



ANIMAL WELFARE POLICY

1. OBJECTIVE

This procedure defines Mavi's Animal Welfare Policy and the requirements regarding products containing animal-based materials.

2. SCOPE

This Animal Welfare policy applies to all Mavi products sold in all sales channels, including Mavi stores and e-commerce.

3. RESPONSIBILITIES

The Mavi Sustainability Committee is responsible for defining the strategies and commitments laid out in this policy, their implementation frameworks, and goals. The Sustainability Committee consists of all department heads and is chaired by the CEO. The Committee convenes at least once a year to review Mavi's animal welfare performance, reaches the necessary resolutions, and reports to the Board of Directors.

The Global Sourcing and Supply Chain Division and all relevant teams at Mavi are responsible for implementing this policy.

All suppliers and business partners of Mavi are required to comply with this policy.

4. POLICY

4.1. Mavi Animal Welfare Strategy

Mavi believes that all animals should be treated well in all stages of their lives, they have the right to fair treatment, and their basic needs are met. Mavi promotes the development and use of innovative non-animal-based alternatives with the same qualities as animal-based materials, where possible. Mavi does not tolerate harming any animal in the raw material sourcing or production processes when animal-based materials are required for its products. Mavi strives to source all animal-based materials from farms with good animal husbandry processes to improve animal welfare in global supply chains. Mavi expects its business partners and suppliers to ensure ethical and responsible production, treat animals well throughout their lifecycles, and share Mavi's commitment to follow the requirements and practices laid out in this policy. Furthermore, Mavi supports research and development of animal welfare standards to improve animal welfare in the apparel industry.



Mavi Animal Welfare Policy includes the following key criteria:

- Mavi does not use animal-based materials in its denim products, which are all vegan.
- The animal-based materials obtained from slaughtered animals should only come from farm-raised animals.
- Materials obtained from animals slaughtered only for their skins, shells, horns, bones, feathers, etc., are never used in production.
- Cosmetics, which are tested on animals during production or contain animal-based ingredients, are not procured.

4.2. Key Requirements

Mavi expects the following requirements to be met regarding the animal-based materials used in its products:

- No materials from endangered or threatened species can be used in the products. These animals are specified in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the International Union for Conservation of Nature's (IUCN) Red List.
- Mavi does not use materials obtained from wild animals in its products.
- Ecological agriculture and farming practices with less environmental impact regarding the care and rearing of animals throughout their lifecycle are supported. To mitigate the environmental impact of agriculture and farming, internationally recognized practices defined by the United Nations Food and Agriculture Organization (FAO) and similar institutions are applied. Similarly, all applicable international regulations and standards governing human rights and labor practices regarding workers who care for, raise, transport, process, and slaughter animals are followed.
- During their care and rearing, animals are allowed to graze freely, housed in clean and safe conditions (with proper lighting, heating, humidity, ventilation, etc.).
- Animals are not transported in a manner to inflict injury or unnecessary suffering in them. Necessary arrangements are made in line with internationally recognized standards to minimize travel duration and meet the needs of the animals during the journey.

WOOL:

- Mavi expects all wool producers in the supply chain to comply with international standards for the ethical treatment of animals.
- Mavi encourages all suppliers to source wool from farmers holding Responsible Wool Standard (RWS) certification.



LEATHER:

- Leather is sourced only from animals used in the food industry.
- Mavi never uses raw materials obtained from endangered species in its leather products.
- The back labels used in Mavi jeans are made from non-animal-based materials instead of genuine leather.

FUR:

- Mavi does not use real fur in its products.
- The faux materials used instead of fur are explicitly indicated in product descriptions and care labels.

DOWN:

- Mavi asks suppliers to submit a Responsible Down Standard (RDS) certificate to ensure a fully traceable supply chain target.
- Mavi does not use feathers plucked from live animals and only sources feathers from animals used in the food industry.
- Mavi does not source down and other feathers from birds used to make fatty liver products, or endangered or threatened species.

OTHER ANIMAL HAIR:

- Mavi only sources animal hair from producers who raise cows, buffaloes, yaks, horses, goats, and pigs with good animal husbandry practices to use in its products.
- Mavi does not source the hair of vulnerable or endangered species.
- Mavi does not source hair obtained by live plucking. Mavi only procures hair obtained from animals used in the food industry.
- Man-made alternative materials are explicitly indicated in the product descriptions and care labels.