



Overview

Incorporated in Istanbul in 1991, Mavi is today globally recognized as a highly successful lifestyle brand

- Incorporated in Istanbul in 1991, Mavi is a highly **successful lifestyle brand**.
- With strong denim roots, Mavi has evolved into an international lifestyle brand building its success on products of superior quality and perfect fit with **7.5m denim items sold globally**.
- Significant market share in Turkey complemented by sales in 34 international markets. Total number of **392 mono-brand stores** and **c.5,500 global points of sale**.
- Aspirational lifestyle and **customer-centric** brand positioning with broad appeal and **celebrity endorsements**.
- Flexible supply chain with **56% lifestyle, 44% denim bottoms** product mix responding real-time to international consumer trends.
- Large loyal **customer base amongst young** and aspirational consumers.
- Customer-centric brand with a **best in class loyalty program with 5.7m** loyalty card members.
- With **3,340 talented and dedicated employees** and with a strong and experienced management team Mavi is regarded as an employer of choice.

International presence

Extensive opportunities for growth both in Turkey and globally, building on well-established market position and strong domestic and international brand recognition. Focus on Turkey store expansion and like-for-like growth, disciplined international expansion and e-commerce

Turkey

- 2016A Revenue: TRY1,120m
- # Retail Stores: 261
- # Franchised Stores: 70
- # Wholesale Doors: 436

Europe

- 2016A Revenue: TRY100m
- # Retail Stores: 9
- # Wholesale Doors: 1,646

US

- 2016PF Revenue: TRY77m
- # Retail Stores: 1
- # Wholesale Doors: 1,303

392
Mono-Brand Stores
Globally (2016)

331
Mono-Brand Stores
in Turkey (2016)

61
International
Mono-Brand Stores
(2016)

Canada

- 2016PF Revenue: TRY40m
- # Retail Stores: 4
- # Wholesale Doors: 1,548

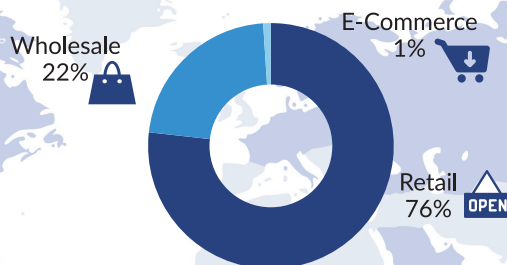
Russia

- 2016A Revenue: TRY20m
- # Retail Stores: 8
- # Franchised Stores: 19
- # Wholesale Doors: 124

Rest of the World

- 2016A Revenue: TRY12m
- # Franchised Stores: 20
- # Wholesale Doors: 23

c.5,500
Global Points of Sale
(2016)



Source: Company Information

Note: Shaded countries on the map denote presence of Mavi via retail and/or wholesale operations, as well as exports. Number of Retail Stores and Franchised Stores in map as of Jan-2017. 2016 Revenue for Europe includes revenue from Netherlands and German exports to other European countries. Rest of the World accounts for exports from Turkey and royalty income from Australia. Mavi pro-forma financials including the estimated effects of US and Canada businesses acquisition as if had occurred on 1 February 2016, i.e. including Mavi Giyim Sanayi ve Ticaret A.S. consolidated actuals as of 31 January 2017 and 7 months period-end actuals of US and Canada before acquisition date (August 2016) and other pro-forma adjustments impacts such as eliminations, depreciation and amortizations and income taxes.

Financial performance

**TL
1,307.9m**

2016 consolidated revenue

Including the acquisition of U.S. and Canadian subsidiaries, 2016 proforma revenue of ~**TL 1,368.5m**

**CAGR of
20.9%**

2014-2016 Revenue



**CAGR of
65.6%**

2014-2016 Net Profit



**CAGR of
28.4%**

2014-2016 EBITDA



Mavi highlights

• Aspirational lifestyle and customer-centric brand with broad appeal and celebrity endorsements

- 5.7m loyalty cardholders with approximately 3.9m active members in the last two years
- Core segment of customers are young, fashion-conscious men and women under 35
- Strong social media reach (3.3m followers in 2016) supporting continued growth
- Strong pricing power and quality perception
- Global brand awareness with celebrities and fashion icons as loyal followers

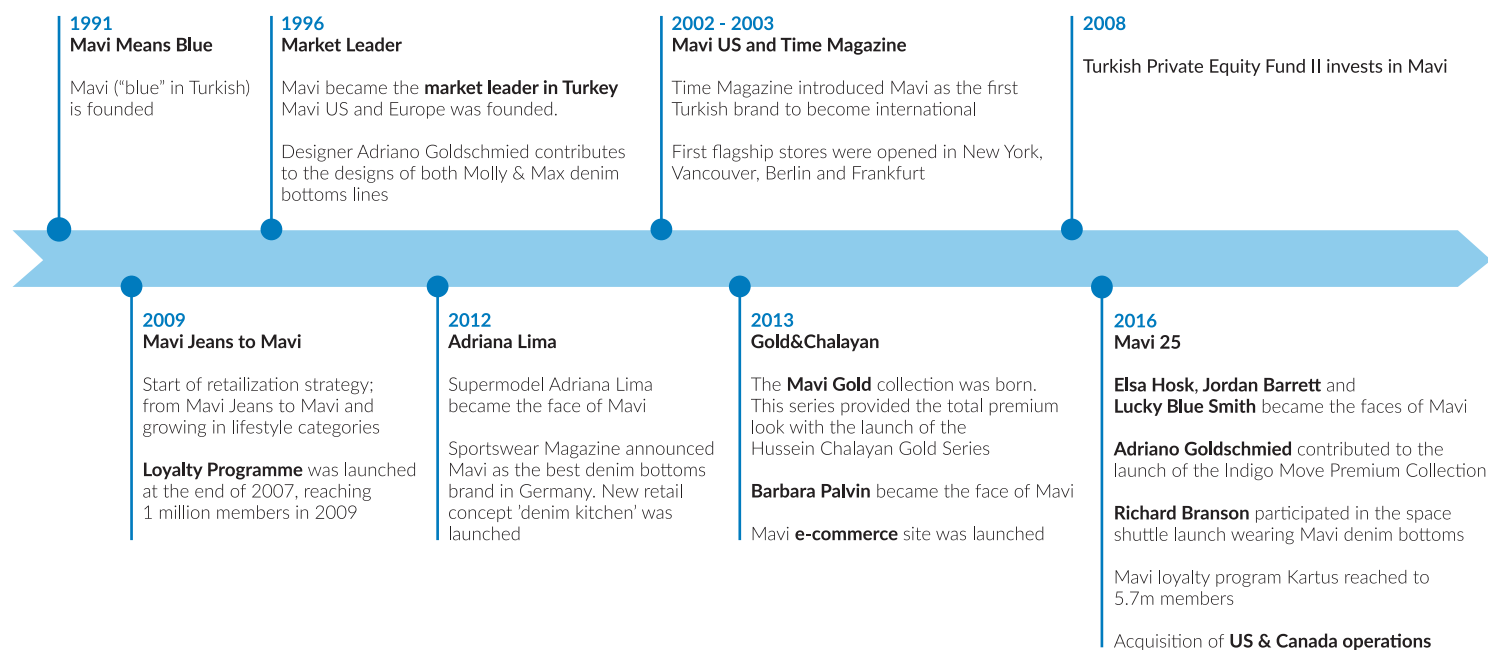
• Minimising Fashion Risk and Seasonality with a Balanced Mix of Denim and Lifestyle

- Well segmented ranges tailored to both women and men
- Broad product offering across both denim bottoms and lifestyle products
- "Perfect Fit" product strategy, customized to the taste of local markets
- Flexible supply chain able to react real-time to customer trends with a well-balanced core and fashion product portfolio
- Perfectly positioned at the center of the "Turkish ecosystem", the top quality global textile market

• Outstanding multi-channel execution with robust store economics in retail

- Mavi has 392 mono-brand Mavi stores and c.5,500 points of sale globally with particular strength in US, Canada, Germany, Russia and Turkey
- International footprint of 61 mono-brand stores and 4,644 total wholesale multi-brand doors across 34 Countries
- Strong direct-to-customer platform in Turkey, with 261 retail stores delivering double digit LFL growth
- Turkish wholesale with 506 doors across franchises, department stores and corners accounting for 22% of Turkish revenue in 2016A
- Well-invested E-commerce platform and 39% 2014A-2016A revenue CAGR globally

Key milestones



Source: Company Information

Note: Mavi pro-forma financials including the estimated effects of US and Canada businesses acquisition as if had occurred on 1 February 2016, i.e. including Mavi Giyim Sanayi ve Ticaret A.S. consolidated actuals as of 31 January 2017 and 7 months period-end actuals of US and Canada before acquisition date (August 2016) and other pro-forma adjustments impacts such as eliminations, depreciation and amortizations and income taxes. Throughout the presentation, FY2016, FY2015 and FY2014 refer to FYE Jan-2017, FYE Jan-2016 and FYE Jan-2015 respectively. LFL represents the percentage change in revenues from directly operated retail stores in Turkey that have been opened for at least 12 months between one financial period and the comparable preceding financial period, excluding changes in revenues attributable to stores that were closed during any of the periods that are being compared. Points of Sales (POS) include the retail, franchise and wholesale channels. Data as of Jan-2017. Includes retail stores and franchised stores. Data for Turkey retail only. Excluding Russia and Australia.

Disclaimer

Access to the information on the following pages may be restricted by law in some jurisdictions.

In the European Economic Area, with respect to any Member State that has implemented Directive 2003/71/EC (together with any applicable implementing measures in any Member State, the “**Prospectus Directive**”) this information is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Directive.

The information on the following pages shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities referred to herein in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration, exemption from registration or qualification under the securities laws of any such jurisdiction.

In particular, this information is not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the US Securities Act. The securities referred to on the following pages have not been and will not be registered. There will be no public offering of these securities in the United States.