



**Virtual Ordinary General Shareholders Meeting  
Instructions Handbook  
Almacenes Éxito S.A.**

***March 25, 2021***



## Content

General matters .....	3
a. Modality of the meeting.....	3
b. How to access the meeting.....	3
c. Registration process required to participate in the meeting .....	3
d. Registration deadline.....	3
e. Authorized persons.....	3
f. Personal data protection .....	3
g. Intervention during the meeting .....	4
h. GSM Agenda .....	4
i. Right of Inspection.....	4
j. Granting Power of Attorney .....	5
k. Verification of identity of the shareholders .....	5
l. Technical support .....	5
m. Hours for admission to the GSM .....	5
n. Gift .....	5
o. Media briefing .....	5
Chapter I - Registration .....	6
a. How to register?.....	6
b. What is the deadline for registration? .....	18
c. Registration Confirmation.....	19
Chapter II. - Accessing the virtual room.....	19
Chapter III. Voting process .....	20

**Annual General Meeting of Shareholders  
Remote Ordinary Meeting  
Almacenes Éxito S.A.  
March 25, 2021**

Below are the instructions (the “Instructions Handbook”) for your participation in the virtual ordinary meeting of the Ordinary General Shareholders Meeting (“GSM”) of Almacenes Éxito S.A. (the “Company”).

## **General matters**

### **a. Modality of the meeting**

The GSM of the Company shall be held in remote fashion in accordance with Article 19 of Law 222 of 1995, Decree 398 of 2020 and Decree 176 of 2021.

We invite the shareholders to take measures to guarantee that they have the necessary means to participate in the meeting, for example the proper functioning of their internet connection (Article 3 Decree 176 of 2021).

### **b. How to access the meeting**

As indicated in **the call**, access to a virtual meeting room will be enabled and a link will be available in a banner on the homepage of our website [www.grupoexito.com.co](http://www.grupoexito.com.co).

### **c. Registration process required to participate in the meeting**

In order to access the virtual room, verify identity, participate and exercise the right to vote, shareholders must carry out a **registration process**. The instructions can be found in [Chapter I](#) of this document.

### **d. Registration deadline**

Registration will be available **starting February 19 at 8:00 a.m., Colombia time GMT-5**, the day the notice **call** to the GSM has been published, and until **March 23 at 11:59 p.m., Colombia time GMT-5**.

### **e. Authorized persons**

Access shall be given only to shareholders, their proxy and management staff, in the latter case, as they need to be involved during the meeting development.

### **f. Personal data protection**

- In accordance with the provisions of Article 19 of Law 222 of 1995, the meeting shall be recorded. For this purpose, the shareholders must grant authorization for the processing of personal data at the time of registration (the system shall provide the option to grant such authorization.) Additionally, as the GSM is an important media event, the Company may capture directly or through third parties, images and videos that may be disclosed through any means.

March 25, 2021

- Once the participant enters any and all required information, the system shall ask them authorization to use personal data in order to manage the registration to the meeting, to grant access to the platform, to count the votes, record the meeting and, in general, carry out the necessary steps to ensure the proper development of the GSM, in consideration of the applicable regulations in force. If you have indicated that you wish to receive a gift, your authorization will include permission for us to use your physical location data in Colombia. In addition, you shall grant authorization for us to send it to the informed address. This authorization shall include the possibility for the Company to communicate personal data in a secure and confidential manner to third parties in charge, for example, to suppliers who will support the meeting, including the virtual platform provider. Such authorization is a prerequisite for the Company to collect its data and allow participation in the meeting.

In addition, on a voluntary basis, the Company shall be authorized to treat your data for additional purposes, only if you as Shareholder so wish, consisting of: (i) carrying out of circumscribed contact activities solely and exclusively as a shareholder, through activities such as invitations to events for shareholders and investors, (ii) participating in surveys related to service perception to shareholders and investors, and (iii) sending information of interest related exclusively to the Company, its results or strategic plans including news of interest to shareholders and investors.

#### g. Intervention during the meeting

- In relation to the agenda established for the GSM, within five (5) common days following the publication **of the call**, i.e. between February 20 and 24, shareholders shall ask questions, request additions in a substantiated manner or propose formulas of decision on the points contained therein, for which forwarding must be made to the email address [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).
- After this deadline, shareholders shall speak during the meeting, in real time, through the chat that will be made available to them.

#### h. GSM Agenda

- The Board of Directors and Company Administrators shall abstain from proposing to the GSM any items that have not been included within the agenda published in **the call of the meeting**.
- For the purposes of item 12 of the agenda, shareholders shall have a chat during the meeting to share their thoughts and comments. They will be answered under this item of the agenda and made available on our website under GSM 2021 link <https://www.grupoexito.com.co/es/asamblea-accionistas>.

#### i. Right of Inspection

- Starting March 3, all documents required by law shall be available to all shareholders. They will be able to be reviewed by using a computer that will be

March 25, 2021

made available to the shareholders on the first floor of the administrative headquarters of Almacenes Éxito S.A., Carrera 48 # 32 B Sur - 139, Avenida Las Vegas, in the municipality of Envigado, Antioquia. To ensure appropriate biosecurity measures, it is recommended that shareholders send the date and time when they will come to exercise their right of inspection to our e-mail, [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).

- To facilitate informed decision-making by shareholders, no later than March 3, all documents and proposals submitted for approval by the GSM shall be made available on the corporate website [www.grupoexito.com.co](http://www.grupoexito.com.co)

#### j. Granting Power of Attorney

Shareholders who cannot attend the GSM personally shall be represented by [proxy](#) granting a power of attorney in writing, in accordance with the instructions in [Chapter I](#) of this document.

#### k. Verification of identity of the shareholders

The identity of the attendees shall be verified as follows:

- By validating the data provided by the shareholders in the registration form for the meeting and the information contained in the shareholders' register ledger and the documents sent in case of legal agents or proxy.
- Through the identity validation of the shareholders or their proxy at the time of entering the virtual platform, by using the access code, information understood as personal and non-transferable, which was provided to them.

#### l. Technical support

- In the event that you as shareholder require any consultation on the operation of the virtual platform or require technical support for registration or access to the virtual meeting room, you shall contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5, or e-mail [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).

#### m. Hours for admission to the GSM

Shareholders shall be able to access the meeting starting 8:00 a.m. Colombia GMT-5. The meeting will begin at 9:00 a.m. Colombia GMT-5.

#### n. Gifts

- Shareholders wishing to receive gifts must, at the time of registration (instructions are found in Chapter I of this document), indicate their address in Colombia to which they wish the gift be sent by the Company; delivery will take place no later than fifteen (15) calendar days after the GSM.
- If a person is representing several shareholders, he or she shall request a gift for each of the shareholders by e-mailing [asambleaexito@grupo.exito.com](mailto:asambleaexito@grupo.exito.com) indicating the respective shipping address for each.

#### o. Media briefing

Journalists who wish to obtain information should send an e-mail to [prensaexito@grupo-exito.com](mailto:prensaexito@grupo-exito.com) in advance [prensaexito@grupo-exito.com](mailto:prensaexito@grupo-exito.com)

## Chapter I - Registration

Shareholders of the Company interested in participating in the meeting shall be registered to the meeting, in accordance with the instructions set out below.

### a. How to register?

Shareholders must access the registration form via our website <https://www.grupoexito.com.co>.

- If the shareholder is **a natural person and is going to attend for himself/herself** (i.e., not attend through a proxy), upon entering the registration form the following fields shall be completed:
  - (i) First name and last name
  - (ii) Type of identification document (citizenship card, alien's card, or passport)
  - (iii) ID number
  - (iv) E-mail (must correspond to the shareholder's mail to ensure that the shareholder receives access information)
  - (v) Mobile number (must correspond to the shareholder's cell phone to ensure that the access information is received by the shareholder)

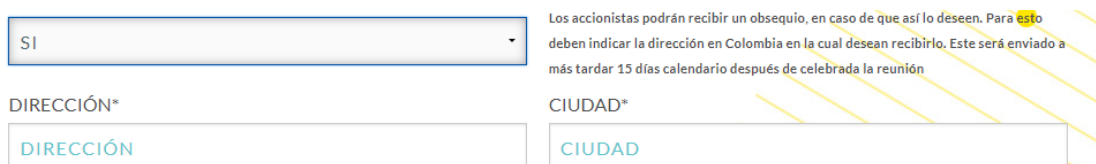


Registro de participante en la asamblea  
PASO 1: datos básicos del participante

TIPO DE IDENTIFICACIÓN*	NÚMERO DE IDENTIFICACIÓN*
Seleccione una opción..	NÚMERO DE IDENTIFICACIÓN
NOMBRES*	APELLIDOS*
NOMBRES	APELLIDOS
CORREO ELECTRÓNICO*	CELULAR*
CORREO ELECTRÓNICO	CELULAR

If the shareholder wishes to receive the gift, the following fields must be completed:

- (vi) Street address (in Colombia)
- (vii) City (in Colombia)



Los accionistas podrán recibir un obsequio, en caso de que así lo deseen. Para esto deben indicar la dirección en Colombia en la cual desean recibirlo. Este será enviado a más tardar 15 días calendario después de celebrada la reunión

SI	CIUDAD*
DIRECCIÓN*	CIUDAD

Additionally, if the shareholder has a disability, information should be provided so that the Company can facilitate accessibility to the GSM. If YES is selected, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** (“**Continuar**”).

You will then need to enter your full name or ID number to search through the list displayed and click the button labeled **Select** (“**Seleccionar**”).

In the next window, you must verify that the information is correct and select the “**Self-represented**” (“**Representación propia**”) option.

Shareholder must then attach a copy (on both sides) of his/her ID (citizenship card, alien registration or passport), in PDF, DOC or JPG no greater than 8MB. You can do this by dragging the document or by clicking **Upload File (“Cargar archivo”)** and **Start Upload (“Iniciar carga”)** buttons, making sure the upload percentage is 100%.

Representación propia

A continuación se indican todos los documentos de soporte requeridos por Almacenes Éxito S.A. para validar su registro. Por favor lea detenidamente cada uno de los documentos que se le solicitan.

**Adjuntar copia de su documento de identificación (por ambas caras)**  
Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño

Elija archivo  
Agregue el archivo a la lista de subida y pulse clic en el botón de Iniciar carga

Arrastre su archivo aquí

+ Agregar archivos   + Iniciar carga   0%   0 kb

Registrar   Cancelar

Elija archivo  
Agregue el archivo a la lista de subida y pulse clic en el botón de Iniciar carga

docx

Arrastre su archivo aquí

+ Agregar archivos   + Iniciar carga   100%   14 KB

Registrar   Cancelar

The recorded information should then be verified and the registration completed by clicking on **Finish (“Finalizar”)**.

Representar / Apoderar a otro accionista   Finalizar

Para asistencia técnica puede comunicarse a la línea 3186228629 de lunes a viernes de 8:00 a.m. a 6:00 p.m. o al correo electrónico [asambleaxito@grupo-exito.com](mailto:asambleaxito@grupo-exito.com)



Once the registration is complete, the shareholder will automatically receive the registration confirmation in the registered e-mail. It is recommended you verify your e-mail's spam folder, in case you do not receive the confirmation. If after that verification the above confirmation e-mail is not found, you may contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5.

If any inconsistency is observed with the information provided in the registration, within three (3) business days, the Company shall notify the registered e-mail, as well as the cell phone, if necessary, so corrections can be made. The deadline for fixing identified inconsistencies will be March 23 at 11:59 p.m. by sending the information to [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).

Within twenty-four (24) hours prior to the GSM, shareholders will receive the access link to the virtual room to the registered mail and cell phone.

- If a shareholder is a **legal person and one of its legal representatives is to attend** (i.e., not by a proxy), upon entering the registration form, the following fields must be completed:
  - (i) First name and last name of the legal representative
  - (ii) The type of identification document (citizenship card, alien registration or passport) of the legal representative
  - (iii) Legal representative identification number
  - (iv) E-mail (must correspond to the e-mail of the legal representative of the shareholder attending the meeting, to ensure that access information is received by the shareholder).
  - (v) Cell phone number (must correspond to the cell phone of the legal representative of the shareholder attending the meeting, to ensure that the access information is received by the shareholder).



Registro de participante en la asamblea

PASO 1: datos básicos del participante

TIPO DE IDENTIFICACIÓN*	NÚMERO DE IDENTIFICACIÓN*
<input type="text" value="Seleccione una opción.."/>	<input type="text" value="NÚMERO DE IDENTIFICACIÓN"/>
NOMBRES*	APELLIDOS*
<input type="text" value="NOMBRES"/>	<input type="text" value="APELLIDOS"/>
CORREO ELECTRÓNICO*	CELULAR*
<input type="text" value="CORREO ELECTRÓNICO"/>	<input type="text" value="CELULAR"/>

If the shareholder wishes to receive the gift, his/her legal representative must complete the following fields for delivery:

- (vi) Street address (in Colombia).
- (vii) City (in Colombia).

SI

DIRECCIÓN\*

CIUDAD\*

DIRECCIÓN

CIUDAD

Los accionistas podrán recibir un obsequio, en caso de que así lo deseen. Para esto deben indicar la dirección en Colombia en la cual desean recibirlo. Este será enviado a más tardar 15 días calendario después de celebrada la reunión

In addition, the legal representative must inform if the person attending has a disability so the Company can facilitate accessibility to the GSM. If you select YES, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?\*

NO

\* Autorizo el tratamiento de mis datos personales con las siguientes [condiciones](#)\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes [condiciones adicionales](#)\*

CONTINUAR

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** (“**Continuar**”).

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?\*

NO

\* Autorizo el tratamiento de mis datos personales con las siguientes [condiciones](#)\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes [condiciones adicionales](#)\*

CONTINUAR

You will then need to enter your full name or ID number to search through the list displayed and click on the button labeled **Select** (“**Seleccionar**”).

### Registro de participante en la asamblea

Sus datos han sido ingresados correctamente

A continuación deberá confirmar su información como accionista en caso de participar en la Asamblea por su propia cuenta, o registrar a los accionistas a los que usted represente, y adjuntar los soportes necesarios para que Almacenes Éxito S.A. pueda hacer la respectiva verificación.

Paso 2. Busque al accionista que desea Representar/Apoderar

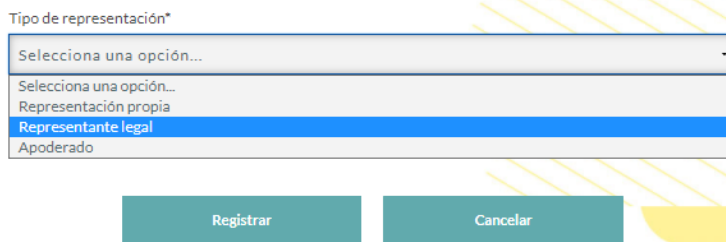
Búsqueda del accionista:

Criterio de búsqueda:\*

Busqueda del accionista

Seleccionar

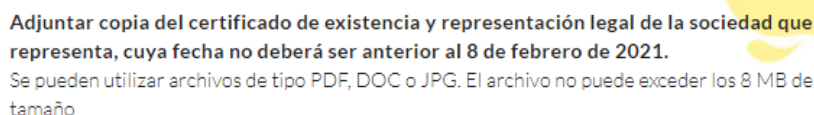
In the next window, you should verify that the information is correct and select the option “**Legal Representative**” (“**Representante legal**”).



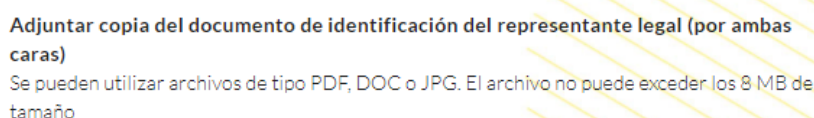
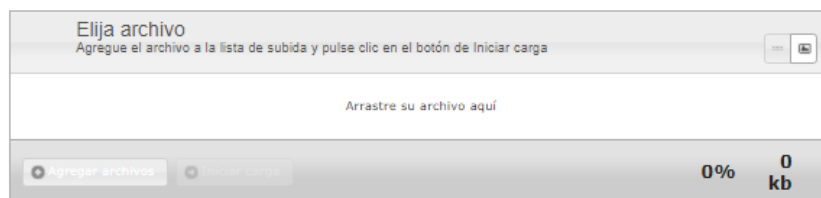
Additionally, the legal representative must attach:

- (i) Copy of the certificate of existence and legal representation, company registry of the represented legal entity. The document issuance must not prior to February 8, 2021.
- (ii) Copy of the identification document of the legal representative (citizenship card, alien registration card or passport) on both sides

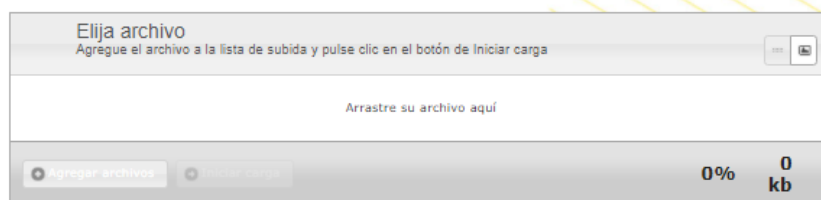
Both documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking on **Upload File (“Cargar archivo”)** and **Start Upload (“Iniciar carga”)** buttons, making sure the upload percentage is 100%.



**Adjuntar copia del certificado de existencia y representación legal de la sociedad que representa, cuya fecha no deberá ser anterior al 8 de febrero de 2021.**  
Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



**Adjuntar copia del documento de identificación del representante legal (por ambas caras)**  
Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



The recorded information should then be verified and the registration completed by clicking on **Finish (“Finalizar”)**.



Para asistencia técnica puede comunicarse a la línea 3186228629 de lunes a viernes de 8:00 a.m. a 6:00 p.m. o al correo electrónico [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com)

Once the registration is complete, the legal representative will automatically receive the registration confirmation in the registered e-mail. It is recommended you verify your e-mail's spam folder, in case you do not receive the confirmation. If after that verification the above confirmation e-mail is not found, you may contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5.

If any inconsistency is observed in the information provided in the registration, within three (3) business days, the Company shall notify the registered e-mail, as well as the cell phone, if necessary, so corrections can be made. The deadline for fixing identified inconsistencies will be March 23 at 11:59 p.m. by sending the information to [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com)

Within twenty-four (24) hours prior to the GSM, the legal representative will receive, to the registered mail and cell phone, the access link to the virtual room.

- If the shareholder is a **natural person who is going to attend the Assembly through a proxy**, upon entering the registration form, the following fields must be completed with the information of the representative:
  - (i) First name and Last name of the proxy
  - (ii) Identification document type (citizenship card, alien's card, or passport) of the proxy
  - (iii) Proxy identification number
  - (iv) E-mail (must correspond to the proxy's e-mail to ensure that the proxy receives access information)
  - (v) Cell phone number (must be the proxy's cell phone to ensure that the proxy receives access information)



Registro de participante en la asamblea

PASO 1: datos básicos del participante

TIPO DE IDENTIFICACIÓN*	NÚMERO DE IDENTIFICACIÓN*
Seleccione una opción..	NÚMERO DE IDENTIFICACIÓN
NOMBRES*	APELLIDOS*
NOMBRES	APELLIDOS
CORREO ELECTRÓNICO*	CELULAR*
CORREO ELECTRÓNICO	CELULAR

If the shareholder wishes to receive the gift, his/her agent must complete the following fields for shipment delivery:

- (vi) Address (in Colombia).
- (vii) City (in Colombia).

SI

Los accionistas podrán recibir un obsequio, en caso de que así lo deseen. Para esto deben indicar la dirección en Colombia en la cual desean recibirlo. Este será enviado a más tardar 15 días calendario después de celebrada la reunión

DIRECCIÓN\* CIUDAD\*

DIRECCIÓN CIUDAD

In addition, the proxy must inform if he/she has a disability so that the Company can facilitate accessibility to the GSM. If YES is selected, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?\*

NO

\* Autorizo el tratamiento de mis datos personales con las siguientes [condiciones](#)\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes [condiciones adicionales](#)\*

CONTINUAR

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** (“**Continuar**”).

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?\*

NO

\* Autorizo el tratamiento de mis datos personales con las siguientes [condiciones](#)\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes [condiciones adicionales](#)\*

CONTINUAR

You will then need to enter your full name or ID number to search through the list displayed and click on the button labeled **Select** (“**Seleccionar**”).

### Registro de participante en la asamblea

Sus datos han sido ingresados correctamente

A continuación deberá confirmar su información como accionista en caso de participar en la Asamblea por su propia cuenta, o registrar a los accionistas a los que usted represente, y adjuntar los soportes necesarios para que Almacenes Éxito S.A. pueda hacer la respectiva verificación.

Paso 2. Busque al accionista que desea Representar/Apoderar

Búsqueda del accionista:

Criterio de búsqueda:\*

Busqueda del accionista

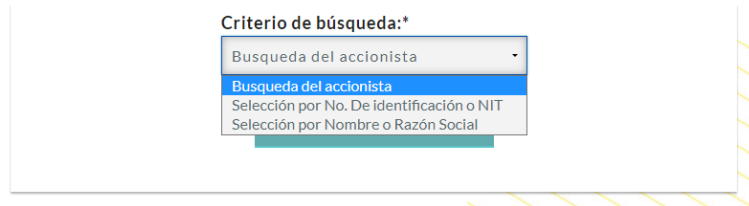
Seleccionar

You will then need to enter your full name or ID number to search through the list displayed and click on the button labeled **Select** (“**Seleccionar**”).

### Registro de participante en la asamblea

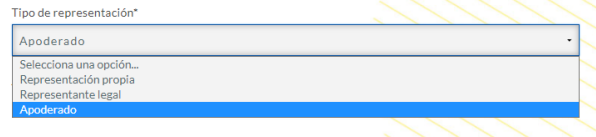
Paso 2. Busque al accionista que desea Representar/Apoderar

Búsqueda del accionista:



Criterio de búsqueda:\*  
Busqueda del accionista  
Busqueda del accionista  
Selección por No. De identificación o NIT  
Selección por Nombre o Razón Social

In the next window, please verify that the information is correct and select the “**Proxy**” (“**Apoderado**”) option.



Tipo de representación\*  
Apoderado  
Selecciona una opción...  
Representación propia  
Representante legal  
Apoderado

Then you must attach:

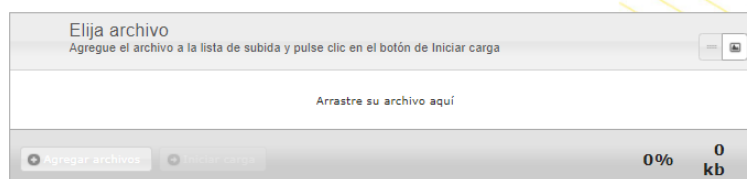
- (i) Copy of **the POA** duly signed by the shareholder
- (ii) Copy of the ID of the shareholder (citizenship card, alien registration card or passport), on both sides
- (iii) Copy of the proxy's ID (citizenship card, alien registration card or passport), on both sides
- (iv) If the shareholder is a minor, a copy of the Birth Certificate must also be attached

All the above documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking **Upload File** (“**Cargar archivo**”) and **Start Upload** (“**Iniciar carga**”) buttons, making sure the upload percentage is 100%.

Si su poderdante es accionista persona natural: Adjuntar copia del poder debidamente firmado por el accionista.

Si su poderdante es accionista persona jurídica: Adjuntar copia del poder debidamente firmado por el representante legal de la respectiva persona jurídica.

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Si su poderdante es accionista persona natural: Adjuntar copia del documento de identificación del accionista (por ambas caras).

Si su poderdante es accionista persona jurídica: Adjuntar copia del certificado de existencia y representación legal de la sociedad que representa, cuya fecha no deberá ser anterior al 8 de febrero de 2021.

The recorded information should then be verified and the registration completed by clicking on **Finish** (“**Finalizar**”).



Para asistencia técnica puede comunicarse a la línea 3186228629 de lunes a viernes de 8:00 a.m. a 6:00 p.m. o al correo electrónico [asambleaxito@grupo-exito.com](mailto:asambleaxito@grupo-exito.com)

Once the registration is complete, the proxy will automatically receive the registration confirmation in the registered e-mail. It is recommended that you verify your e-mail's spam folder, in case you do not receive the confirmation. If after that verification the above confirmation e-mail is not found, you may contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5.

If any inconsistency is observed in the information provided in the registration, within three (3) business days, the Company shall notify the registered e-mail, as well as the cell phone, if necessary, so corrections can be made. The deadline for fixing identified inconsistencies will be March 23 at 11:59 p.m. by sending the information to [asambleaxito@grupo-exito.com](mailto:asambleaxito@grupo-exito.com).

Within twenty-four (24) hours prior to the GSM, the proxy will receive at registered e-mail and cell phone, the access link to the virtual room.

- If the shareholder is a **legal person who is going to attend the GSM through a proxy**, upon entering the registration form, the following fields must be completed with the proxy information:

(i) First name and Last name of the proxy

- (ii) Identification document type (citizenship card, alien's card, or passport) of the proxy
- (iii) Proxy identification number
- (iv) E-mail (must correspond to the proxy's mail to ensure that the proxy receives access information)
- (v) Cell number (must correspond to the proxy's cell phone to ensure that access information is received by the proxy)

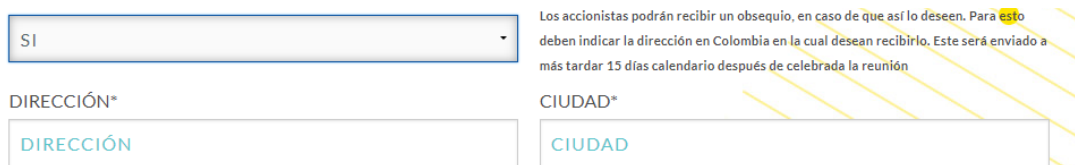


**Registro de participante en la asamblea**  
PASO 1: datos básicos del participante

TIPO DE IDENTIFICACIÓN*	NÚMERO DE IDENTIFICACIÓN*
Seleccione una opción..	NÚMERO DE IDENTIFICACIÓN
NOMBRES*	APELLIDOS*
NOMBRES	APELLIDOS
CORREO ELECTRÓNICO*	CELULAR*
CORREO ELECTRÓNICO	CELULAR

If the shareholder wishes to receive the gift, his/her agent must complete the following fields for shipment delivery:

- (vi) Street address (in Colombia)
- (vii) City (in Colombia)



Los accionistas podrán recibir un obsequio, en caso de que así lo deseen. Para esto deben indicar la dirección en Colombia en la cual desean recibirlo. Este será enviado a más tardar 15 días calendario después de celebrada la reunión

SI	DIRECCIÓN*	CIUDAD*
	DIRECCIÓN	CIUDAD

In addition, the proxy must inform if he/she has a disability so that the Company can facilitate accessibility to the GSM. If YES is selected, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.



¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN? NO

\* Autorizo el tratamiento de mis datos personales con las siguientes condiciones\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes condiciones adicionales\*

CONTINUAR

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** (“**Continuar**”).





¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?\*

NO

\* Autorizo el tratamiento de mis datos personales con las siguientes [condiciones](#)\*

\*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes [condiciones adicionales](#)\*

CONTINUAR

You will then need to enter your full name or ID number to search through the list displayed and click the button labeled **Select** (“**Seleccionar**”)



Registro de participante en la asamblea

Sus datos han sido ingresados correctamente

A continuación deberá confirmar su información como accionista en caso de participar en la Asamblea por su propia cuenta, o registrar a los accionistas a los que usted represente, y adjuntar los soportes necesarios para que Almacenes Éxito S.A. pueda hacer la respectiva verificación.

Paso 2. Busque al accionista que desea Representar/Apoderar

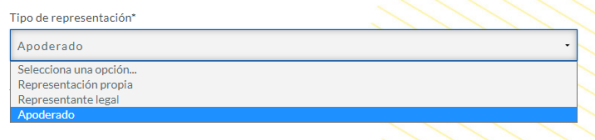
Búsqueda del accionista:

Criterio de búsqueda:\*

Busqueda del accionista

Seleccionar

In the next window, please verify that the information is correct and select the “**Proxy**” (“**Apoderado**”) option.



Tipo de representación\*

Apoderado

Selecciona una opción...

Representación propia

Representante legal

Apoderado

Additionally, you must attach:

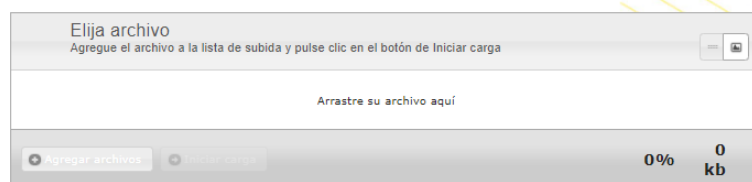
- (i) Copy of **the POA** duly signed by the legal representative of the respective legal person
- (ii) Copy of the certificate of existence and legal representation, company registry, of the represented legal entity, the document issuance must not prior to February 8, 2021
- (iii) Copy of the identification document of the legal representative (citizenship card, alien registration card or passport), on both sides
- (iv) Copy of the proxy's ID (citizenship card, alien registration card or passport), on both sides

All the above documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking **Upload File** (“**Cargar archivo**”) and **Start Upload** (“**Iniciar carga**”) buttons, making sure the upload percentage is 100%.

Si su poderdante es accionista persona natural: Adjuntar copia del poder debidamente firmado por el accionista.

Si su poderdante es accionista persona jurídica: Adjuntar copia del poder debidamente firmado por el representante legal de la respectiva persona jurídica.

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Si su poderdante es accionista persona natural: Adjuntar copia del documento de identificación del accionista (por ambas caras).

Si su poderdante es accionista persona jurídica: Adjuntar copia del certificado de existencia y representación legal de la sociedad que representa, cuya fecha no deberá ser anterior al 8 de febrero de 2021.

The recorded information should then be verified and the registration completed by clicking on **Finish (“Finalizar”)**.



Para asistencia técnica puede comunicarse a la línea 3186228629 de lunes a viernes de 8:00 a.m. a 6:00 p.m. o al correo electrónico [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com)

Once the registration is complete, the proxy will automatically receive the registration confirmation in the registered e-mail. It is recommended that you verify your e-mail's spam folder, in case you do not receive the confirmation. If after that verification the above confirmation e-mail is not found, you may contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5.

If any inconsistency is observed in the information provided in the registration, within three (3) business days, the Company shall notify the registered e-mail, as well as the cell phone, if necessary, so corrections can be made. The deadline for fixing identified inconsistencies will be March 23 at 11:59 p.m. by sending the information to [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).

Within twenty-four (24) hours prior to the GSM, the proxy will receive at registered e-mail and cell phone, the access link to the virtual room.

#### b. What is the deadline for registration?

Registration will be available **starting February 19 at 8:00 a.m., Colombia time**, the day the **call** to the GSM has been published, and until **March 23 at 11:59 p.m., Colombia time GM-5**.

### c. Registration Confirmation

Once the details have been completed and the documents have been attached, the shareholder will automatically receive the registration confirmation in the registered e-mail. It is recommended that you verify your email's spam folder, in case you do not receive the confirmation. If after that verification the above confirmation e-mail is not found, you may contact +57 3186228629, Monday through Friday from 8:00 a.m. to 6:00 p.m. Colombia GMT-5.

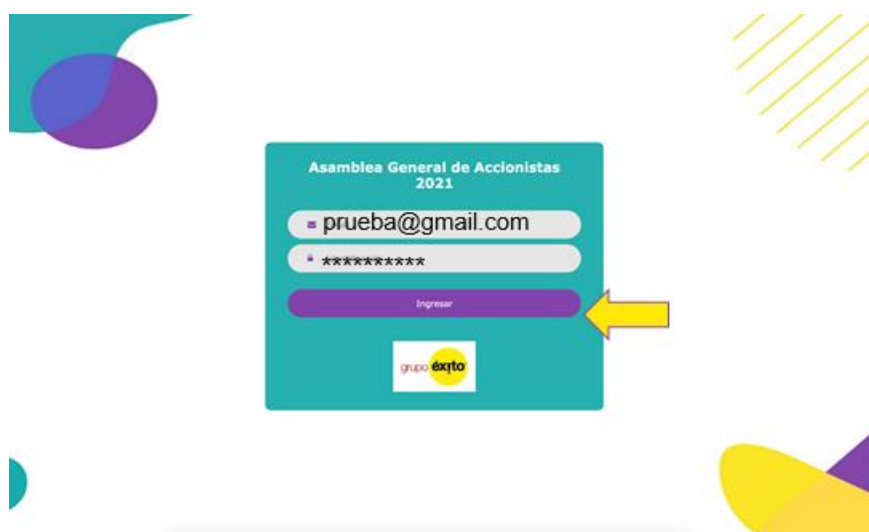
If no inconsistency is observed in the information provided in the register, within twenty-four (24) hours prior to the GSM, the shareholder or his/her legal representative or proxy, as the case may be, will receive to the registered e-mail and cell phone, the access link to the virtual room.

If any inconsistency is observed in the information provided in the registration, within three (3) business days, the Company shall notify the registered e-mail, as well as the cell phone, if necessary, so corrections can be made. The deadline for fixing identified inconsistencies will be March 23 at 11:59 p.m. by sending the information to [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).

## Chapter II. - Accessing the virtual room

On the day of the GSM, the virtual room must be accessed via the link sent to the registered e-mail, or via the link that will be available on our website [www.grupoexito.com.co](http://www.grupoexito.com.co), either by computer - laptop or mobile device. This link will connect to the virtual room through which shareholders shall be able to follow the GSM, participate and exercise their right to vote.

To enter, shareholders must provide their registered e-mail and ID number, or that of their legal representative or proxy, as the case may be, and click on the **Enter** (“**Ingresar**”) button.



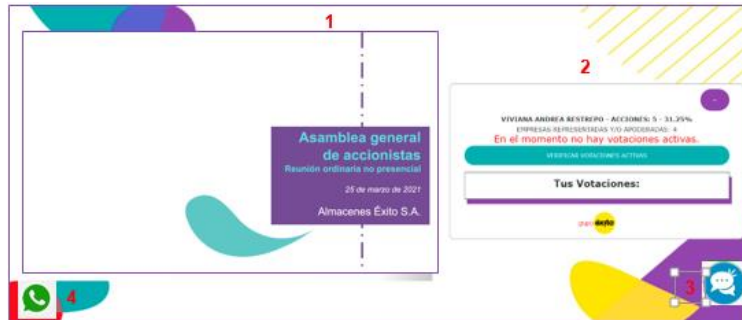
The shareholder, his/her legal representative or proxy, depending on who has registered, will receive in the registered e-mail and cell phone, a verification code that will be requested to complete their entry to the virtual room. It is recommended that you check

March 25, 2021

your spam folder if you have not received said mail and also check your cell phone's text messages. If no code has been received, you can request a new code after 60 seconds. If you do not receive the verification code after a new attempt, you may contact the company at +57 3186228629 or [asambleaxito@grupo-exito.com](mailto:asambleaxito@grupo-exito.com) to receive the required support.



Once you enter the virtual room, the shareholder, or legal representative or proxy, will find four sections on the screen: 1. The live broadcast of the GSM, 2. The voting panel, 3. A dedicated technical help chat access button, 4. A chat access button exclusive to WhatsApp through which shareholders will be able to, in real time, make any interventions and ask questions or comments on the key topics of the GSM. This chat will be enabled only during the same day of the GSM.



The shareholder, or legal representative or proxy, may access the GSM starting at 8:00 a.m. Colombia time GMT-5. The meeting will start at 9:00 a.m.

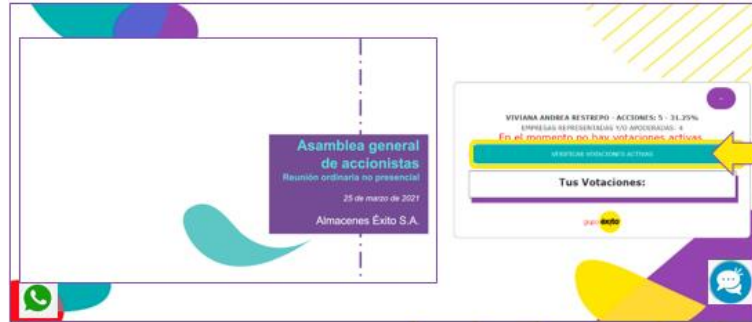
At the start of the meeting, quorum shall be verified. Similarly, during the voting, quorum required for each vote will be monitored and, at the end of the GSM, the quorum with which the voting ended will be recorded.

### Chapter III. Voting process

March 25, 2021

The General Council or President of the meeting shall indicate during each agenda item, the start of the respective voting process, the time to register the vote and the time to finalize voting.

At the time a vote is initiated, the voting panel will be seen by the shareholder, or legal representative or proxy, as appropriate, the button will be labeled **Verify Active Voting**.



By clicking this button, a vote can be recorded as follows:

- a. If the shareholder is a **natural or legal person** who is attending **on his/her own behalf** or through a **legal representative**:

Once clicking on the “Verify Active Voting” (“Verificar votaciones activas”) button, currently active voting will appear on screen with the voting header and three options: Yes; No; Abstain.



Shareholder or legal representative, if applicable, must click on the desired option and the system will display a confirmation window to ratify or cancel the vote, in the case the option wants to be changed.



Once the chosen option has been confirmed, the vote will be recorded satisfactorily and cannot be changed.



b. If shareholder is a **natural or legal person** who participates via **proxy**:

Once the “Verify Active Voting” (““Verificar votaciones activas””) button is clicked on, the system identifies which shareholder(s) are being represented and displays the name or business name of shareholder(s), whether natural or legal person. The shareholder must be selected and once this has been done, the current voting will appear, with the voting header and its three options: Yes; No; Abstain.



The proxy must click on the desired option and the system will display a confirmation window where the vote can be confirmed or canceled, in the case of a desired change of option.



Once the chosen option has been confirmed, the vote will be recorded satisfactorily and cannot be changed.



In case several shareholders are being represented, once activating the active voting button, the system will show the name of each of the shareholders being represented. Then, voting can be exercised:

- Individually, by clicking on each, selecting the desired option and confirming vote as indicated in the previous windows (letter b).
- In block or group, in front of the shareholders who have the same vote. To do this, you must click the button at the bottom of the voting panel labeled **Vote for All Shares Represented** (“**Votar por todas las acciones representadas**”), choose the desired option and confirm the option so that the vote is properly recorded.



The proxy must click on the desired option and the system will display a confirmation window in which the vote can be ratified or canceled in the case an option change is desired.



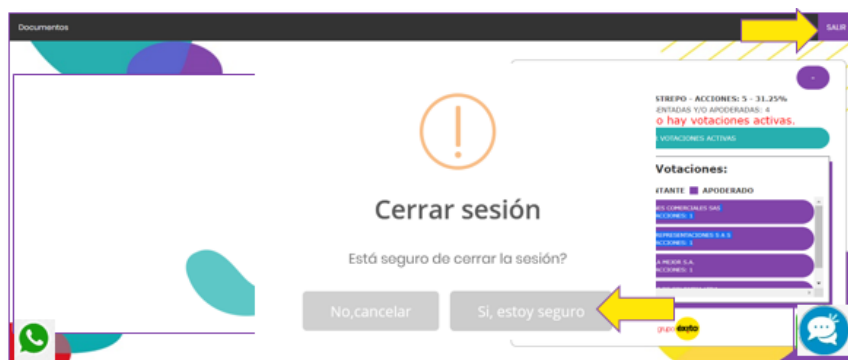
Once the chosen option has been confirmed, the vote will be recorded satisfactorily and will not allow any changes.



In the event vote should be exercised individually for certain shareholders and in block or group for others, first voting should be made for each individual shareholder separately, following the steps above. After completing these individual votes, click on the button labeled “Vote for all shares represented” (“Votar por todas las acciones representadas”) which will select only the remaining shareholders for whom no vote has yet been recorded.

After each vote, the Secretary of the GSM shall inform shareholders of the results obtained for each of the votes.

At the end of the GSM, to exit the platform, you must click on the **Exit (“Salir”)** button at the top right of the window.



The Company may update this Instructions Handbook if it deems necessary to provide greater clarity to shareholders. The Instructions Handbook will be available starting Friday, February 19 on our corporate website [www.grupoexito.com.co](http://www.grupoexito.com.co)

If the shareholders require any consultation on the operation of the virtual platform or require technical support to access the virtual meeting room, please call +57 3186228629 or e-mail [asambleaexito@grupo-exito.com](mailto:asambleaexito@grupo-exito.com).