

## **Mavi's Environmental Performance Scored B by CDP**

### **Mavi becomes the first Turkish apparel brand to disclose its carbon footprint transparently through the CDP Turkey Climate Report**

Mavi, with a global brand strategy built on '**sustainable growth through quality**', became the first Turkish apparel brand to disclose its carbon footprint transparently to CDP (Carbon Disclosure Project), world's biggest environmental disclosure platform. The company report submitted to the Climate Change Program received a **score of B** in environmental performance.

In its first submission to the program, which is open to all publicly traded companies in Turkey and which stands out as one of the world's most trusted scoring methodologies, Mavi outperformed the global industry average in 2020.

Previously, in 2020, Mavi also demonstrated its ambition to work toward a more sustainable world by becoming a signatory of **UN Global Compact**, the world's largest voluntary corporate sustainability initiative.

### **Mavi's most sustainable collection to date: All Blue**

All Blue, the sustainable collection Mavi launched in 2019, more than doubled in product offering in 2020. All Blue collection is made with sustainable fibers, innovative techniques, using less water and energy. Each pair of All Blue jeans is also 100% vegan and designed without any animal products, with each collection piece reflecting Mavi's love of nature in various ways. Denim fabric used in the collection contains recycled cotton, organic cotton, and upcycled materials.

### **Mavi's first eco-store opened in Zorlu Shopping Mall**

Mavi is currently working on reducing the environmental impact and carbon footprints of its stores as well. The first concept store designed for this purpose recently opened in Zorlu Shopping Mall in Istanbul. With an interior design approach focused on consuming less energy and using fewer components, materials with sustainability and emission certifications were preferred for the eco-store.