

F0. Introduction

F0.1

(F0.1) Give a general description of and introduction to your organization.

Mavi, incorporated in 1991 in Istanbul, is recognized as a highly successful **global lifestyle brand**, rooted in **32 years of denim expertise**. Mavi has been publicly traded since 2017 and has a presence in **37 countries**, including Turkey, the USA, Canada, Germany, and Russia, selling its products through approximately ~4,500 points, including **459 Mavi shops**.

Mavi, recognized as a trusted brand with high quality and right price positioning, is established in the apparel market between the high-end and premium segments. **Perfect Fit** philosophy guides Mavi in designing jeans that perfectly fit its customers' lifestyles, body types, and quality expectations. Mavi ranks among the world's leading premium denim brands and stands apart as the preferred lifestyle brand across female and male consumer segments.

The loyalty program Kartuş, recognized as Turkey's best-in-class with more than 8 million members, serves as a key tool for Mavi to analyze and leverage customer data. Mavi has a unique brand position with fashion-savvy young adults and continues to gain **1 million new customers every year** with its vision of creating the **Happiest Mavi Customers**.

In line with its global strategy, All Blue, built on **sustainable growth through quality**, the company integrates sustainability into its corporate culture, vision, products, and growth targets, believing that **a better world is possible with a better Mavi**. A **global team of 5,670 employees**, whose hearts beat with denim, work passionately to develop the world's best and most innovative jeans, driving Mavi to the future on a path focused on people, planet, denim, and community.

As a leading global jeans and apparel brand, Mavi accelerated its sustainability efforts to drive its vision of industry leadership to encompass sustainability. Grounded in strategic priorities of sustainable growth through quality, Mavi's sustainability strategy was developed to respond to the global trends that guide the textiles industry and to contribute to the United Nations Sustainable Development Goals (SDGs). We defined our sustainability strategy as All Blue. All Better. For All. and identified our goals and the areas where we create value. Mavi's sustainability approach is driven by its core values and focused on four pillars: people, planet, denim, and community.

F0.2

(F0.2) State the start and end date of the year for which you are reporting data.

	Start Date	End Date
Reporting year	February 1 2022	January 31 2023

F0.3

(F0.3) Select the currency used for all financial information disclosed throughout your response.

TRY

F0.4

(F0.4) Select the forest risk commodity(ies) that you are, or are not, disclosing on (including any that are sources for your processed ingredients or manufactured goods); and for each select the stages of the supply chain that best represents your organization's area of operation.

Timber products

Commodity disclosure

Disclosing

Stage of the value chain

Retailing

Are you disclosing information on embedded commodities?

Yes

Explanation if not disclosing

<Not Applicable>

Palm oil

Commodity disclosure

This commodity is not produced, sourced or used by our organization

Stage of the value chain

<Not Applicable>

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

<Not Applicable>

Cattle products

Commodity disclosure

Not disclosing

Stage of the value chain

Retailing

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

Products made with leather compose an insignificant part of our product portfolio. Leather represents only 0.004% of our material footprint.

Soy

Commodity disclosure

This commodity is not produced, sourced or used by our organization

Stage of the value chain

<Not Applicable>

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

<Not Applicable>

Other - Rubber

Commodity disclosure

This commodity is not produced, sourced or used by our organization

Stage of the value chain

<Not Applicable>

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

<Not Applicable>

Other - Cocoa

Commodity disclosure

This commodity is not produced, sourced or used by our organization

Stage of the value chain

<Not Applicable>

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

<Not Applicable>

Other - Coffee

Commodity disclosure

This commodity is not produced, sourced or used by our organization

Stage of the value chain

<Not Applicable>

Are you disclosing information on embedded commodities?

<Not Applicable>

Explanation if not disclosing

<Not Applicable>

F0.5

(F0.5) Select the option that describes the reporting boundary for which forests-related impacts on your business are being reported

Operational control

F0.6

(F0.6) Select the countries/areas in which you operate.

Austria
Belgium
Canada
Czechia
Germany
Netherlands
Russian Federation
Switzerland
Turkey
United States of America

F0.7

(F0.7) Are there any parts of your direct operations or supply chain that are not included in your disclosure?

No

F0.8

(F0.8) Does your organization have an ISIN code or another unique identifier (e.g., Ticker, CUSIP, etc.?)

Indicate whether you are able to provide a unique identifier for your organization	Provide your unique identifier
Yes, an ISIN code	TREMAVI00037
Yes, a Ticker Symbol	MAVI

F1. Current state

F1.1

(F1.1) How does your organization produce, use or sell your disclosed commodity(ies)?

Timber products

Activity

Distributing/packaging
Retailing/onward sale of commodity or product containing commodity

Form of commodity

Paper
Primary packaging
Secondary packaging
Cellulose-based textile fiber

Source

Contracted suppliers (manufacturers)

Country/Area of origin

Finland
Germany
Poland
Portugal
Russian Federation
Slovakia
Spain
Turkey
United Kingdom of Great Britain and Northern Ireland

% of procurement spend

1-5%

Comment

Country / area of origin is only valid for packaging materials.

F1.2

(F1.2) Indicate the percentage of your organization’s revenue that was dependent on your disclosed forest risk commodity(ies) in the reporting year.

	% of revenue dependent on commodity	Comment
Timber products	100%	The percentage is given as 100% due to the fact that all our products contain packaging in some way. The revenue percentage belonging to other Timber Product category commodities are not disclosed.
Palm oil	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>

F1.5

(F1.5) Does your organization collect production and/or consumption data for your disclosed commodity(ies)?

	Data availability/Disclosure
Timber products	Consumption data available, disclosing
Palm oil	<Not Applicable>
Cattle products	<Not Applicable>
Soy	<Not Applicable>
Other - Rubber	<Not Applicable>
Other - Cocoa	<Not Applicable>
Other - Coffee	<Not Applicable>

F1.5a

(F1.5a) Disclose your production and/or consumption figure, and the percentage of commodity volumes verified as deforestation- and/or conversion-free.

Forest risk commodity

Timber products

Data type

Consumption data

Commodity production/ consumption volume

5156

Metric for commodity production/ consumption volume

Metric tons

Data coverage

Full commodity production/consumption

Have any of your reported commodity volumes been verified as deforestation- and/or conversion-free?

Yes

% of reported volume verified as deforestation- and/or conversion-free

45

Please explain

42% of our total timber based product use are Forest Stewardship Council (FSC) certified which ensures that the timber based material used is sourced from sustainably managed forests. 3% of our total timber based product use are branded and certified Tencel™, which are fibers guaranteed to be made from sustainably managed forests.

F1.5b

(F1.5b) Provide a breakdown of your DCF and non-DCF volumes relevant to your stage in the supply chain according to how verification is achieved and the highest level of traceability, respectively.

Timber products – DCF

% of DCF production/consumption volume from areas with no or negligible risk of deforestation/conversion

0

% of DCF production/consumption volume verified through monitoring systems

0

% of DCF production/consumption volume physically certified

100

% of non-DCF production/consumption volume from unknown origin

<Not Applicable>

% of non-DCF production/consumption volume traceable only as far as country level

<Not Applicable>

% of non-DCF production/consumption volume traceable only as far as sub-national area

<Not Applicable>

% of non-DCF production/consumption volume traceable only as far as processing facility level

<Not Applicable>

% of non-DCF production/consumption volume traceable to production unit level

<Not Applicable>

Total percentage of production/consumption volume reported (DCF) [auto-calculated]

100

Total percentage of production/consumption volume reported (non-DCF) [(auto-calculated)]

<Not Applicable>

Timber products – Non DCF

% of DCF production/consumption volume from areas with no or negligible risk of deforestation/conversion

<Not Applicable>

% of DCF production/consumption volume verified through monitoring systems

<Not Applicable>

% of DCF production/consumption volume physically certified

<Not Applicable>

% of non-DCF production/consumption volume from unknown origin

56

% of non-DCF production/consumption volume traceable only as far as country level

44

% of non-DCF production/consumption volume traceable only as far as sub-national area

0

% of non-DCF production/consumption volume traceable only as far as processing facility level

0

% of non-DCF production/consumption volume traceable to production unit level

0

Total percentage of production/consumption volume reported (DCF) [auto-calculated]

<Not Applicable>

Total percentage of production/consumption volume reported (non-DCF) [(auto-calculated)]

100

F1.5c

(F1.5c) For your disclosed commodity(ies), indicate the percentage of the production/consumption volume sourced by national and/or sub-national jurisdiction of origin.

Forest risk commodity

Timber products

Country/Area of origin

Any other countries/areas

State or equivalent jurisdiction

<Not Applicable>

% of total production/consumption volume

69

Please explain

The percentage given indicates our paper and cardboard use for letters, envelopes, shopping bags, and cardboard boxes for the year 2022. These products originate from Slovakia, Poland, Russia, Turkey, Portugal, Germany, Spain, Finland and the UK. It also includes Tencel modal and Tencel lyocell use.

Description of the methods used to measure the % of total production or consumption: We gather confirmation from our suppliers that their products are not sourced from countries with deforestation issues. Our suppliers provide us origin data with volumes of packaging materials purchased.

Forest risk commodity

Timber products

Country/Area of origin

Unknown origin

State or equivalent jurisdiction

<Not Applicable>

% of total production/consumption volume

31

Please explain

The percentage given is valid for some timber product use in the form of viscose, lyocell and modal. We are working to map the origin of these fiber uses.

F1.6

(F1.6) Has your organization experienced any detrimental forests-related impacts?

No

F1.7

(F1.7) Indicate whether you have assessed the deforestation or conversion footprint for your disclosed commodities over the past 5 years, or since a specified cutoff date, and provide details.

Forest risk commodity

Timber products

Have you monitored or estimated your deforestation/conversion footprint?

Yes, we monitor deforestation/conversion footprint in our supply chain

Coverage

Partial consumption volume

Reporting deforestation/conversion since a specified cutoff date or during the last five years?

Since a specified cutoff date, please specify year (2020)

Known or estimated deforestation/ conversion footprint (hectares)

0

Describe methods and data sources used to monitor or estimate deforestation/ conversion footprint

Since 2020, we are monitoring certification status our timber based product consumption occurring via our packaging and fibre materials. We are also gathering origin information for these materials via our suppliers. We only considered our FSC certified timber and Tencel certified fibre product consumption for the estimated deforestation footprint which makes 45% of our total consumption. Since FSC certified products and Tencel guarantee zero deforestation, the value is valid. In the future years, we are aiming to increase the cover of our assessment regarding deforestation to all of our timber based product consumption.

F2. Procedures

F2.1

(F2.1) Does your organization undertake a forests-related risk assessment?

Yes, forests-related risks are assessed

F2.1a

(F2.1a) Select the options that best describe your procedures for identifying and assessing forests-related risks.

Timber products

Value chain stage

- Direct operations
- Supply chain
- Other parts of the value chain

Coverage

Full

Risk assessment procedure

Assessed as part of an established enterprise risk management framework

Frequency of assessment

Annually

How far into the future are risks considered?

> 6 years

Tools and methods used

- Internal company methods
- External consultants

Issues considered

- Availability of forest risk commodities
- Quality of forests risk commodities
- Impact of activity on the status of ecosystems and habitats
- Regulation
- Climate change
- Impact on water security
- Brand damage related to forests risk commodities
- Corruption
- Social impacts

Stakeholders considered

- Customers
- Employees
- Investors
- Local communities
- NGOs
- Regulators
- Suppliers

Please explain

[Tools: Internal company methods]

Mavi's Early Identification of Risk Committee, under the Board of Directors, identifies and addresses potential risks that could impact the company's existence, development, and continuity. This supports the implementation of risk-mitigation and management measures by the Board.

The Committee first consults each department within the company to identify short-, medium- and long-term risks and opportunities associated with their activities. This way, Mavi's direct, upstream and downstream activities are assessed for risks and opportunities year around. Legal and Compliance Department monitors and advises the Committee on regulatory changes that may lead to new risks and opportunities with financial consequences. Sustainability related issues, including climate change, are monitored under Corporate Communications and the department advises the Committee on potential risks and opportunities related to climate change, including physical and transitional risks (e.g. increased costs of raw materials, increased taxes related to greenhouse gas emissions).

The Committee assesses the identified risks and opportunities based on their financial implications and the feasibility of taking immediate action to mitigate risks and capitalize on opportunities.

[Significant issue case study]

Our sales department identified that our customers are increasingly aware and critical about the packaging materials that we use. There is a risk of losing sales (direct operations) if Mavi can not reflect its awareness on packaging materials with better climate and environmental performance. Action was taken to introduce regarding the procurement of our paper based packaging materials, including our shopping bags. 47% of the label, cardboard and paper packaging materials procured in 2022 are FSC-certified. By 2025, all of our paper-based packaging will be FSC certified which guarantees that the materials will come from responsibly managed forests.

[Tools: External consultants]

Mavi continually works with external consultants for establishing and operating its sustainability strategy. Part of this consulting work acquired externally was to assess risks associated with forestry related products that Mavi consumes for its products. This assessment revealed data gaps related to origin information regarding our use of timber based fibers.

F2.2

(F2.2) For each of your disclosed commodity(ies), has your organization mapped its value chains?

	Value chain mapping	Primary reason for not mapping your value chain	Explain why your organization does not map its value chain and outline any plans to introduce it
Timber products	Yes, we have partially mapped the value chain	<Not Applicable>	<Not Applicable>
Palm oil	<Not Applicable>	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>	<Not Applicable>

F2.2a

(F2.2a) Provide details of your organization’s value chain mapping for its disclosed commodity(ies).

Forest risk commodity

Timber products

Scope of value chain mapping

Tier 1 suppliers

% of total suppliers covered within selected tier(s)

100

Description of mapping process and coverage

Mapping covers our Tier 1 packaging suppliers that we procure paper and cardboard for letters, envelopes, shopping bags, and cardboard boxes from for the year 2022. All of our Tier 1 suppliers that provide packaging are based in Turkey.

Tier 1 suppliers of all of our products where timber based materials (such as tencel, modal and lyocell) are already mapped. The challenge here is to trace the origin of these fibers to the forest their main material originates from. We are working to map our entire commodity chain.

Your own production and primary processing sites: attach a list of facility names and locations (optional)

Your suppliers’ production and primary processing sites: attach a list of names and locations (optional)

F2.3

(F2.3) Do you use a classification system to determine risk of deforestation and/or conversion of other ecosystems for your sourcing areas, and if yes, what methodology is used, and what is the classification used for?

	Use of a classification system to determine deforestation and/or conversion risk of sourcing areas	Methodology used for classifying levels of risk	Use of risk classification	Attachment indicating risk classification for each sourcing area (optional)
1	No, but we plan to in the next two years	<Not Applicable>	<Not Applicable>	<Not Applicable>

F3. Risks and opportunities

F3.1

(F3.1) Have you identified any inherent forests-related risks with the potential to have a substantive financial or strategic impact on your business?

	Risk identified?
Timber products	Yes
Palm oil	<Not Applicable>
Cattle products	<Not Applicable>
Soy	<Not Applicable>
Other - Rubber	<Not Applicable>
Other - Cocoa	<Not Applicable>
Other - Coffee	<Not Applicable>

F3.1a

(F3.1a) How does your organization define substantive financial or strategic impact on your business?

Definition of substantive financial impact when identifying or assessing forest-related risks: Mavi is a denim-centric ready-to-wear retailing company. Any risk definition with a potential financial impact of TRY 30 million or higher is considered substantive. This amount can change our costs, sales performance, business and supply chain continuity and it is considered as substantive.

Description of the quantifiable indicator(s) used to define substantive financial impact: At Mavi, the severity of these substantive financial impacts are measured with their associated monetary financial impact in TRY (currency). This monetary financial impact is calculated with scenarios which result in a loss for risks and gain for opportunities.

F3.1b

(F3.1b) For your disclosed forest risk commodity(ies), provide details of risks identified with the potential to have a substantive financial or strategic impact on your business, and your response to those risks.

Forest risk commodity

Timber products

Type of risk

Reputational and markets

Geographical scale

Global

Where in your value chain does the risk driver occur?

Direct operation

Primary risk driver

Shifts in consumer preference

Primary potential impact

Reduced demand for products and services

Company-specific description

As a purpose-driven company operating in Turkey, Mavi recognizes the importance of taking a strong stance on deforestation. Failure to effectively address this issue could potentially lead to a decline in our sales and revenue. Our customers are actively seeking out companies that demonstrate a commitment to responsible sourcing and environmental stewardship. Deforestation has become a critical aspect of sustainability measures, and our environmentally conscious customer base, particularly in Europe and North America, is increasingly mindful of the environmental footprint of the companies they support through their purchases.

The reputational risk associated with not addressing deforestation is particularly relevant to Mavi's market presence. Our customers are well-informed and passionate about sustainability, and any perception of inadequate efforts to combat deforestation could result in negative publicity, brand damage and a loss of market share.

Timeframe

>6 years

Magnitude of potential impact

Medium-low

Likelihood

Likely

Are you able to provide a potential financial impact figure?

Yes, a single figure estimate

Potential financial impact (currency)

74158000

Potential financial impact figure - minimum (currency)

<Not Applicable>

Potential financial impact figure - maximum (currency)

<Not Applicable>

Explanation of financial impact

It is quite difficult to estimate an accurate financial figure for the risk of losing revenues due to changing customer behavior, driven by heightened awareness of deforestation. Our All Blue products generated 14% of our total revenues. These products are addressed to our environmentally conscious clients. For calculating the potential financial impact of this risk, we can assume a 5% drop in revenues from All Blue products due to inadequate response to forest-related issues.

Calculation: Revenues in 2022 [TRY 10,592 million] * All Blue collection's share of revenues (14%) * Reduction percentage due to reduced demand (5%) = 74.16 million

Primary response to risk

Promotion of certification, including financial incentives

Description of response

Our sales department identified that our customers are increasingly aware and critical about the packaging materials that we use. There is a risk of losing sales (direct operations) if Mavi can not reflect its awareness on packaging materials with better climate and forestry performance. Action was taken to introduce forestry certification regarding the procurement of our paper based packaging materials, including our shopping bags. By 2025, all of our paper-based packaging will be Forest Stewardship Council (FSC) certified which guarantees that the materials will come from responsibly managed forests. Due to this target 42% of our timber based product use, and 47% of our packaging use in 2022 was FSC certified.

Cost of response

20687480

Explanation of cost of response

Procurement of FSC certified materials brought additional costs for our packaging material use. The amount given [TRY 20,687,480] represents costs associated with procuring FSC certified packaging materials in 2022. The amount only accounts for cost difference between conventional and FSC certified packaging materials.

F3.2

(F3.2) Have you identified any forests-related opportunities with the potential to have a substantive financial or strategic impact on your business?

	Have you identified opportunities?
Timber products	Yes
Palm oil	<Not Applicable>
Cattle products	<Not Applicable>
Soy	<Not Applicable>
Other - Rubber	<Not Applicable>
Other - Cocoa	<Not Applicable>
Other - Coffee	<Not Applicable>

F3.2a

(F3.2a) For your selected forest risk commodity(ies), provide details of the identified opportunities with the potential to have a substantive financial or strategic impact on your business.

Forest risk commodity

Timber products

Type of opportunity

Products & services

Where in your value chain does the opportunity occur?

Direct operation

Primary forests-related opportunity

Increased sales of existing products/services

Company-specific description

As Mavi we should address the rising awareness on environmental issues by showing our customers that we are committed to reduce our environmental impact. Our customers are increasingly interested in lower impact, more sustainable apparel products. This increased interest can in turn increase the demand for our lower impact apparel products.

To address this opportunity, we have launched our most sustainable collection "All Blue" which includes products manufactured with less water and less energy with more efficient manufacturing processes and made with lower impact materials. These lower impact materials include organic and recycled cotton, better cotton, Tencel lyocell and modal, recycled polyester, hemp and recycled metals for denim accessories. The design process of our All Blue collection involves LCA (Life Cycle Assessment) studies to compare different materials and manufacturers in terms of environmental performance, including climate change and water use. The collection is also all vegan.

Tencel modal and Tencel lyocell are innovative fibers made from sustainably sourced wood. These fibers provide our products a soft to touch feel and comfort. We are using Tencel fibers within our All Blue collection. 72% of our lyocell and 58% of our modal use was Tencel. By using deforestation free cellulose based fibers, we can increase the demand for our lower impact products.

Estimated timeframe for realization

Current - up to 1 year

Magnitude of potential impact

High

Likelihood

Virtually certain

Are you able to provide a potential financial impact figure?

Yes, a single figure estimate

Potential financial impact figure (currency)

296576000

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

Figure given for potential financial impact accounts for 20% of our revenues generated from our All Blue, lower impact products. It is assumed that only 20% of the revenues stemming from our lower impact products account for its "lower impact" property and its effect of increasing brand value. 80% of the revenue from lower impact products is assumed to be stemming from product design, fashion properties, product placement and marketing.

Calculation:

Calculation: Revenues in 2022 [TRY 10,592 million] * All Blue collection's share of revenues (14%) * Share of All Blue revenues due to lower impact property (20%) = TRY 296.576 million

Cost to realize opportunity

4000000

Strategy to realize opportunity

Strategy and implementation:

The products in Mavi's All Blue collection are made with sustainable organic, recycled or Better Cotton-certified cotton, recycled polyester, TENCEL™ modal and lyocell, cottonized hemp, and upcycled materials. The sustainable fiber content in fabrics is shaped around Mavi's quality first focus, design approach, and product performance specifications. All Blue products contain sustainable fibers and are made with efficient technologies that consume less water and energy than conventional production techniques. Mavi collaborates with its strategic partners ERAK and Tayeks to use the E-flow technology to reduce water, energy, and chemicals consumption, laser technology that guarantees product standards, reduces the use of chemicals and protects the health of the employees, and an automated dosing system that eliminates faulty and excessive use of chemicals in washing due to manual processes. Environmental impact measurement methods such as EIM Score and LCA are used to evaluate these processes. Tencel modal and Tencel lyocell are innovative fibers made from sustainably sourced wood. These fibers provide our products a soft to touch feel and comfort. We are using Tencel fibers within our All Blue collection. 66% of our lyocell fiber and 58% of our modal fiber use was Tencel. By using deforestation free cellulose based fibers, we can increase the demand for our lower impact products.

Cost to realize opportunity:

The amount given for cost of response to risk TRY 4,000,000 represents payments given to four Full Time Equivalent (FTE) employees and know-how within our product development team in 2022. These specialists are equipped with skills and knowledge to design our lower impact, All Blue collection. Their responsibility is to research and innovate to create our lower impact All Blue products and to combine sustainability aspects with the fashion sense and denim expertise of Mavi.

Outcomes:

The sales of the sustainable All Blue products accounted for 14% of total revenues in 2022, rose from last year's share of 9.7%.

F4. Governance

F4.1

(F4.1) Is there board-level oversight of forests-related issues within your organization?

Yes

F4.1a

(F4.1a) Identify the position(s) of the individual(s) (do not include any names) on the board with responsibility for forests-related issues.

Position of individual or committee	Responsibilities for forest-related issues
Chief Executive Officer (CEO)	<p>Mavi's CEO and CBO are the board members responsible for the forest-related issues. CEO and CBO are also members of Mavi's Sustainability Committee which fulfills the duties of defining the sustainability strategy of Mavi, covering environmental, social and governance (ESG) aspects, and implementing, monitoring, overseeing, reviewing, enhancing, and developing sustainability policy, goals and practices. The Committee is headed by the CEO and meets at least twice a year. Mavi has six working groups formed to support the implementation of the Sustainability Committee resolutions. The Environment Working Group is responsible with Mavi's forests strategy, projects, targets and risk assessments.</p> <p>In 2021, Mavi CEO approved and announced Mavi's sustainability targets and strategy. Targets included "Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025" In 2022, 47% (in mass units - tons) of the purchased cardboard and paper materials were FSC-certified.</p>

F4.1b

(F4.1b) Provide further details on the board's oversight of forests-related issues.

	Frequency that forests-related issues are a scheduled agenda item	Governance mechanisms into which forests-related issues are integrated	Please explain
Row 1	Scheduled - some meetings	Monitoring implementation and performance Monitoring progress towards corporate targets Overseeing the setting of corporate targets Providing employee incentives Reviewing and guiding major plans of action Reviewing and guiding risk management policies Reviewing and guiding strategy	Mavi's Sustainability Committee is responsible for defining the sustainability strategy of Mavi, covering environmental, social and governance (ESG) aspects, and implementing, monitoring, overseeing, reviewing, enhancing, and developing sustainability policy, goals and practices. The Environment Working Group under Sustainability Committee defines Mavi's climate strategy and works on plans, projects, targets and risk assessments about climate change and other environmental issues. The Environment Working Group reports to the Sustainability Committee. The Committee convenes at least twice a year and headed by the CEO. The Committee reports to the Board of Directors.

F4.1d

(F4.1d) Does your organization have at least one board member with competence on forests-related issues?

Row 1

Board member(s) have competence on forests-related issues

Yes

Criteria used to assess competence on forests-related issues

All of Mavi's board members, including the CEO and CBO, have strong Key Performance Indicators (KPIs) related to environmental and sustainability issues. Their past accomplishments and achievements in these areas serve as criteria to assess their competence in forests-related issues.

Primary reason for no board-level competence on forests-related issues

<Not Applicable>

Explain why your organization does not have at least one board member with competence on forests-related issues and any plans to address board-level competence in the future

<Not Applicable>

F4.2

(F4.2) Provide the highest management-level position(s) or committee(s) with responsibility for forests-related issues (do not include the names of individuals).

Name of the position(s) and/or committee(s)	Forests-related responsibilities of this position	Frequency of reporting to the board on forests-related issues	Please explain
Chief Executive Officer (CEO)	Providing forests-related employee incentives Integrating forests-related issues into business strategy Setting forests-related corporate targets Monitoring progress against forests-related corporate targets Managing forests-related risks and opportunities	Quarterly	<p>The CEO is responsible for the company's strategic vision, which includes global product and market strategy. He also oversees day to day management of the company's product procurement, recruitment of senior level management, marketing direction, sales strategy and investor relations. All of these divisions of Mavi's business are related with forest-related issues and thus responsibility of managing the environmental factor for these business divisions is assigned to the CEO as the highest executive in the corporate management of the company. The CEO, along with the Sustainability Committee, reports on progress, targets and goals regarding forest-related issues to the board once a year.</p> <p>This year's forests related reporting by the Sustainability Committee included percentage of paper and cardboard based packaging converted to FSC certified versions. In addition, the Committee reported on the content of environmental audits to suppliers that started in 2021.</p>

F4.3

(F4.3) Do you provide incentives to C-suite employees or board members for the management of forests-related issues?

	Provide incentives for management of forests-related issues	Comment
Row 1	Yes	No additional comment.

F4.3a

(F4.3a) What incentives are provided to C-Suite employees or board members for the management of forests-related issues (do not include the names of individuals)?

	Role(s) entitled to incentive?	Performance indicator	Contribution of incentives to the achievement of your organization's forests-related commitments	Please explain
Monetary reward	Chief Executive Officer (CEO) Chief Procurement Officer (CPO)	Ending deforestation and/or conversion of other natural ecosystems Increasing commodity volumes with credible third-party certification	Incentives motivate C-level executives for their actions that contributes to our target of Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025.	Monetary reward incentive is tied to the achievement of sustainability targets which include "Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025" and "Conducting environmental audits at all critical suppliers and wet process sub-manufacturers by 2025."
Non-monetary reward	Chief Executive Officer (CEO) Chief Procurement Officer (CPO)	Ending deforestation and/or conversion of other natural ecosystems Increasing commodity volumes with credible third-party certification	Incentives motivate C-level executives for their actions that contributes to our target of Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025.	Non-monetary reward incentive is tied to the achievement of sustainability targets which include "Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025" and "Conducting environmental audits at all critical suppliers and wet process sub-manufacturers by 2025."

F4.4

(F4.4) Did your organization include information about its response to forests-related risks in its most recent mainstream financial report?

Yes (you may attach the report – this is optional)
MAVI-ANNUAL-REPORT-2022.pdf

F4.5

(F4.5) Does your organization have a policy that includes forests-related issues?

Yes, we have a documented forests policy that is publicly available

F4.5a

(F4.5a) Select the options to describe the scope and content of your policy.

Row 1

Scope

Company-wide

Commodity coverage

Timber products

Content

- Commitment to eliminate conversion of natural ecosystems
- Commitment to no land clearance by burning or clearcutting
- Commitment to eliminate deforestation
- Adoption of the UN International Labour Organization principles
- Commitment to take action beyond own supply chain to tackle environmental issues
- Commitment to resolving both social and environmental issues in own operations and supply chain
- Commitment to protect rights and livelihoods of local communities
- Commitments beyond regulatory compliance
- Commitment to transparency
- Commitment to stakeholder awareness and engagement
- Commitment to align with the SDGs
- Recognition of the overall importance of forests and other natural ecosystems
- Description of business dependency on forests
- Recognition of potential business impact on forests and other natural ecosystems
- Description of forest risk commodities, parts of the business, and stages of value-chain covered by the policy
- List of timebound milestones and targets
- Description of forests-related performance standards for direct operations
- Description of forests-related standards for procurement

Document attachment

- MAVI-ANNUAL-REPORT-2022.pdf
- Environment and Energy Policy.pdf
- Biodiversity Policy.pdf
- Forest and Paper Products Policy.pdf

Please explain

Mavi's sustainability related policies, including policies on forests related issues, are reviewed annually and updated if any changes are needed. Mavi's policies are published on its corporate website. All of Mavi's stakeholders are informed of Mavi's policies via the company's communication channels. In line with its policies on forests, Mavi engages in activities to achieve its goal of ensuring that all the labels, cardboard and paper packaging materials it uses are FSC-certified by 2025 in line with its sustainability strategy. In 2022, 47% (in mass units - tons) of the purchased cardboard and paper materials were FSC-certified.

F4.6

(F4.6) Has your organization made a public commitment to reduce or remove deforestation and/or forest degradation from its direct operations and/or supply chain?

Forest risk commodity	Public commitments made
Timber products	No

F5. Business strategy

F5.1

(F5.1) Are forests-related issues integrated into any aspects of your long-term strategic business plan, and if so how?

	Are forests-related issues integrated?	Long-term time horizon (years)	Please explain
Long-term business objectives	Yes, forests-related issues are integrated	5-10	<p>Our aim is to minimize Mavi's negative impacts on the environment. Majority of our timber product use is due to packaging use such as cardboard boxes and labels. We initiated a target to convert all of our paper and cardboard based packaging to FSC certified versions by 2025. In 2022, our target progress was at 47%.</p> <p>Our remaining timber product use is due to our consumption of man-made cellulosic fibers such as modal, Tencel™ and viscose. We aim to map the origin of all of our man-made cellulosic fiber use. We also aim to conduct environmental audits at all of our critical suppliers and wet process sub-manufacturers by 2025. With these objectives, we will better understand our impact on forests and initiate forests related requirements to our suppliers of man-made cellulosic fibers within 5 to 10 years.</p>
Strategy for long-term objectives	Yes, forests-related issues are integrated	5-10	<p>Our strategy is to become a company with zero impact on forests. Majority of our timber product use is due to packaging use such as cardboard boxes and labels. We initiated a target to convert all of our paper and cardboard based packaging to FSC certified versions by 2025. In 2022, our target progress was at 47%.</p> <p>Our remaining timber product use is due to our consumption of man-made cellulosic fibers such as modal, Tencel™ and viscose. We aim to map the origin of all of our man-made cellulosic fiber use. We also aim to conduct environmental audits at all of our critical suppliers and wet process sub-manufacturers by 2025. With these objectives, we will better understand our impact on forests and initiate forests related requirements to our suppliers of man-made cellulosic fibers within 5 to 10 years. Our strategy requires us to ensure all of our timber based product use is sustainable.</p>
Financial planning	Yes, forests-related issues are integrated	5-10	<p>We initiated a target to convert all of our paper and cardboard based packaging to FSC certified versions by 2025. In 2022, our target progress was at 47%. Our budget for packaging materials has been increased to enable the purchase of FSC certified materials. In 2022, this increase was TRY 20,687,480.</p> <p>Within our supply chain department, an additional budget was created to conduct environmental audits at all of our critical suppliers and wet process sub-manufacturers by 2025. Beyond 2025, additional financial planning will be required to incentivize our suppliers to comply with our sustainability requirements, including requirements related to forests.</p>

F6. Implementation

F6.1

(F6.1) Did you have any forests-related timebound and quantifiable targets that were active during the reporting year?

Yes

F6.1a

(F6.1a) Provide details of your forests-related timebound and quantifiable target(s) and progress made.

Target reference number

Target 1

Forest risk commodity

Timber products

Year target was set

2021

Target coverage

Company-wide

Target category

Third-party certification

Metric

% of volume third-party certified

Traceability point

<Not Applicable>

Third-party certification scheme

FSC (any type)

Base year

2021

Base year figure

0

Target year

2026

Target year figure

100

Reporting year figure

47

% of target achieved relative to base year [auto-calculated]

47

Target status in reporting year

Underway

Is this target linked to a commitment?

No conversion of natural ecosystems

Please explain

In order to ensure no conversion of ecosystems due to our packaging use we initiated a target in 2021. Our target is to ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025. In 2022, our progress to this target was 47%. We are increasingly converting our paper bags, cardboard boxes and labels to FSC certified versions and prefer 100% FSC Recycled wherever possible. We will accomplish this target by increasing the budget allocated to packaging.

We use financial years for our reporting. Mavi's financial year ends on January 31st. So our target "Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025" translates to "Ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2026" on this question according to the guidance provided by CDP. Base year translates to 2021.

F6.2

(F6.2) Do you have traceability system(s) in place to track and monitor the origin of your disclosed commodity(ies)?

	Do you have system(s) in place?	Supply chain coverage	Description of traceability system	Exclusions	Description of exclusion
Timber products	Yes	Volume from direct and indirect suppliers	We collect country level origin data from our tier 1 suppliers for our packaging materials for each order we issue. This way, the amount of timber based products (packaging) is tracked to country of origin with amounts in metric tons.	Specific product line(s)	Cellulose-based textile fibers are excluded from this traceability system. By its nature apparel products supply chain is composed of many companies across different levels. In order to trace the origin of cellulose based textile fibers we need to reach Tier 4 and plus level suppliers which proves to be an expensive and difficult task. Currently our focus is to trace the origin of packaging materials at mill level, which comprises the majority of our timber product use. The exclusion represents 31% of our timber product use. Once we achieve mill level traceability of packaging materials, we will initiate traceability systems for cellulose based textile fibers.
Palm oil	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>

F6.2a

(F6.2a) Provide details on the level of traceability your organization has for its disclosed commodity(ies).

Forest risk commodity	Point to which commodity is traceable	Countries/areas to which this traceability point applies	% of total production/consumption volume traceable
Timber products	Country	Finland Germany Poland Portugal Russian Federation Slovakia Spain Turkey United Kingdom of Great Britain and Northern Ireland	69
Timber products	Not traceable	Please select	31

F6.3

(F6.3) Have you adopted any third-party certification scheme(s) for your disclosed commodity(ies)?

	Third-party certification scheme adopted?	% of total production and/or consumption volume certified
Timber products	Yes	42
Palm oil	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>

F6.3a

(F6.3a) Provide a detailed breakdown of the volume and percentage of your production and/or consumption by certification scheme.

Forest risk commodity

Timber products

Third-party certification scheme

FSC Recycled

Chain-of-custody model used

<Not Applicable>

% of total production/consumption volume certified

10

Form of commodity

Primary packaging

Secondary packaging

Cellulose-based textile fiber

Volume of production/ consumption certified

519

Metric for volume

Metric tons

Is this certified by more than one scheme?

No

Is embedded soy certified through this scheme?

<Not Applicable>

Please explain

In order to ensure no conversion of ecosystems due to our packaging use we initiated a target in 2022. Our target is to ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025. In 2022, our progress to this target was 47%. We are increasingly converting our paper bags, cardboard boxes and labels to FSC certified versions and prefer 100% FSC Recycled wherever possible. We will accomplish this target by increasing the budget allocated to packaging and requiring our packaging suppliers to provide us the same packaging we use with FSC certification. Currently, our gift envelopes, cardboard boxes and paper bags are in conversion to FSC certified versions. Our conversion of packaging materials to FSC certified versions brought % of total timber products (fibers, paper and cardboard) consumption with FSC certification to 42%. 10% of our total timber product use was FSC Recycled certified.

Forest risk commodity

Timber products

Third-party certification scheme

FSC Chain of Custody

Chain-of-custody model used

<Not Applicable>

% of total production/consumption volume certified

32

Form of commodity

Primary packaging

Secondary packaging

Cellulose-based textile fiber

Volume of production/ consumption certified

1630.5

Metric for volume

Metric tons

Is this certified by more than one scheme?

No

Is embedded soy certified through this scheme?

<Not Applicable>

Please explain

In order to ensure no conversion of ecosystems due to our packaging use we initiated a target in 2022. Our target is to ensuring that all label, cardboard, and paper packaging materials are FSC-certified by 2025. In 2022, our progress to this target was 47%. We are increasingly converting our paper bags, cardboard boxes and labels to FSC certified versions and prefer 100% FSC Recycled wherever possible. We will accomplish this target by increasing the budget allocated to packaging and requiring our packaging suppliers to provide us the same packaging we use with FSC certification. Currently, our gift envelopes, cardboard boxes and paper bags are in conversion to FSC certified versions. Our conversion of packaging materials to FSC certified versions brought % of total timber products (fibers, paper and cardboard) consumption with FSC certification to 42%. 32% of our total timber product use was FSC Mix certified.

F6.4

(F6.4) For your disclosed commodity(ies), do you have a system to control, monitor, or verify compliance with no conversion and/or no deforestation commitments?

	A system to control, monitor or verify compliance	Comment
Timber products	No, but we plan to develop one within the next two years	
Palm oil	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>

F6.7

(F6.7) Are you working with smallholders to support good agricultural practices and reduce deforestation and/or conversion of natural ecosystems?

	Are you working with smallholders?	Type of smallholder engagement approach	Smallholder engagement approach	Number of smallholders engaged	Please explain
Timber products	Not applicable	<Not Applicable>	<Not Applicable>	<Not Applicable>	Our scale of operations requires us to procure from industrial, big scale manufacturers. We have no procurement activities where it is possible to procure from smallholders.
Palm oil	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Cattle products	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Soy	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Rubber	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Cocoa	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Other - Coffee	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>

F6.8

(F6.8) Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement.

Forest risk commodity

Timber products

Are you working with direct suppliers?

Yes, working with direct suppliers

Action(s) on forests-related issues driven by engagement

Ending deforestation and/or conversion of other ecosystems

Type of engagement

Supply chain mapping
Capacity building
Financial and commercial incentives

Details of engagement

Financial incentives for certified products

Description of engagement

Mavi's supplier engagement approach revolves around promoting sustainable practices and responsible sourcing. The company actively encourages suppliers to adopt certified products and materials, fostering a culture of sustainability throughout its supply chain. By implementing strategies that recognize and reward environmentally conscious choices, Mavi drives positive change and supports the growth of sustainable fashion.

Each year, Mavi actively increases the utilization of FSC-certified packaging materials, ensuring that its products originate from responsibly managed forests. In addition, Mavi is actively pursuing raw material origin information, recognizing its critical role in evaluating the risk of deforestation associated with its packaging materials. To encourage suppliers to adopt sustainable practices, Mavi voluntarily pays a premium for FSC certification. This serves as an effective financial incentive, signaling the company's commitment to supporting responsible sourcing and forest conservation. Furthermore, Mavi goes beyond compliance by requesting FSC certification for products that do not possess it initially. This approach demonstrates Mavi's dedication to promoting sustainable choices throughout its supply chain. Through these initiatives, Mavi actively engages with its suppliers, promoting environmental stewardship and driving positive change within its supply chain.

As part of our supplier engagement approach, Mavi achieved significant progress in promoting sustainable sourcing within its supply chain. In 2022, 42% of its total timber-based product use is sourced from Forest Stewardship Council (FSC) certified materials. This certification ensures that the timber-based materials we utilize come from sustainably managed forests, aligning with Mavi's commitment to responsible sourcing. By 2025, Mavi aims to ensure FSC certification for all label, cardboard and paper packaging materials.

In addition, Mavi has made notable strides in incorporating sustainable fibers into its products. Specifically, 3% of our total timber-based product use consists of branded and certified Tencel™ fibers. These fibers are guaranteed to originate from sustainably managed forests, further reinforcing Mavi's dedication to sustainability and environmental preservation.

% of suppliers engaged by procurement spend covered by engagement

34

Explain the impact of your engagement on the selected action

Mavi's supplier engagement approach has made an important impact in addressing forest-related issues, particularly in ending deforestation and the conversion of other ecosystems. By actively increasing the use of FSC-certified packaging materials and demanding raw material origin information, the company ensures that its products come from responsibly managed forests. This proactive approach helps prevent the sourcing of materials from deforested areas or those associated with ecosystem conversion.

Mavi's emphasis on responsible sourcing and the use of FSC-certified materials helps safeguard forests and supports the preservation of biodiversity. Ultimately, Mavi's supplier engagement approach plays a crucial role in mitigating deforestation and ecosystem conversion, contributing to a more sustainable and environmentally conscious fashion industry.

Is this engagement helping your suppliers engage with their suppliers on the selected action?

Yes

Does this engagement contribute to achieving a reported target?

Yes, please specify target ID(s) (Target 1)

F6.9

(F6.9) Indicate if you are working beyond your first-tier supplier(s) to drive action on forests-related issues, and if so, provide details of the engagement.

Forest risk commodity

Timber products

Are you working beyond first tier?

Not applicable

Action(s) on forest-related issues driven by engagement

<Not Applicable>

Type of engagement

<Not Applicable>

Details of engagement

<Not Applicable>

Description of engagement

Indirect suppliers are not directly relevant to our business model and supply chain due to our established interaction with tier 1 suppliers. As part of our procurement process, we maintain close communication and collaboration with tier 1 suppliers who are responsible for selecting and managing tier 2 suppliers on our behalf. Therefore, working beyond our first-tier suppliers is not applicable as we provide specific criteria and requirements directly to tier 1 suppliers.

For instance, one of our criteria is to source materials exclusively from countries without deforestation concerns. We ensure that our tier 1 suppliers adhere to this criterion by specifying the countries from where they should source materials.

Explain the impact of your engagement on the selected action

<Not Applicable>

Does this engagement contribute to achieving a reported target?

<Not Applicable>

F6.10

(F6.10) Do you engage in landscape (including jurisdictional) approaches to progress shared sustainable land use goals?

	Do you engage in landscape/jurisdictional approaches?	Primary reason for not engaging in landscape and/or jurisdictional approaches	Explain why your organization does not engage in landscape/jurisdictional approaches, and describe plans to engage in the future
Row 1	No, we do not engage in landscape/jurisdictional approaches, but we plan to in the next two years	Important, but not an immediate priority	Engaging in landscape/jurisdictional approaches is not an immediate priority.

F6.11

(F6.11) Do you participate in any other external activities and/or initiatives to promote the implementation of your forests-related policies and commitments?

Forest risk commodity

Timber products

Do you participate in activities/initiatives?

Yes

Activities

Involved in multi-partnership or stakeholder initiatives

Country/Area

Turkey

Subnational area

Not applicable

Initiatives

UN Global Compact

Forest Stewardship Council (FSC)

Other, please specify (TEMA - Tree Fellowship)

Please explain

As a company that aspires to lead the industry's sustainability transformation, Mavi recognizes the importance of taking part in the international sustainability platforms. Accordingly, Mavi became a signatory of United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative. With this signature, the company has declared its commitment to aligning its strategies, ways of doing business, and operations with the ten UNGC principles on human rights, labor, environment, and anti-corruption. We are also participating in Global Compact's programs such as Climate Ambition Accelerator (CAA). Our participation to CAA enabled us to develop Science Based Targets which in return contributed to our strategy of becoming a climate neutral company.

Our strategy is to become a company with zero impact on forests. Majority of our timber product use is due to packaging use such as cardboard boxes and labels. We are adopting FSC certification for all of our paper and cardboard packaging materials and our target is to convert 100% of our paper and cardboard packaging to FSC certified versions by 2025. Currently, all of our cardboard boxes used to transport our products are FSC 100% Recycled certified and 47% of all our paper and cardboard packaging are FSC certified. FSC certification directly contributes to our sustainability targets.

In addition to this, in the 44th Istanbul Marathon, The Mavi Running Team ran for charity and raised funds for the Tree Fellowship project of TEMA Foundation. The donations collected contributed to educating children about the environment and planting saplings on behalf of children in the Hayrettin Karaca Tree Fellowship Forest.

F6.12

(F6.12) Is your organization supporting or implementing project(s) focused on ecosystem restoration and long-term protection?

Yes

F6.12a

(F6.12a) Provide details on your project(s), including the extent, duration, and monitoring frequency. Please specify any measured outcome(s).

Project reference

Project 1

Project type

Biodiversity offsetting

Expected benefits of project

Reduce/halt biodiversity loss

Is this project originating any carbon credits?

No

Description of project

Since 2014, Mavi has been actively supporting the Ecological Research Society (EKAD) through the Indigo Turtles project, which aims to safeguard the *Caretta caretta* and *Chelonia mydas* sea turtles. These two species, native to the Mediterranean for millions of years, are currently endangered. EKAD primarily operates in Belek, the largest nesting area in the Mediterranean, where it has successfully helped over one million *Caretta caretta* turtles reach the sea in the past 22 years. The number of nests in the region has grown from a mere 500 when the project started to 1,652, resulting in over 56 thousand hatchlings reaching the sea in 2022. However, the journey is filled with challenges, as only 40% of hatchlings manage to reach the water, and survival rates are as low as one in a thousand. This is why the Indigo Turtles project focuses on raising awareness about supporting the survival efforts of these sea turtles, protecting biodiversity, and promoting the value of volunteering.

The Indigo Turtles project actively involves young volunteers who set up camp on the 30km-long beaches for four months. Their daily work involves safeguarding the eggs of mature female turtles from external threats and assisting hatchlings in reaching the water. The project has gained significant support, not only from hundreds of university volunteers from Turkey and around the world, but also from Mavi's customers, scholars, social media followers, brand ambassadors, and employees, who voluntarily participate in the initiative. Awareness seminars held at universities have contributed to the project's growing recognition, as evidenced by the increasing number of volunteer applications each year. In 2022, over 100 university students volunteered for the program, and the camp event was promoted through social media competitions and influencer partnerships.

Where is the project taking place in relation to your value chain?

Project based elsewhere

Start year

2014

Target year

Indefinitely

Project area to date (Hectares)

9

Project area in the target year (Hectares)

9

Country/Area

Turkey

Latitude

36.828148

Longitude

31.195557

Monitoring frequency

Annually

Total investment over the project period (currency)

385000

For which of your expected benefits are you monitoring progress?

Reduce/halt biodiversity loss

Please explain

Since 2014, Mavi, a Mediterranean fashion brand, has been actively involved in supporting the Ecological Research Society (EKAD) through the Indigo Turtles project. This initiative aims to safeguard endangered sea turtles, specifically the *Caretta caretta* and *Chelonia Mydas* species, which have inhabited the Mediterranean region for 110 million years. By raising awareness about biodiversity, the project seeks to protect these turtles and ensure their long-term survival. EKAD primarily operates in Belek, the largest nesting area in the Mediterranean, and has successfully assisted over one million *Caretta caretta* turtles in reaching the sea over the past 22 years. The number of nests in the region has grown from a mere 500 when the project began to 1,652, resulting in over 56 thousand hatchlings reaching the sea in 2022. However, these turtles face numerous challenges, as only 40% of hatchlings manage to make it to the water, and a mere one in a thousand survives. This underscores the significance of the Indigo Turtles project in raising awareness about the importance of supporting the survival of these sea turtles, protecting biodiversity, and promoting the value of volunteering.

F7. Verification

F7.1

(F7.1) Do you verify any forests information reported in your CDP disclosure?

No, we are waiting for more mature verification standards/processes

F8. Barriers and challenges

F8.1

(F8.1) Describe the key barriers or challenges to eliminating deforestation and/or conversion of other natural ecosystems from your direct operations or from other parts of your value chain.

Forest risk commodity

Timber products

Coverage

Supply chain

Primary barrier/challenge type

Limited availability of certified materials

Comment

We are facing difficulties of finding suppliers that can provide us the same packaging look we use with FSC Recycled 100% certification. We are considering altering our packaging designs to enable us to have 100% recycled shopping bags.

F8.2

(F8.2) Describe the main measures that would improve your organization's ability to manage its exposure to deforestation and/or conversion of other natural ecosystems.

Forest risk commodity

Timber products

Coverage

Supply chain

Main measure

Increased demand for certified products

Comment

Increase demand for certified products from our customers allows us to remain competitive and provide products with superior environmental performance.

F17 Signoff

F-FI

(F-FI) Use this field to provide any additional information or context that you feel is relevant to your organization's response. Please note that this field is optional and is not scored.

F17.1

(F17.1) Provide the following information for the person that has signed off (approved) your CDP forests response.

	Job Title	Corresponding job category
Row 1	CEO	Chief Executive Officer (CEO)

Submit your response

In which language are you submitting your response?

English

Please confirm how your response should be handled by CDP

	I understand that my response will be shared with all requesting stakeholders	Response permission
Please select your submission options	Yes	Public

Please confirm below

I have read and accept the applicable Terms