

MANGO

Mango expands in Italy by absorbing seven stores in major train stations and by opening four new stores before the end of 2022



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- The company has signed an agreement with the Italian Retail Group Spa to integrate as company-owned seven franchise stores located in major train stations in Italy.
- In addition, Mango is planning to open four new stores by the end of 2022, one of them in the Romaest shopping centre.
- With these new additions, in 2022 Mango will increase its presence in Italy to approximately 80 stores.

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Mango, one of Europe's leading fashion groups, has signed an agreement with Retail Group, part of the Italian group Grandi Stazioni Retail, which operates over 30 stores in major train stations throughout the country, in order to absorb seven Mango stores that until now operated as franchises.

The contract, signed on 10 October, allows the fashion company to exercise direct control over the seven stores, which reopened as company-owned last weekend. Specifically, the absorbed stores are located in the train stations of Turin, Milan, Venice, Florence, Rome Termini and Rome Tiburtina and Naples, through which millions of passengers pass every year.

The new Mango company-owned stores exclusively stock the Woman line and have selling spaces of between 150 and 350 square metres, according to the size of the city and the passenger traffic in the station.

"The agreement signed with Retail Group represents a step forward in the expansion plan Mango is implementing in order to consolidate the brand in Italy and in our strategic goals for international growth. Italy is a key market for us and for the fashion industry worldwide, and we want Mango to have a significant presence in this country", Daniel López, Mango Expansion Director, explains.

As part of its expansion in Italy, the company is planning to open an additional four new stores by the end of the year, which will bring the total number of stores in the country to approximately 80 by the close of 2022. Its presence in Italy combines stores in shopping centres as well as standalone stores.

Specifically, in November Mango is planning to open three stores located in the Puntadiferro de Forli shopping centre, in the de Emilia-Romagna region; in La Gru de Siderno shopping centre, in the Calabria region; and in the Via Dei Neri shopping centre in Florence. The three stores will exclusively stock the Woman line.

In December, the company is planning to open a new store in the Romaest shopping centre, located in the country's capital, which houses over 210 stores and restaurants. The new store, which will have a selling space of over 700 square metres, will stock Mango's Woman and Man collections and will generate more than ten jobs.

Mango has been present in Italy since 2001. The company currently has 74 stores in the country, after strengthening its presence with the opening of four stores in cities including Cagliari, in Sardinia; Agrigento, in Sicily; Marcianise, in Campania; and Riccione, in the Emilia-Romagna region.

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Mango, one of Europe's leading fashion groups, is a global company with design, creativity and technology at the centre of its business model, and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2021 with a turnover of 2.234 billion euros, with 42% of its business originating from its online channel and with a presence in over 110 markets. More information at www.mango.com