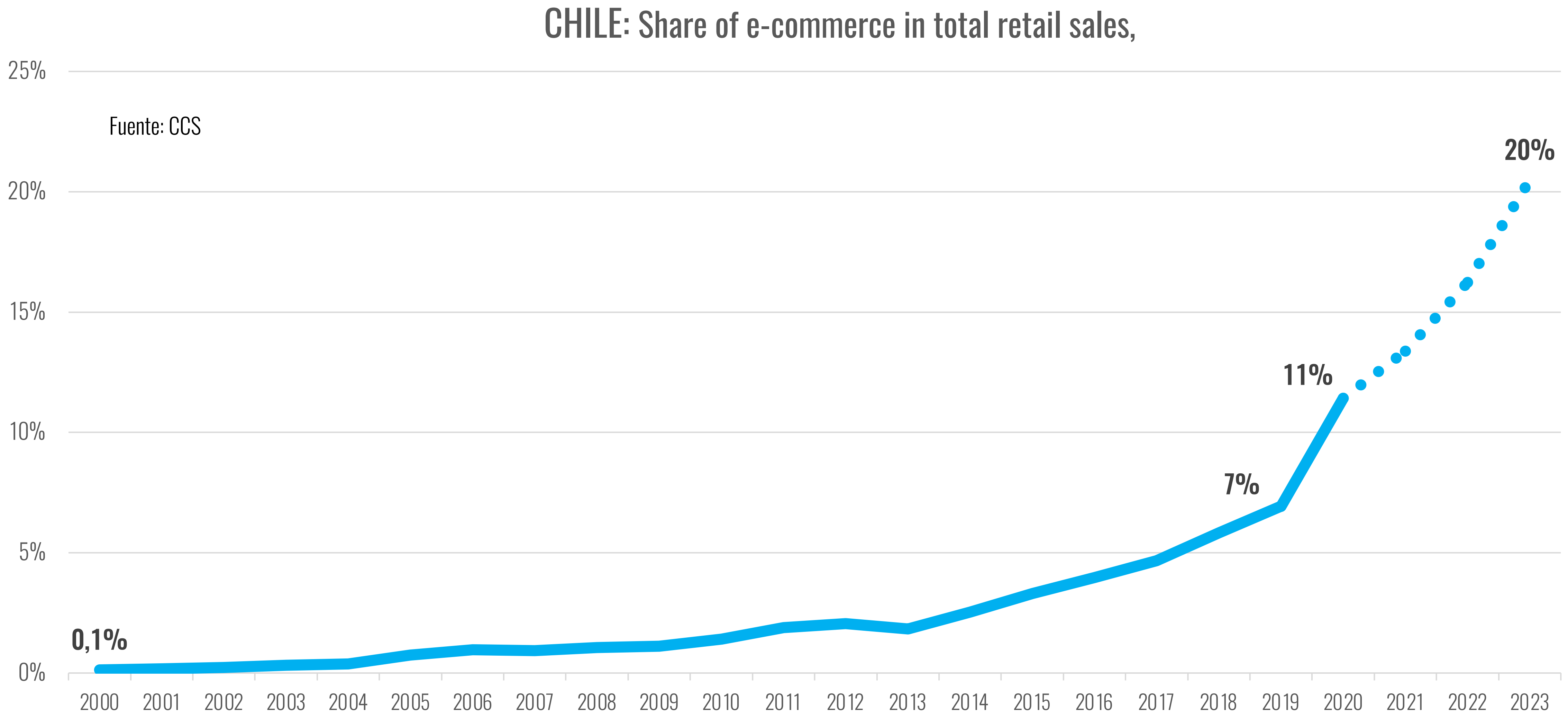

Online shoppers as % of total users
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
33%
83%
Fuente: CCS
mar-20
abr-20
may-20
jun-20
jul-20
ago-20
sept-20
oct-20
nov-20
dic-20
ene-21
feb-21
mar-21
abr-21
may-21
jun-21
jul-21
ago-21

Share of e-commerce in total retail sales, 2020



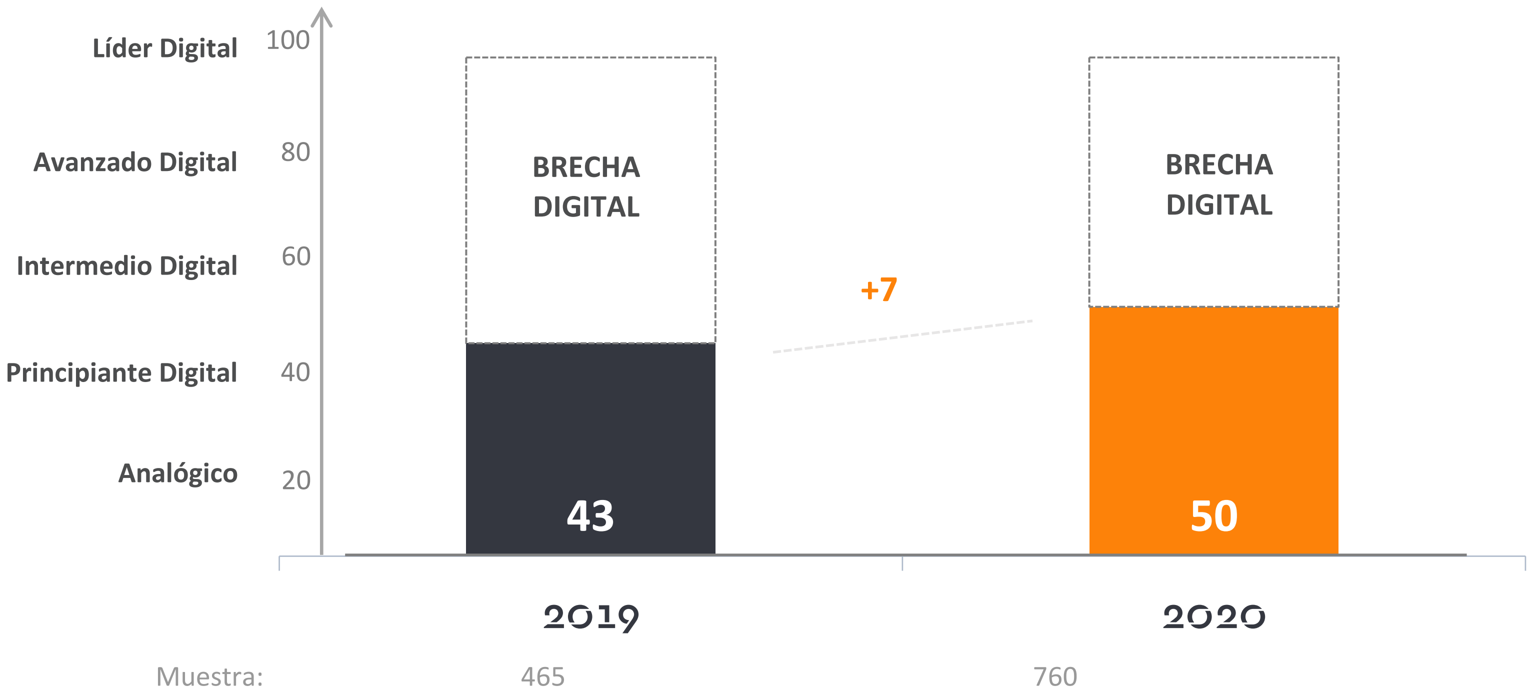

Share of e-commerce in total retail sales
Fuente: CCS para Chile, eMarketer para el resto del mundo
25%
20%
15%
10%
5%
0%
GLOBAL
20%
14%
2014
2015
2016
2017
2018
2019
2020


CHILE: eCommerce forecast
Fuente: CCS
B2C (pre COVID)
B2C
14.090
12.090
10.090
8.090
6.090
4.090
2.090
90
11.591
9.423
6.079
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021



CHILE: Share of e-commerce in total retail sales,
25%
20%
15%
10%
5%
0%
Fuente: CCS
20%
11%
7%
0,1%
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023

Digital Transformation Index for Chilean busineness

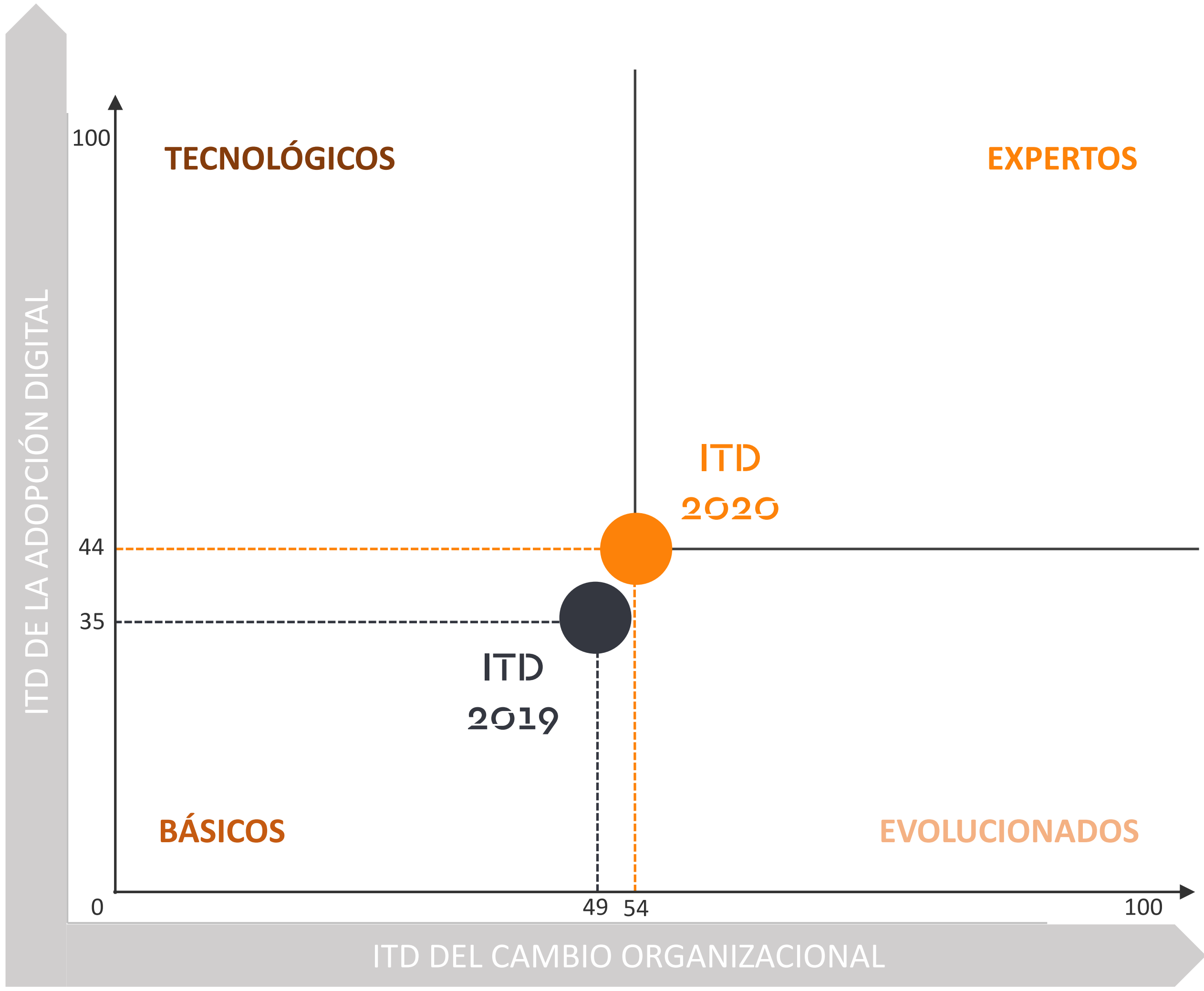


- The Digital Transformation Index of companies (ITD) 2020-2021, registers an average of 50 points on a scale from 0 to 100; which reveals that the level of advancement of companies in their digitization processes continues to be at a level of "Digital Intermediate" in its middle zone. The above shows an advance of 7 pp in this indicator compared to 2019.

- It is relevant to note that this increase in the indicator corresponds to a measurement taken 7 months after the start of the pandemic.

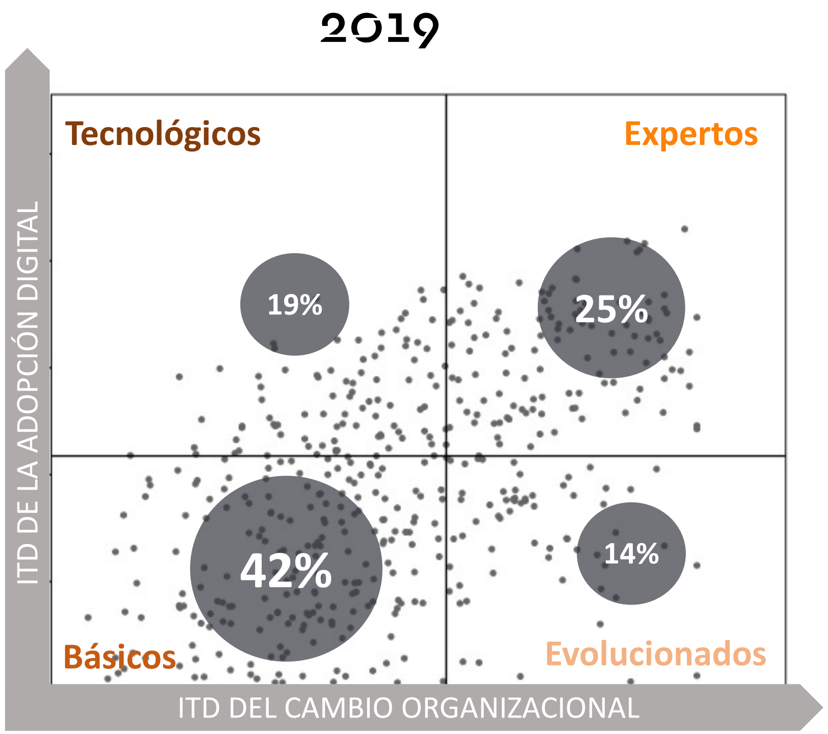
2020 advances bring Chile closer to the frontier of the Digital Expert segment

- The segmentation matrix shows a significant growth of the national ITD during the pandemic.
- Although growth is observed in both dimensions of the digital maturity matrix, the increase in the ITD of Digital Adoption is higher than the growth of the ITD of Organizational Change.

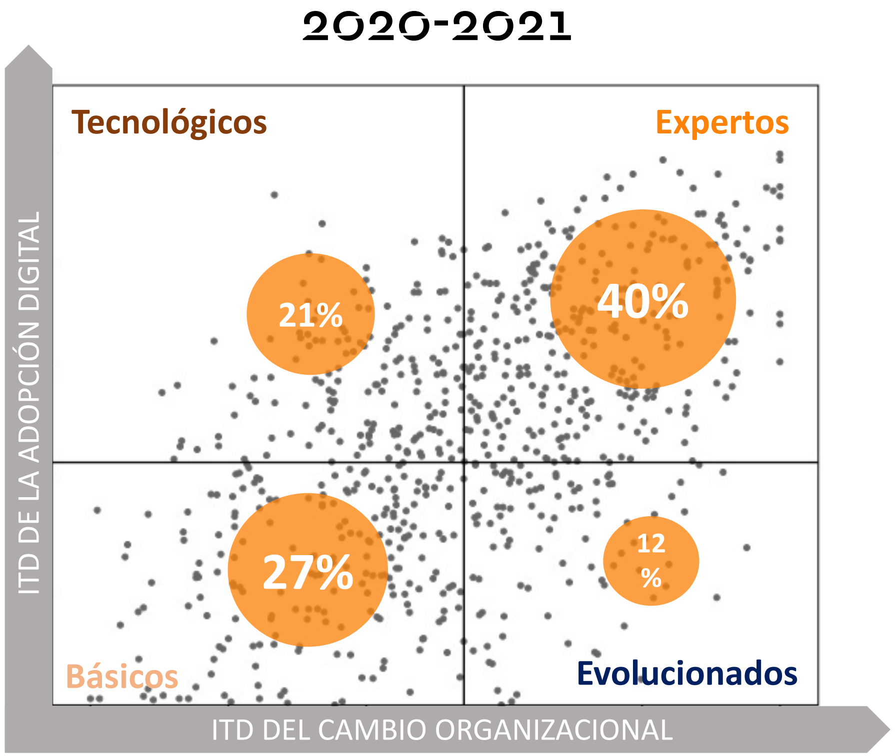


The COVID pandemics boosted digital maturity; the Expert segment grew by 60%

Porcentaje de empresas por cuadrante



Base: 465



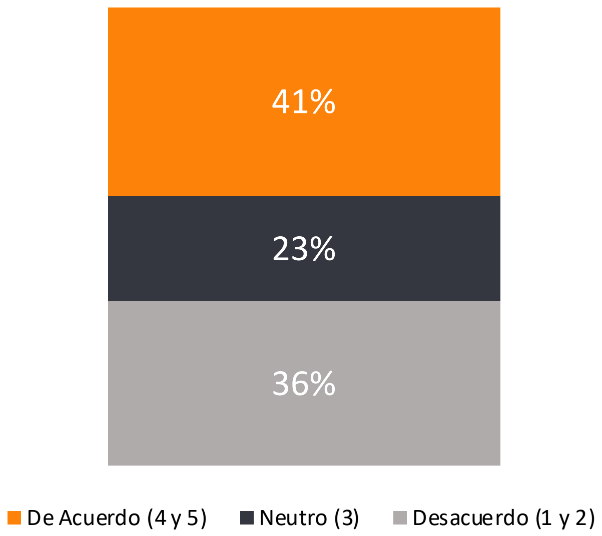
Base: 760

- The general growth of the Digital Transformation Index in 2020 caused a displacement of companies towards the Expert segment. The concentration of Expert companies increased 15 pp. last year, while the ones in the Basic segment decreased in a similar proportion.

There are transformation acceleration gaps by size and industrial sector

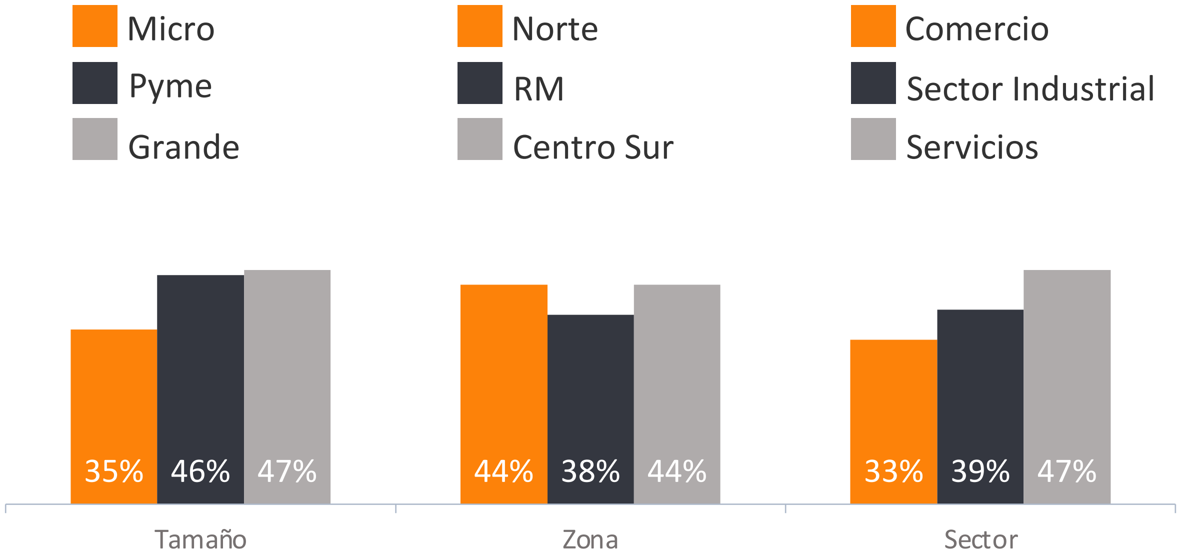
On a scale of 1 to 5, where 1 is "Not at all agree" and 5 is "Strongly agree", how much do you agree with the following statement:

"En mi empresa se han acelerado los procesos de Transformación Digital debido a la Pandemia Sanitaria del Covid-19".



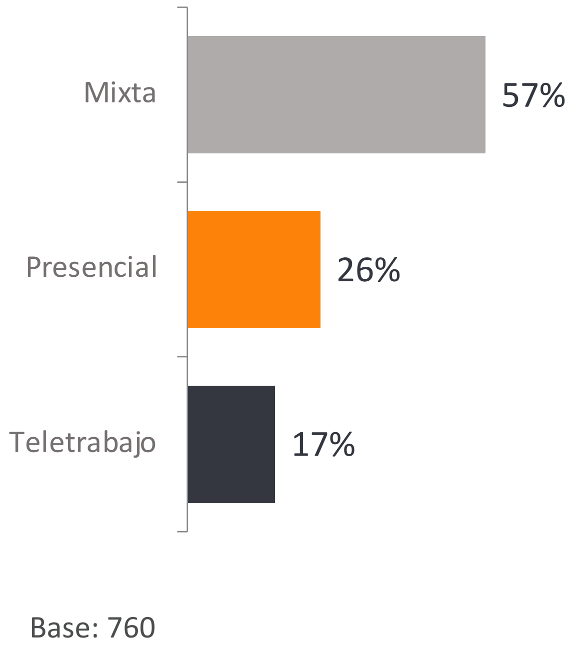
Base: 760

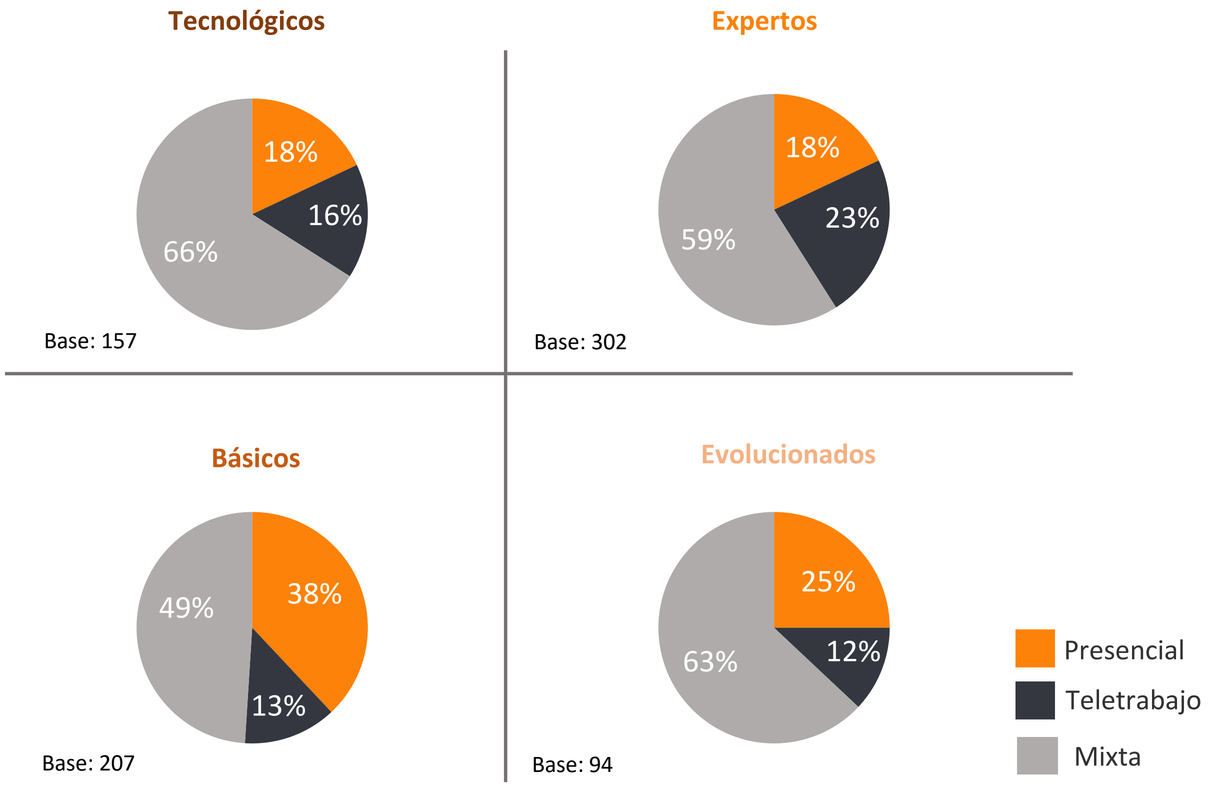
Se grafican sólo los “De acuerdo”



How work will be like when the intensity of the pandemic decreases?

What type of work modality will your company continue to use in less restrictive stages of the pandemic?





- 3 in 4 companies hope to keep some form of telework once the restrictions due to the pandemic end.
- In the expert's segment, 1 in 4 companies will work exclusively in teleworking mode.

Some opportunities for Latin American countries

1. In 2020 there was a massive increase in online users and providers, generating a base of actors to increase digital transactions never seen before.
2. The collaborative economy models exploded, with thousands of new players in the logistics market, in fast delivery services, professional services, education, online entertainment, conferences, etc.
3. Digital penetration over total sales is still comparatively small, so we have a market with highly developed adoption levels and high growth potential due to migration from off to online.
4. Retailers in the region are not overinvested in physical sales infrastructure, so the market does not have to make this loss. In addition, the lower density of physical stores makes digital channels more attractive for consumers.
5. It is a region open to cross-border trade, growing at twice the speed of local e-commerce.
6. There are attractive areas with lag and opportunities, such as Fintech, registry services, state bureaucracy, e-democracy, education, cybersecurity.