

Envigado, May 6, 2022

CHANGES IN THE SENIOR MANAGEMENT

Almacenes Éxito S.A. (the “Company”) informs its shareholders and the market that today, the Board of Directors appointed Lucas López Lince as VP of Marketing. Mr. López is an Administrative Engineer from Escuela de Ingeniería de Antioquia and has an MBA (Master of Business Administration) from Hult International Business School in Boston.

Regarding his professional career, Mr. López was the Head of the Southern Cone Region of the Swedish company Essity as responsible for 6 countries in South America. He also served as VP of Business Development for Grupo Familia, has wide experience in strategy and digital transformation and has served on boards of directors in sectors such as textiles, fashion, entertainment, food and retail.

The Board of Directors and the CEO of the Company give a warm welcome to Lucas, who will start on his position on May 16. His knowledge in brand marketing and experience in mass consumption businesses in various Latin American countries will be important for the fulfillment of the Company's strategic objectives.

This appointment is made after the resignation of Mr. Camilo Reina Ramírez, who was performing as VP of Marketing since November, 2018. The Board of Directors and the CEO thanked Mr. Reina for the commitment and dedication shown during these years, they recognized him as a leader with great professional and human capacities and they wish him success in his new professional challenges.