



December 11, 2023

Mavi announced its 9-month results, reporting TL 14 billion 189 million in consolidated revenues with an increase of 94% and posting TL 2 billion 175 million in net profit

Mavi, Turkey's leading jeans and apparel brand, announced its financial results for the first nine months of 2023, from February 1, 2023, to October 31, 2023. The company reported consolidated revenues of TL 14 billion 189 million in the 9M period, with a YoY increase of 94%, and a net profit of TL 2 billion 175 million, capturing an increase of 88%. A key factor contributing to this robust performance was the company's net profit increase of 128% in Q3. In the reporting period, Mavi's EBITDA stood at TL 3 billion 561 million, and the EBITDA margin at 25.1%. Maintaining its strong balance sheet position, Mavi continued to generate cash from its operations, increasing its net cash position to 2 billion 170 million TL.

Mavi's retail continues to grow above 100%

Sustaining its sustainable and profitable growth performance, Mavi captured an outstanding 100% increase in retail revenues in Turkey and a 101.5% increase in like-for-like (LFL) sales during the first nine months. A 73% increase in basket size, a 10% rise in traffic, and new customer acquisitions were pivotal in this robust performance.

With a global presence encompassing 465 stores and nearly 4,000 doors worldwide, the company reported 80% growth in global e-commerce. Overall, e-commerce accounted for 10.7% of total sales.

Mavi set to surpass its annual target of acquiring 1 million new customers

Supported by a successful brand strategy, Mavi continues to grow not only in the jeans market but also in the women's and men's apparel segments. This growth is driven by innovative product offerings, effective marketing strategies, and sales management aimed at driving customer demand. Mavi is also on track towards its target of acquiring 1 million new customers annually. In the first nine months, Mavi acquired 970 thousand new customers, while the number of active Kartuş card members reached 6.6 million people.

Mavi's year-end guidance revised upwards

Mavi CEO Cüneyt Yavuz commented on the company's nine-month performance:

"I want to start by thanking the entire Mavi team and our valued business partners for their contributions to our strong performance. Considering all the metrics observed in the first nine months of 2023, we are revising our year-end revenue growth guidance upwards to exceed 85% and increasing our EBITDA margin guidance by another 100 basis points to reach 23.5%.

As a leading denim and lifestyle brand worldwide, Mavi boasts prudent management across all aspects, underpinned by a robust foundation and financial structure. We are pleased to sustain high margins

by responding to rising product costs through a carefully considered pricing strategy, effective planning, and strategic purchasing decisions.

As we approach our goal of acquiring 1 million new customers every year, we anticipate that we may even surpass this target by the close of 2023 because our customers' interest in and love for Mavi, and their strong demand remain our priority.

As the most trusted* brand in Turkey, we bring the highest quality at the right price to our customer

Amidst the prevailing inflationary environment, we remain committed to delivering the highest quality products at the right price for our customers through a pricing strategy employed with heightened sensitivity. As a brand loved and trusted by our consumers, we are pleased to report sustained market growth in 2023, thanks to our strategic positioning, commitment to quality, and continuous innovations across both women's and men's categories. We are dedicated to creating the happiest Mavi customers by offering the best shopping experience both in-store and online. Therefore, we continue to expand our omni-channel applications for ultimate customer satisfaction.

* According to Future Bright's trust link index survey.

We marked the centennial of the Republic with the Mavi 100 collection

In the last quarter of the year, we celebrated the centennial of our Republic with great pride and joy. With the Mavi 100 collection, which we designed to honor the 100th anniversary of the Republic of Turkey, we redefined the inspiration we took from the rich history of denim through the lens of contemporary premium elements.

As a special highlight of this unique celebratory collection, our brand ambassadors, Serenay Sarıkaya and Kıvanç Tatlıtuğ, were featured together for the first time in the same commercial. Each item in the Mavi 100 collection reflected our dedication to using innovative and sustainable techniques and materials.”

For more information:

Pro İletişim Danışmanlığı

Serap Denk serap@proiletisim.com // 0535 406 90 20

Özge Arın ozge@proiletisim.com // 0532 565 45 77

Belemir Koç belemir@proiletisim.com // 0532 709 57 21