



Privacy Notice for Protection of Personal Data

In accordance with the provisions of Law No. 6698 on the Protection of Personal Data (the “**Data Protection Law**”), as the data controller Mavi Giyim San. ve Tic. A.Ş. (“**Mavi**”/“**Company**”) has the obligation to enlighten, in this context it is aimed with this Privacy Notice to inform you about your rights as the “Data Subject” and about the personal data processing procedures at Mavi.

It is aimed with this Privacy Notice to shed light on how and why your personal data is processed in the following situations:

- If you are a real person who holds capital market instruments issued by Mavi,
- If you have invested in capital market instruments issued by Mavi, or have not invested but you are the manager or representative of a real person or legal entity investor and considering to invest in such instruments, or if you are an investment analyst following Mavi,
- If you, as proxy, participate and/or vote in general assembly meetings and other similar meetings by representing persons holding capital market instruments issued by Mavi.

At Mavi, we use cookies on Mavi’s corporate website: www.mavicompany.com. Cookies are files created by the websites you visit. Cookies store browsing information such as your site preferences or profile information. Cookies are loaded by your internet browser when you visit the Site and stored on the device you use to access the Site. Cookies are necessary to improve your browsing experience and to make the Site more user-friendly during your visits, and do not harm your device. Please visit www.mavi.com/cookieitem for more information on the cookie policy.

1. What are our Purposes to Process your personal data and What Types of Personal Data do We Process?

The personal data you share with our Company is processed in accordance with the relevant laws, especially with the Data Protection Law and solely for the purposes specified in these regulations.

If you are a real person who holds capital market instruments issued by Mavi:

We may process your personal data such as your name, surname, identification number, nationality and address, nominal value and percentage of the capital market instruments owned, the voting information you have used in the meetings, the comments and statements you have made and the questions you have asked in the meetings in order to follow up and to keep records of persons who hold capital market instruments issued by Mavi; to identify

the persons who can attend the general assembly meeting, to conduct such meetings and events, to count the votes used in these meetings, and to prepare the minutes of such meetings and attendee lists; to enable Mavi to fulfill its obligations pursuant to capital market legislation as well as registrations and other legal obligations, to provide information to authorized public persons, institutions and organizations ; if you are physically attending these meetings we may also process your signature and the information in the photocopy of your ID card for these purposes.

If you have invested in capital market instruments issued by Mavi, or have not invested but you are the manager or representative of a real person or legal entity investor and considering to invest in such instruments, or if you are an investment analyst following Mavi:

We may process your personal data such as your name, surname, phone number, email address, city and country, questions you ask in the meetings and your comments in order to plan and to execute corporate governance and sustainability activities, to keep records of persons who have invested in or are considering to invest in capital market instruments issued by Mavi, to invite such persons to attend briefings, meetings and similar events organized by Mavi. In addition to such information, if you are an investment analyst following Mavi and you actively participate in the webcasts, we may also process your name, surname, email address and phone number, and your brokerage firm to duly publish them in written form on our investor relations page, as well as transcriptions of your voice recordings to publish them on our website if you participate in the webinars.

If you, as proxy, participate and/or vote in general assembly meetings and other similar meetings representing persons holding capital market instruments issued by Mavi:

If you, as proxy, representing persons holding capital market instruments issued by Mavi, participate and/or vote in general assembly meetings, in meetings of debt instrument holders and other similar meetings and events, we may process your personal data such as your name, surname, signature, identification number, tax registration number and information on the photocopy of your ID card, the votes cast, the comments and statements made and the questions asked in the meetings in order to determine whether or not you are authorized to participate in such meetings and events by checking your proxy powers, to conduct such meetings, to count the votes cast in these meetings, and to prepare minutes of such meetings and attendee lists, to file registrations and fulfill legal obligations, and to provide information to authorized public persons, institutions and organizations.

Communication Processes

If you engage with us through channels including the Investor Relations Department, call center, email, www.mavi.com, Mavi Mobile App, and social media, we may process your personal data such as your name, surname, phone number, email address, title, employer and other information you provide in order to respond to the questions you direct at us; to resolve your requests and complaints, and to contact you when needed for such requests and complaints; to address you properly when you contact our call center; to ensure service/transaction security; to manage, to monitor and report on all investor relations processes better; and to improve quality standards.

Legal Procedures and Internal Processes

We may process your personal data such as your name and surname in order to fulfill our obligations pursuant to applicable legislation; to fulfill our legal obligations towards public and judicial authorities and institutions; to exercise our rights to file lawsuits, to reply and object to disputes before public and judicial authorities and institutions such as courts and execution offices; to conduct dispute negotiation and resolution processes; to deliver the information you have requested or demanded as part of your legal rights. We may also obtain and process your signature, identification number, mobile phone number, email address, postal address, requests and complaints, call center voice recordings, correspondence and file record related to disputes when they are required to be transferred for legal procedures or when they are available in the documents provided by official authorities.

2. What are the Methods and Legal Grounds for Processing Your Personal Data?

We collect/process your personal data on legal grounds such as:

- “Data processing is required for the legitimate interests of the data controller, provided that the fundamental rights and freedoms of the data subject are not harmed”, in case you contact us and as part of the execution of the operational processes of Mavi,
- “It is required for the data controller to fulfill its legal obligation” pertaining to our legal obligations stipulated by laws and regulations when “explicitly prescribed by laws”,
- “Explicitly prescribed by law” regarding the processes of providing information to authorized persons, institutions and organizations,
- “Data processing is required for establishing, exercising or protection rights” with respect to legal disputes, investigations and other judicial/official processes.

We collect your personal data by automated or non-automated means in cases of interaction, participation in a meeting or event, or through other documents you submit, and via the systems of capital market institutions.

3. To Whom and For What Purposes Do We Transfer Your Personal Data?

At Mavi, we transfer your personal data to third parties solely for the purposes stated in this Privacy Notice and in accordance with Articles 8 and 9 of the Data Protection Law. Accordingly:

- We may transfer your personal data to Mavi's business partners and service providers (such as database and server service providers, infrastructure maintenance and support service providers, legal and financial consultancy service providers) in Turkey and abroad in order to procure consultancy and similar services that require technical infrastructure or expertise.
- We may transfer information, if requested from us, to public and judicial authorities and institutions in order to fulfill our legal obligations such as provision of information, documents and to fulfill other relevant obligations towards such institutions, to exercise our legal rights to respond and file lawsuits, and to meet the information and document requests of related authorities within the scope of public incentives utilized.

4. What are Your Rights Under the Data Protection Law?

You may communicate your requests related to your personal data, which has been collected and processed by Mavi, within the scope of Article 11 of the Data Protection Law and in accordance with the Communiqué on Procedures and Principles on the Applications to the Data Controller, at any time either in written form or via e-mail using your registered electronic mail address (KEP), secure electronic signature or via e-mail address you have previously shared with Mavi and which is available in our records, to the addresses provided below..

Data Controller: Mavi Giyim San. ve Tic. A.Ş.

Email: kisiselveriler@mavi.com

KEP Address: mavigiyim.hukuk@hs03.kep.tr

Address: Sultan Selim Mah. Eski Büyükdere Cad. No: 53 34418 Kağıthane/İSTANBUL