

Mango joins forces with Save the Children to promote education in Bangladesh with Alexia Putellas as its ambassador



- The company and the NGO present the Goals project, which aims to promote access to education and sport for more than 4,000 people, 70% of whom are girls and women, in Bangladesh over the next two years.
- The Mango ambassador Alexia Putellas, a top-level sporting icon and role model for thousands of girls worldwide, has signed up to this initiative, actively participating in its conceptualisation, in order to highlight the role of sport as a lever of change in society.
- As part of the project, Alexia has co-created alongside Mango a solidarity t-shirt, which will go on sale today in several countries. All profits from its sale will be donated to Save the Children to implement the second phase of Goals in Turkey.
- The initiative, to which the company will donate a total of 500,000 euros, is part of its Sustainability Strategy, which aims to promote social action projects with leading global organisations like Save the Children.

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Mango, one of Europe's leading fashion brands, is joining forces with Save the Children, the leading international NGO, to promote education and sport among children and women in Bangladesh. Alexia Putellas, Mango ambassador and the world's best female footballer, and role model in the fight for equality, is also the ambassador of the Goals project.

Through this project, the company aims to contribute to the social and economic development of Bangladesh, a key location for clothing manufacture worldwide, by working with the support of Save the Children to promote learning opportunities in two of the local communities close to several factories Mango works with in the Dacca and Savar regions.

The Goals project focuses on promoting access to education and sport through the construction of four primary schools and the promotion of leisure and educational activities. Sport forms the backbone of the programme, which is why in the schools the NGO will develop open-air activities such as football, cricket, a badminton championship for girls aged 10 to 18, and a chess tournament, as well as local games.

The initiative, to which the company will donate a total of 500,000 euros, will have a duration of two years and will benefit more than 4,000 people in Bangladesh, half of them minors, placing special emphasis on working women and their daughters, since they will make up 70% of the beneficiaries. In the second phase, the project will be extended to Turkey.

Toni Ruiz, Mango's Chief Executive Officer, says that "for Mango it is an honour to work alongside Save the Children and Alexia Putellas on this project, in order to have a real impact on people". "Our focus is to work to generate a positive footprint, placing special emphasis on local communities. We firmly believe in the transformative power of education and sport", he adds.

Andrés Conde, General Manager of Save the Children, points out: "In many countries around the world, children face situations that make their life difficult. Education is a very powerful tool to move forward in life and with this alliance with Mango we are going to promote projects to guarantee hundreds of children the quality education they are entitled to. What is more, the power of sport and inspiring people like Alexia Putellas will help us achieve this".

Alexia Putellas, Project Ambassador

The Mango ambassador Alexia Putellas, a global icon of women's football, is also the ambassador of the Goals project. Mango and Save the Children have joined forces with the double *Ballon d'Or* winner and icon that has given visibility to female talent worldwide, in order to become an inspiration for thousands of girls and boys around the world.

Alexia has actively participated in the conceptualisation and design of the project, highlighting the role of sport as a lever of change in society. "I am really excited to join this project as an ambassador, which promotes fundamental values for me, such as equality, inclusion and people's rights, through education and sport, two key elements to break down barriers and build a better society", Alexia explains.

The footballer has also co-designed, alongside Mango, a solidarity t-shirt with the message *Girls should play with dolls whatever they want to*, which goes on sale today in selected stores in Spain, Portugal, France and the United States, and in over 80 markets worldwide via its Mango.com webpage. All profits from its sale will be donated to Save the Children to implement the second phase of project at a later date in Turkey.

Committed to people

The *Goals* project is part of Mango's commitment to people and its sustainability strategy, called *Sustainable Vision 2030*, which aims to move towards the full traceability and transparency of its value chain and promote social action projects and lasting and traceable collaborations with leading global organisations like Save the Children. Through such alliances, Mango aims to generate a positive impact on marginalised groups in countries throughout the world and to contribute to the social and economic development in the countries it operates in.

As part of its commitment to society, the company is currently implementing projects that principally focus on providing girls and women access to education in countries such as Bangladesh, India and Pakistan, so that these become a lever of change for societies, while in regions such as Europe and the United States, Mango will strengthen its ties with the some of the world's leading universities, in order to promote the insertion of young people in the job market.

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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 115 markets. More information at www.mangofashiongroup.com