



Mavi Giyim Sanayi ve Ticaret A.Ş.

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

31 May 2018

Mavi continues strong momentum in Q1 2018

Revenue rose 25% to exceed TRY 536 million; net profit up 43%

Mavi Giyim Sanayi ve Ticaret A.Ş. (IST:MAVI), the leading denim-centric lifestyle brand announces its Q1 Results for the three months to April 30 2018.

The Company saw strong double-digit revenue growth quarter-on-quarter and an exceptional rise in profits across channels and categories, driven by increased basket sizes and transaction volumes from new and existing customers in Turkey and abroad.

Mavi's store roll-out continued in the quarter, with three net new stores in Turkey and one in Russia. The company now operates 426 mono brand stores globally and has a total retail selling space of 142,000 square metres in Turkey. The Company plans to open a total of 25 stores in Turkey in the fiscal year.

Mavi's healthy financial performance in Q1 2018 confirms the Company's strategy of sustained profitable growth, driven by a successful digital transformation, strong brand positioning and product offering as well as industry-leading engagement with a new generation of customers.

Q1 2018 Highlights

Compared to the same period last year:

- Consolidated revenue increased by **25% to TRY 536 million**; in line with 2018 guidance
- EBITDA grew by **30% to TRY 72 million** resulting in **13.5% EBITDA margin**
- Net profit increased by **43% to TRY 25 million**
- Ecommerce revenue up **55%**
- Turkey revenue growth of **26% to TRY 441 million**, driven by **20.8% like-for-like growth**
- CRM programme **reached 6.7 million members**, **4.9 million** of which have been **active over the last two years**
- Accelerated **revenue growth across all categories:**
 - Denim +21%
 - Shirts +40%
 - Knits +40%

- Jackets +70%
- Accessories +23%

Cuneyt Yavuz, Chief Executive Officer of Mavi, commented:

“We saw our exceptional momentum continue in the first quarter of 2018 with increased traffic and conversion across our retail, wholesale and online channels. Due to our robust brand positioning, unique product and price offering as well as superior quality and service, we are driving healthy growth across all our categories and lines including denim and lifestyle. Our continued focus on open-to-buy supply planning, efficient inventory management and strong sell-through performance resulted in strong cash conversion and we are pleased with our progress in working capital management and healthy leverage ratios. We maintain our full-year guidance based on persistent consumer confidence and our continuous emphasis on customer engagement and loyalty.”

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

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