



December 12, 2022

## **Mavi announced its 9-month results, reporting TL 7 billion 325 million in consolidated revenues with an increase of 130% and TL 1 billion 158 million in net profit**

Mavi, Turkey's leading jeans and apparel brand, announced the financial results for the first nine months of 2022, from February 1, 2022, to October 31, 2022. The company recorded TL 7 billion 325 million in consolidated revenues in the 9M period, with a YoY increase of 130%. Mavi's net profit rose by 285%, reaching TL 1 billion 158 million in the 9M period. The company completed the first nine months of its fiscal year with TL 1 billion 860 million in EBITDA, capturing an EBITDA margin of 25.4%. Maintaining its strong balance sheet position, Mavi continued to generate cash from its operations, increasing its net cash position to TL 1 billion 134 million.

### **Retail growth accelerated in Turkey**

In this period of strong demand seen in the retail sector, Mavi increased its market share, maintaining its place among the consumers' most preferred brands. In the third quarter, Mavi's retail revenues grew by 143%, with 140% LFL growth in store sales. In a high inflationary environment, besides the increase in basket size, 17% volume growth, increase in foot traffic, and new customer acquisition were effective in driving the company's strong performance.

In the first nine months of the year, Mavi captured over 100% growth in all product categories, including denim and non-denim.

The company, currently operating with 459 stores and nearly 4,500 doors worldwide, recorded 86% growth in global e-commerce while e-commerce accounted for 10% of total sales.

### **Mavi is the first and only apparel brand included in the BIST Sustainability 25 index**

**Mavi CEO Cüneyt Yavuz** commented on the company's 9M performance:

"We are very pleased with the growth in our consolidated revenues, EBITDA, and net profit as of the end of the third quarter. Following our performance in the first half, we revised our year-end 2022 guidance upwards to 120% in consolidated revenue growth. The latest figures

are a strong indication that we will achieve this target. As a leading global jeans brand, Mavi is a company with good management, a strong foundation, and a robust financial structure.

We manage our supply chain capacity, costs, and inventory efficiently. And thanks to the fast shelf-to-sales cycle of our products, we are able to maintain the **right product, right price, and high quality** balance despite increasing costs.

Our **brand positioning and customer-centric strategy** also contribute to our successful performance. Thanks to the rising consumer demand for Mavi and our product variety to respond to the demand quickly, we have captured higher growth than planned in all categories, and we anticipate that we will exceed our target of acquiring **1 million new customers** every year. We continue to invest in digitalization in Turkey and globally and create a difference through our CRM. We continuously engage with our **more than 5 million active customers and 3.5 million app users**.

We focus on what we do best and continue growing through denim innovations and introducing newness in lifestyle products. This season, we launched the **Serenay x Mavi Icon** collection to bring the latest trends to women and the **Mavi Black and Pro with Kıvanç** collections to offer premium products to men. On the other hand, the **Freedom of Space X Mavi** collaboration drove the acquisition of young and new customers. In addition, we continued to take a more significant place in wardrobes and acquire new customers with new product categories such as Mavi Pro Tech premium outerwear collection and Active wear.

Furthermore, we continue to integrate sustainability into our corporate culture, vision, business practices, products, and growth targets in line with our All Blue strategy. This fall, we launched the **Mavi Hemp Denim collection**, our most sustainable product to date. I am pleased to share that as a result of our sustainability efforts, we recently became the only apparel brand to be included in the **BIST Sustainability 25 index**, created this November with constituent companies with high sustainability performance, high market capitalization, and market value. We will strive to do better every day and work for a better future for all.”

**For more information:**

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