



Mavi Giyim Sanayi ve Ticaret A.Ş.

("Mavi", the "Company" or the "Group")

20 July 2018

Institutional Investor names Mavi one of Emerging EMEA's Most Honoured Companies and its CEO Cüneyt Yavuz as one of the best CEOs in the consumer sector across EMEA

Mavi has been recognised as one of Emerging EMEA's Most Honoured Companies by Institutional Investor's most recent survey. Furthermore, its CEO Cüneyt Yavuz has been named as one of the top three CEOs in the consumer sector in Institutional Investor's inaugural Emerging EMEA Executive Team ranking for 2018. The ranking recognises the growing body of corporate leaders who are excelling at connecting with the investment community.

Institutional Investor's ranking is based on a survey conducted in February and March this year of 328 portfolio managers and buy-side analysts and 189 sell-side analysts, who voted on companies across 12 sectors. Cüneyt Yavuz is ranked as one of the top three best CEOs out of the total 108 consumer companies nominated.

The survey evaluated a range of criteria, including: senior executives' accessibility, timely and appropriate level of financial disclosure, a well-informed IR team that can speak authoritatively on the company's behalf, the quality of meetings through road shows, the quality of corporate documents and investor kit materials, delivery of insight and useful reports on ESG/SRI metrics, the quality and ease-of-use of website, as well as commitment to corporate governance.

Cüneyt Yavuz, Chief Executive Officer of Mavi, commented:

"I am extremely honoured and pleased that Mavi and myself as the Company's CEO have been recognised by Institutional Investor and the market for our efforts in building relationships with the investment community. Our successful listing on the Borsa İstanbul last year would not have been possible without the strength and hard work of our executives and investor relations team. We aim to maintain the highest standards of transparency and corporate governance as we continue to drive strong customer engagement and loyalty, with healthy growth across all our categories and lines."

For further information about Mavi, please visit www.mavicompany.com.