



CUSTOMER SATISFACTION POLICY

1. OBJECTIVE

The objective of this Customer Satisfaction Policy ("Policy") is to define the standards and guidelines that Mavi Giyim San. ve Tic. A.Ş. ("Mavi" or "Company") implements to always provide a seamless shopping experience in line with its retail excellence approach and mission of creating the Happiest Mavi Customers.

2. SCOPE

This Policy lays out the principles for ensuring customer satisfaction.

3. DEFINITIONS

CRM (Customer Relationship Management): Encompasses all activities carried out to recognize the customer, understand customer needs, and drive customer profitability and loyalty by developing relevant opportunities, campaigns, and offers. Mavi manages its CRM practices with the Kartuş card membership program, which has built a strong bond between Mavi and its millions of customers since 2007, enabling the brand to better understand its fans and customerbase.

Call Center: Refers to the unit where all communications such as customer complaints, requests or suggestions are received by phone, email or social media.

Customer complaint: Refers to the customers' verbal or written communications, expressing their dissatisfaction with products and services.

Customer requests, suggestions and feedback: Refers to the customers' verbal or written communications, expressing their requests, suggestions and feedback regarding improvements in existing products and services and/or new service expectations.

4. RESPONSIBILITIES

The CRM and Customer Relations Teams reporting to the Global Brand/Marketing department are responsible for implementing this policy.

5. POLICY

As a jeans-centric brand that is always close to its customer, Mavi aims to create new and happy experiences across all touchpoints. To create the "Happiest Mavi Customers," the Company maintains a right price-quality balance and adopts after-sales excellence approach to meet customer expectations. Mavi employees respond to the customers' product- or service-related problems with sensitivity, fairness, objectivity and solution focus. In line with Mavi quality, customer relations are based on the principles of transparency, professionalism, kindness, seriousness and trust.

Mavi diversifies and enriches the shopping and feedback channels through digitalization to always provide better customer experience and improve customer satisfaction. Mavi manages customer relations according to the EN 15838 Customer Contact Centers -Requirements for Service Provision and ISO 10002 Customer Satisfaction Management System.

At Mavi, customer satisfaction is addressed with an integrated omni-channel approach. Accordingly, following tools are used to analyze customer data, manage campaign processes and customer experience, and assess and monitor customer feedback and complaints:

5.1. Call Center / Complaint management tool: The customers may communicate their feedback regarding products or services, opinions about Mavi, and all kinds of suggestions by phone, email and social media or via the stores. Customer complaints, requests, suggestions and feedback are managed according to the CRM and Customer Relations Procedure and Product Returns Procedure.

5.2. Kartuş Customer Loyalty Program: Kartuş data is used effectively to offer opportunities and benefits to meet customer expectations and needs. Based on this data, personalized campaigns and communications are executed to drive customer frequency, basket size and lifetime value.

5.3. Brand Surveys: Mavi conducts regular surveys to collect information on the brand's impression among customers and identify consumers' shopping habits in relation to the Mavi brand, products and ad campaigns.

5.4. Secret Customer Surveys: Secret customer surveys are carried out in Mavi stores and franchisees to measure customer satisfaction and assess the performance of field teams. These surveys enable inspection of each retail outlet and monitoring and reporting on their quality of service.

5.5. Customer Complaint reports: Customer complaint reports provide data for detailed analyses to assess and measure performance progress in customer satisfaction levels.

6. CUSTOMER COMMUNICATION CHANNELS

- Mavi Call Center (0850 288 62 84 - bilgi@mavi.com - kisiselveriler@mavi.com)
- Contact section on the Mavi websites (www.mavi.com, www.mavicompany.com)
- Mavi stores
- Mavi social media channels
- Complaint and review websites