



HOLA, YO SOY
HENRY
Y ESTOY AQUI
PARA AYUDARLO



SODIMAC
CONSTRUCTOR

Perú
Perú
Perú

Sodimac

Perú

Once again distinguishing itself as one of the best places to work in Peru and as the market's leading brand, the company also advanced in 2012 in the implementation of an operational efficiency program.

A more efficient company

In Peru, Sodimac has achieved a consolidated position as the leading brand in the home improvement market. This reflects its excellent customer service, strong ties with the community and constant efforts to provide its human team with an excellent work climate and opportunities for development.

In 2012, Sodimac Perú made ongoing progress along the path of its expansion, achieving important milestones such as the inauguration in March of a new store, its 18th, in the city of Chimbote and the implementation of an integral operational efficiency project, designed to change the functioning of all the company's processes.

This project focused on reducing the rate of errors in the operation, working very closely with each of the integral areas of the business (logistics, commercial and operations), redesigning the way they carry out their work in order to increase efficiency, reducing costs and improving customer service. The project began to bear fruit almost immediately, with administrative and sales costs dropping by 0.3 percentage points over the course of the year.

In a further bid to achieve efficiency gains, the company also participated in two corporate procurement committees. These brought together its domestic operations with those of Sodimac in other countries and with related companies in Peru: Falabella, Tottus and Banco Falabella.

These efforts were reflected in a 22.1% increase in the company's sales in 2012.

"The implementation of a large-scale operational efficiency program became an important challenge since it called for a very significant cultural change in a company that already had a quite strong and deeply-rooted culture. We worked intensely to generate a conviction that this was the right road, starting with the organization's leaders, which meant the participation of all our managers, deputy managers and heads of section who became convinced that we had the formula to sustain Sodimac Perú's future growth."

EMILIO VAN OORDT M., GENERAL MANAGER, SODIMAC

PERÚ.



Fostering the development of our collaborators

Sodimac Perú's philosophy is that, as a company, it must permit the workplace development of its employees, providing the conditions for a good organizational climate and constant learning.

One example of its success in putting this vocation into practice was the 5th position that Sodimac Perú obtained in the annual survey by the Great Place to Work Institute (GPTW) and its top position within the country's retail sector. This was a very important achievement since it was the fourth consecutive year in which the company was ranked among the five best places to work in Peru.

A fundamental role in this achievement was played by the training the company offers its employees. In 2012, it launched the Sodimac Curriculum, an initiative under which they each have an individual record of courses taken and marks achieved, enabling them to see clearly which courses and workshops they should take in order to become specialists, obtain promotion and develop their career within the company. In this context, the company put great emphasis on supporting employees through a program of scholarships for studies at institutes of higher education and universities so that those who require this opportunity and comply with the company's values and the results it demands are able to obtain university and technical qualifications.



For the fourth consecutive year, Sodimac was among the top five companies in Peru in the Great Place to Work ranking.

Concern for the community

Sodimac Perú has successfully positioned itself as a socially responsible company that strives to have a positive impact on the communities and families that are in some way related to the business. In 2012, its work in this field focused on three broad fronts.

In the case of the Peruvian Teletón, volunteers from the company went out on to the streets to collect donations from the public and donation boxes were also placed at all the checkouts of its stores. In addition, the company itself donated materials and fixtures for five hospitals related to the Teletón, accompanied by the work of volunteers from its 18 stores in Lima and the provinces.

Sodimac Perú also established an alliance with Un Techo para Mi País (A Roof for My Country), providing the foundation with materials for the construction of 40 emergency homes in poor areas of Lima as well as two sports pitches and four training centers for parents and construction specialists, experts, electricians,



18

stores, the last one opened in 2012
in the city of Chimbote.

136,919

m² of sales floor.

4,306

employees, known as Sodimac collaborators.

US\$ 500,000

invested in training in 2012.

5th POSITION

in the GPTW ranking of the best
places to work in Peru.



A leading brand

plumbers and other professionals. In addition, over 15% of Sodimac's employees are registered as volunteers to help build homes for very vulnerable families during several weekends a year.

In the third front of its work, the company implemented the *Haciendo Escuela* (Making School) initiative in conjunction with Falabella, Banco Falabella and Tottus to support schools in very depressed areas of the country that are part of the *Fe y Alegría* (Faith and Joy) program. Through this initiative, the schools receive construction materials and monthly visits from company employees, providing friendship, joy and training for parents and children.

Its commercial and community relations work in Peru is positioning Sodimac as one of the country's most recognized and valued brands. In 2012, this bore fruit in a number of ways.

An annual survey carried out by the *El Comercio* newspaper found that Sodimac was the brand that elicited the seventh most identification among clients, competing neck-and-neck with other important companies with a much longer history in Peru.

Similarly, a brand perception study carried out by the company showed important achievements in the home improvement segment where Sodimac was top-of-mind (TOM) among 46% of the general public, well ahead of its nearest competitor with 18%, and among 62% of specialists and professionals as compared to 31% for the nearest competitor. Both figures represent a significant improvement in a year which saw an increase in competition in the retail sector and the debut of a third large player in the home improvement market.



In 2012, Sodimac Perú made important progress in its alignment with the most advanced trends in commitment to the environment and sustainability. This included the preliminary results of its process of obtaining ISO 26000 certification and adjustment to the parameters of the Global Reporting Initiative (GRI), making it a company that behaves ever more responsibly towards its clients, employees and the communities of which it forms part.



In 2012, CMR's share of Sodimac Perú's sales was the highest in the region. This was the result of campaigns and constant sales force training both by the company itself and in collaboration Banco Falabella.

In 2012, the company also received a number of recognitions for its marketing work. They included the Gold and Silver Effie Awards in the categories of Trade and Corporate Image, respectively, thanks to the Transforma Tu Vida (Transform Your Life) campaign. For this same campaign, the Catholic University of Peru also awarded Sodimac its Gold Prize on the grounds that, through this vehicle, the company successfully communicated the principal values of human behavior.

In addition, Spain's Business Corporate Reputation Monitor (MERCOR) ranked Sodimac in 53rd place among the companies with the best reputation in Peru and, significantly, in top place within the country's retail sector.



Innovating in commercial management

In commercial terms, 2012 was a year full of both challenges and satisfactions for Sodimac. The set of six campaigns known as the La Carrera del Grand Prix (Grand Prix Race), implemented over the course of the year, was of particular importance in contributing to the chain's positioning as regards sales and market share. Thanks to this innovative initiative, it was able to provide all its employees with an incentive to improve their performance and clients with a better service.

A further source of satisfaction for the company was the opportunity to expand the matrix of products it offers through its Jockey Plaza, Javier Prado and Trujillo stores, enabling it to reach clients in the AB socioeconomic sector whom it was not previously serving.

Challenges for 2013

In 2013, the company hopes to significantly accelerate the opening of new stores, inaugurating a total of five over the course of the year. In addition, it faces the constant challenge of fulfilling its promise of offering the market's lowest prices.

In 2012, Sodimac Perú introduced changes in the way it measures its Customer Service indicators, allowing it to better tailor its value proposition to consumers' needs and achieve an improvement of up to 20% in the Mystery Customer study. In addition, it launched an online survey on its website in which over 78% of clients shopping in Sodimac indicated satisfaction with the service they had received.





From left to right:

Ramón Ponce de León Airal
Commercial Manager

David Toledo Abadi
Systems Manager

Beatriz Fortunic Montoya
Human Resources Manager

Emilio van Oordt Martínez
General Manager

Christian Santos Araya
Operations Manager

Lucy Salazar Jakob
Marketing and CSR Manager

Alan del Castillo Vela
Procurement Manager

Hilda Ruiz Muñoz
Projects Manager

Giancarlo Vasallo Solari
Administration and Finance Manager