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NEWS FROM DIRECTORS AND MEMBERS OF SENIOR MANAGEMENT

Almacenes Éxito S.A. (the "Company") hereby informs its shareholders and the market in general that, in line with Grupo Éxito's long-term strategy aimed at strengthening its regional leadership, accelerating digital transformation, deepening customer insights, and consolidating an increasingly competitive and differentiated commercial offering, the Company continues to strengthen its senior management team with leaders who have extensive experience in retail, technology, innovation, and commercial management. Accordingly, Paula Sanabria Campos and Juan Camilo Suárez have been appointed as Chief Commercial Officer (CCO) and Chief Digital & Technology Officer (CDTO) of Grupo Éxito, respectively.

Ms. Sanabria holds a degree in Business Administration from the Universidad Internacional de las Américas (San José, Costa Rica). She has 26 years of experience in the retail sector and brings extensive expertise in strategic category management, high-performance team development, and results-driven strategy execution.

Mr. Suárez holds a degree in Production Engineering from Universidad EAFIT and has complemented his academic background with studies at international institutions such as MIT, Duke, and Stanford. He has more than 28 years of experience leading organizations and digital operations across Latin America, with a focus on strategic planning, innovation, customer experience, and business transformation.

The appointment of these executives strengthens Grupo Éxito's capabilities to advance its strategic priorities, enhance customer experience, drive commercial and technological innovation, and continue generating sustainable value for its shareholders, employees, suppliers, and other stakeholders, as well as to foster synergies across all the countries in which it operates, supporting growth and expansion.