

MANGO

Mango expands its new retail concept in France with the renovation of its store in Saint-Lazare

- The company reopens this store today after a total refurbishment to become one of the first in France to feature the *New Med* image.
- The store has changed its fitting room area, incorporating USB plugs and light adjustments, and new technologies and services have been added to improve the customer's shopping experience, such as a *Committed Box* for recycling garments and a specific *click and collect* area for collecting and returning orders.
- The renovation is part of Mango's new store refurbishment plan, the aim of which is to incorporate this new retail concept in stores beyond its flagships.
- Mango considers France a strategic market and aims to expand its presence in the country with the opening of more than 70 new stores over the next few years, to bring the total to 300 stores by 2025.

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Mango, one of Europe's leading fashion groups, is strengthening its presence in France. Today, the company reopens its store in Saint-Lazare, the train station located at 1 Cour de Rome Street in Paris turned into an indoor shopping center with nearly 80 shops, one of the most important in the country.

The store, one of the most emblematic in Paris, has a selling space of 730 m², which stocks items from the Woman and Kids lines.

With this refurbishment, Saint Lazare becomes one of the first in France to feature the new Mediterranean-inspired concept, *New Med*, already present in some of the group's flagship stores. Its renovation is part of Mango's new store refurbishment plan, the aim of which is to incorporate this new retail concept in stores beyond its flagships.

By renovating the store, Mango has created a new fitting room area, increasing its size to make them more functional and incorporating USB plugs for charging mobile phones and light adjustment so that customers can see the front and the back of the outfits.

In addition, new technologies and services have been added to improve the customer shopping experience such as a new specific *click and collect* area for collecting and returning orders; a tailoring service; a new *Committed Box*, containers where customers can deposit clothing and footwear to give their garments a second life; and the RFID technology for improved stock control.

True to its commitment to sustainability, the architectural project of renovating this new store has been conceived to generate a low environmental impact. In the creation of the new space, the existing structure has been retained and a second life has been given to the floors and ceilings and installations such as the air conditioning. The lighting

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has been substituted for LED low-energy consumption technology, and during the refurbishment process certified ecological paint and natural materials like wood have been used.

Mango has been present in France since 1998. At the end of 2021, the company had 223 stores in the country, of which 111 were company stores and 112 were franchises. The company considers France a strategic market and aims to expand its presence in the country with the opening of more than 70 new stores over the next few years, increasing the number of stores from the 223 it had at the end of 2021 to 300 by the end of 2025.

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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, at 2021 year-end the company had a turnover of 2.234 billion euros, with 42% of its business originating from its online channel and a presence in over 110 markets. More information at www.mango.com