

## Quiñenco presents its new corporate image

- **The new logo retains the main features of the emblem that has accompanied the company for more than 25 years, introducing a twist that emphasizes its commitment to progress and development.**
- **"More than a change, it's an evolution, a renewal of the image to project the values that support the work of our company," said Francisco Pérez Mackenna, CEO of Quiñenco.**

Santiago, December 11, 2023 - Quiñenco, the industrial and financial holding company of the Luksic Group, presented its renewed corporate image, which symbolizes an evolution of the logo that has accompanied the group for more than 25 years.

The new image retains many of the elements of the current icon, introducing a twist and color, along with simplifying its structure and typography. "More than a change, it's an evolution, a renewal of the image to project the values underpinning the work of our company," said Francisco Pérez Mackenna, CEO of Quiñenco.

"Companies, as the driving force behind development and progress, should lead the way and adapt to new challenges. With deep pride in our history, we are taking an important step to ensure that our image transmits what we do today and what we believe in at Quiñenco, while maintaining our firm purpose of forging the path and discovering sources of progress for future generations", concluded Francisco Pérez Mackenna.