

Mavi Giyim San. ve Tic. A.Ş.
Privacy Notice for
Protection of Personal Data
Regarding the Investor Relations Processes

In accordance with the provisions of Personal Data Protection Law No. 6698 (“KVKK”) and General Data Protection Regulations (“GDPR”) (together as “Data Protection Laws”), it is aimed to inform you with this text within the scope of our obligation to enlighten regarding your personal data that we process as the data controller as Mavi Giyim San. ve Tic. A.Ş. (“Mavi”/“Company”).

It is aimed with this Privacy Notice to enlighten you on our personal data processing procedures 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/cookie-term for more information on the cookie policy.

Our Purposes to Process Your Personal Data and Legal Reason

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

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

We process your personal data; such as your name, surname, identification number, nationality and address information, 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 case of physically attending in these meetings, additionally your signature and the information on the photocopy of your identification card 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 based on the legal reason that “it is required for the data controller to fulfill its legal obligation”,

Your name, surname, ID number, nationality, signature, address and nominal value and percentage of the capital market instruments owned, based on the legal reason that “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” and “data processing is required for the establishment, exercise or protection of a right”, to inform public authorities and institutions within the scope of the Turquality Programme processes.

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 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, based on the legal reason that "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".

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:

We 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, based on the legal reason that “it is required for the data controller to fulfill its legal obligation”, 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 meeting and attendee lists, to file registrations and fulfill legal obligations 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,

Your name, surname, ID number and signature, based on the legal reason that “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” and “data processing is required for the establishment, exercise or protection of a right”, to inform public authorities and institutions within the scope of to the Turquality Programme processes.

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, based on the legal reason that "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".

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 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 based on the legal reason that “data processing is required for the establishment, exercise or protection of a right” and “it is required for the data controller to fulfill its legal obligation”

Our Method of Collecting Your Personal Data

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.

Transfer of 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 the requested information from us within the scope of the specified laws and secondary legislation to, authorized and competent private or public institutions and organizations and judicial authorities and official institutions/organizations specified below in order to fulfill our legal obligations such as providing of information, documents and to fulfill other relevant obligations towards such institutions and to exercise our legal rights to respond and file lawsuits:

- Courts of the Republic of Turkey and Enforcement and Bankruptcy offices of the Republic of Turkey, pursuant to Code of Civil Procedure No. 6100
 - Authorized law enforcement officers pursuant to the Criminal Procedure Law No. 5271, Prosecutor's Office of Republic of Turkey, Courts of Republic of Turkey,
 - Republic of Turkey Ministry of Trade, pursuant to Turkish Commercial Code No. 6102
 - Republic of Turkey Ministry of Justice, pursuant to Notary Law No. 1512,
 - Capital Markets Board, Central Registry Agency, Borsa İstanbul A.Ş. pursuant to Capital Markets Law No. 6362.
- In addition, we may transfer your personal data, if requested from us, to other relevant institutions and organizations and public institutions and organizations in addition to the to

the above listed authorities in order to fulfill our legal obligations arising from relevant regulations.

- Your personal data will be processed outside the European Economic Area, as the Company's head office is located in Turkey. In the process of processing your necessary data to carry out the activities described Privacy Notice herein, the Standard Contractual Clauses accepted by the European Commission will be applied by taking the necessary actions to ensure that the processing of your data complies with the applicable laws.

Retention Period of Your Personal Data

We will only retain your personal data for as long as it is necessary to fulfill the purposes for which we collected the data, including communication processes, internal processes or legal processes and there are no statutory retention periods to the contrary.

Your Rights Under the Data Protection Law

You may communicate your requests such as “Requesting access to personal data and rectification, deletion or restriction of processing in relation to the data subject from the data controller or objecting to the processing of the data, as well as requesting the portability of the data, filing a complaint with the supervisory authority” related to your personal data, which has been collected 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 and General Data Protection Regulations (“GDPR”), 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.

E-mail: kisiselveriler@mavi.com

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

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