



Envigado, November 3, 2020

INFORMATION RELEASED IN MEDIA

Regarding publications made in some media about a penalty imposed by the Superintendency of Industry and Commerce ("SIC") to Almacenes Éxito S.A. and Éxito Industrias S.A.S. (jointly "Grupo Éxito") for violating the personal data protection regime, Grupo Éxito informs its shareholders and the market in general, that up to date, it has not been notified by the SIC within the ongoing process.

Grupo Éxito has been committed to protecting the personal data of its stakeholders and implemented a program that has been enhanced and improved through the years, in order to generate a comprehensive system through the development and documentation of measures for the protection of privacy principles, in accordance with current regulations and standards, and good practices.