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Mavi increases 9M 2021 consolidated revenues by 82%, reaching TL 3 billion 191 million and posts TL 301 million in net profits

Mavi, Turkey's leading jeans and apparel brand, announced the financial results of 9M 2021, from February 1, 2021 to October 31, 2021. The company recorded **TL 3 billion 191 million** in total revenues in the first nine months with consolidated revenue growth of 82% year-on-year and 49% compared to the same period of 2019. Mavi posted **TL 301 million in consolidated net profit** in 9M 2021 and **TL 162 million in Q3 2021, marking the highest ever net quarterly profits**. Mavi completed the first nine months with EBITDA up 150% to TL 750 million, and an EBITDA margin of 23.5%. The strong cash inflow generated through operations starting from the second quarter brought net cash position to TL 369 million.

With foot traffic returning to pre-pandemic levels, LFL sales increased by **75.2%** in Turkish retail stores. This performance was driven by **43.8%** increase in transactions and a **21.8%** growth in basket size. As Mavi continued to grow in retail and e-commerce, online sales increased by **122%** in Turkey and **77%** globally in the first nine months. As a result, global e-commerce volume accounted for 14.6% of total revenues.

Mavi revised its year-end 2021 guidance with revenue growth expected to reach approximately 85%

Cüneyt Yavuz, Chief Executive Officer, Mavi, provided some details about the company's Q3 2021 results:

“As we mark our 30th anniversary in 2021, guided by Mavi's values and corporate culture, we continue to work as a team, striving to drive our brand to the future. As a global company with a strong foundation focused on people and sound financial management, we closed Q3 2021 with solid results, thanks to our brand positioning and strategy of offering the right product at the right price with high quality and customer-focus, effective risk management, and data-driven decision-making mechanisms. Mavi is an always forward-looking brand and we remain committed to our long-term goals, prioritizing efficiency across all operations and shaping our sustainable growth strategy through quality by considering the evolving market conditions and customer behaviors.

Based on the strong performance we captured in 9M 2021, we are revising our year-end 2021 guidance upward, with revenue growth expected to reach 80-85%.

I am pleased to note that we completed our ERP transformation with the move to SAP. Mavi's strong digitalization and CRM infrastructure will drive e-commerce further. I should also add that we plan to strengthen our retail operations and close the year with seven net store openings and nine store expansions.”

We work for a better world

Yavuz said the company had undergone a significant transformation in sustainability in the last two years, emphasizing that Mavi is the first and only Turkish apparel brand to disclose its carbon footprint transparently. “In line with our All Blue strategy, which we built on **‘sustainable growth through quality,’** we made strides in integrating sustainability into our company culture, vision, business practices, products, and growth targets. We work together with a passion for a better world and a better Mavi contributing to it. Last September, we took our sustainability strategy even further with the All blue communication **‘Mavi Transformation’**. Drawing from 30 years of denim expertise, we created **Mavi Pro Sport Repreve®** jeans using recycled plastic bottles and materials.

We will continue to invest in our brand with product innovations focused on sustainability, make a difference through collaborative collections, and offer new ways to our customers to enable them to choose Mavi. **70% of our new customers are younger than 35**, a testament that all our efforts at Mavi are delivering as planned.”

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