

MANGO

Mango expands its online selling by launching it in twenty new markets

- The company is moving forward with the international expansion of its online business with its launch in 22 new countries, especially in the African continent, to surpass 110 markets worldwide.
- Consequently, Mango will make its online selling available for the first time in countries such as Ghana, Tanzania and Zimbabwe, while strengthening its commercial presence in markets such as Sri Lanka, Cameroon and Kenya, where it already has physical stores.
- A pioneer in online selling in the fashion sector, Mango closed 2022 with a turnover of 960 million euros in its online business, representing 36% of total company turnover, one of the highest percentages in the fashion industry.

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Mango, one of Europe's leading fashion groups, is continuing with its international expansion by launching its online business in over 20 new markets. The company has put its e-commerce into operation for the Woman, Man, Teen and Kids lines in 22 new countries, mainly in the African continent, since the start of the year, bringing the total number of markets with an online presence to more than 110.

The expansion of Mango.com involves the launch of Mango in countries such as Ghana, Tanzania, Zimbabwe and Haiti, while strengthening its commercial presence in markets such as Sri Lanka, Cameroon and Kenya, where it already has physical stores. Specifically, Mango is expanding its online presence to the following countries: Senegal, Ghana, Cameroon, Republic of the Congo, Kenya, Bermuda, Haiti, Dominican Republic, Sri Lanka, Cambodia, Benin, Ethiopia, Tanzania, Zambia, Zimbabwe, Mali, Chad, Rwanda, Uganda, Mozambique, Madagascar and Malawi.

"The enlargement of our online store in some twenty markets is a major step forward in our internationalisation strategy to take our value proposal to the entire world", Mango's Online and Customer Director, Elena Carasso, explains. "Opening up our e-commerce in various countries in Africa, especially in ones in which we do not have a presence, will not only allow us to gain knowledge of the market, but also strengthen our capacity to satisfy the needs of our customers in each territory".

During the first quarter of 2023, Mango strengthened its online selling channel with a growth of approximately 10% compared to the same period last year. The company also started to operate online in Brazil for the first time, through an agreement with the local company Dafiti, the biggest *fashion tech* company in Latin America and part of the Global Fashion Group (GFG).

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A pioneering online channel

Mango is one of the European fashion companies with the largest online penetration in its business. A pioneer since it was founded, in 1996 Mango launched its website to give the brand global recognition. In 2000 it launched its e-commerce in the fifteen countries that made up the European Union that year, to become one of the first online fashion retailers in Europe.

Over the following twenty years, Mango continued to expand its online selling to 90 markets in all five continents at the close of 2022, when its online sales reached 960 million euros, representing 36% of total company turnover. The company website closed 2022 with over 885 million visits.

The expansion strategy of Mango's e-commerce is based on localisation: entering new markets, adapting the services to the needs and customs of the customers in each region. Currently, the website is translated into 28 languages, with different payment, delivery and returns methods (among others) according to each location.

In addition to its own e-commerce channel, Mango has a major online activity through third-party marketplaces. This combination of channels and formats differentiates the company within the sector, being one of the few companies to operate with a distribution ecosystem with such characteristics.

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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 2022 with a turnover of 2.688 billion euros, with 36% of its business originating from its online channel and with a presence in over 115 markets. More information at mangofashiongroup.com