

## **Mavi grows consolidated revenues by 129% to TL 10 billion 592 million, posting TL 1 billion 459 million in net profits with strong growth in 2022**

**Mavi**, Turkey's leading jeans and apparel brand, today announced its 2022FY results. The company's consolidated revenues increased by **129%** year on year, reaching **TL 10 billion 592 million**. With this strong performance, the company posted **TL 1 billion 459 million** in net profits. Mavi completed the year with **TL 2 billion 491 million** in EBITDA, an **EBITDA margin of 23.5%** and an **EBITDA growth of 140%**. Supported by a robust balance sheet, cash flow from operating activities continued, resulting in a net cash position of **TL 2 billion 272 million**.

Mavi maintained its profitable growth, capturing **146% increase in global retail, 107% in wholesale, and 96% in e-commerce**. Supported by the strong demand in the Turkish retail sector in a period of high inflation, Mavi increased its market share, ranking among the most preferred brands by consumers. As a result, Mavi's **retail like for like sales increased by 142%** in Turkey. This strong performance was driven by increased traffic, 21% growth in volume, and the acquisition of more than **1 million new customers** and a larger basket size.

In 2022, Mavi captured over 100% growth across all categories, including denim and non-denim, and sold **12.5 million** jeans globally.

The Board of Directors will present its proposal to distribute 30% of its 2022 profit as a dividend to the General Assembly for approval.

### **Mavi CEO Cüneyt Yavuz's review of 2022:**

**Chief executive officer Cüneyt Yavuz** provided some insights about Mavi's performance over the last year:

#### **"Mavi will always stand by society"**

- "We are deeply saddened by the February 6 earthquakes that devastated 11 provinces. At Mavi, we have acted in cooperation with the state institutions and NGOs from day one to help with the relief efforts. We will continue to stand by our employees, business partners and communities. As a company that sources 80% of its products from Turkey, supporting our manufacturers in the affected regions and growing together will remain our key priority.

#### **"We delivered strong growth performance"**

- "I want to thank my great team for their hard work and all our business partners, investors, and customers for supporting us in delivering a successful performance in

2022, guided by our brand values and corporate culture as we continued to drive Mavi into the future.

**As a people-oriented global company with sound financial management, we closed the year with growth beyond expectations and a considerable margin increase** thanks to our brand positioning, the right product, the right price, high quality and customer-centric strategy, and flexible supply chain, product planning and inventory management mechanisms we have in place.

**“We captured growth in all categories and maintained our strong position in men’s while increasing our share in women’s”**

- We continue to grow by remaining focused on what we do best, offering denim innovation and novelties in the lifestyle group. Last year, we sold more than 12.5 million jeans items with **innovative denim collections**, including Mavi Black, Mavi Pro, Mavi Icon, MV91 and Sustainable Hemp.
- For the first time, **the share of the non-denim lifestyle categories in total sales exceeded 60%**. The Mavi logo sweatshirt group and the new Mavi ProTech premium jacket collection and exclusive collaborations like Freedom of Space X Mavi and Esra Gülmen X Mavi were some of the novelties we introduced.
- Last year, we also launched the **Birlikte Çok Güzel Oluyoruz** (“We Are So Beautiful Together”) ad campaign to highlight Mavi’s brand and product positioning with women of all ages, sizes, preferences, and lifestyles. This campaign not only proved effective in driving new customer acquisition and sales but also reinforced our position as a love brand.

**“We remain a data-driven company”**

- Meanwhile, our digital investments in Turkey and worldwide continue as we make a difference with CRM activities. As a result, we engage seamlessly with **5.7 million active customers and 3.5 million app members**.
- We are already seeing the positive results of our ERP transformation, which was completed with the move to SAP, while we are also taking significant steps in **data analytics**.

**Mavi: the first and only Turkish apparel brand ranked in the reputable sustainability lists**

- In 2022, we made strides in sustainability. With the **All Blue** approach, built on **sustainable growth through quality** and focused on People, Planet, Community, and Denim, we worked to integrate sustainability further into our corporate culture, vision, ways of doing business, products and growth targets.

The emission reduction targets we set in line with the Paris Climate Agreement were approved by the **Science Based Targets initiative** in late 2022. We are proud to be the

**only Turkish apparel brand whose science-based climate targets have been verified by SBTi to date.**

Mavi was also included in the 2022 **Climate Change A List**, announced by **CDP**, the world's largest environmental disclosure platform. Only 283 of the nearly 20 thousand companies worldwide that respond to CDP made the A List last year, becoming the climate leaders of 2022. And Mavi is the one and only Turkish apparel brand on this list.

In recognition of our successful corporate sustainability efforts and share performance, we were included in the **BIST Sustainability 25** index of Borsa Istanbul. Leading the industry in this area as well makes us very proud.

We believe that the best denim is sustainable denim and therefore expand the All Blue collection with innovative products. In line with our **All Blue** goals, we are committed to becoming a climate-positive company by 2050. And **we will continue to work with a passion for a better Mavi and a better world."**

**Media contact:**

**Pro İletişim Danışmanlığı**

Serap Denk [serap@proiletisim.com](mailto:serap@proiletisim.com) // 0535 406 90 20

Özge Arın [ozge@proiletisim.com](mailto:ozge@proiletisim.com) // 0532 565 45 77

Belemir Koç [belemir@proiletisim.com](mailto:belemir@proiletisim.com) // 0532 709 57 21