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Mango StartUp Studio invests in Flipflow, a market analytics and business data monitoring start-up



From left to right: Mario Rodríguez Sánchez, CSO of Flipflow; Belén Rallo, Director of Mango StartUp Studio; Ricardo García Zorzo, CEO of Flipflow.

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- The company, through a convertible equity loan, will finance the project of market analytics, real-time price monitoring and stock control in different marketplaces.
- Flipflow entrepreneurs will learn at first-hand how a large company operates, and will be able to scale their business model, as well as receive advice and mentoring from Mango experts, among other benefits.
- This is the sixth investment of Mango StartUp Studio, following the entry into the accelerator of a start-up for 3D printing of architectural and design components with sustainable materials.

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Mango, one of Europe's leading fashion groups, is moving forward in its innovation and investing in Flipflow, a start-up for market analytics, price monitoring and real-time stock control in different marketplaces.

The investment, which will be channelled through its Mango StartUp Studio accelerator, involves supporting the company through a convertible equity loan and represents Flipflow's entry into an accelerator programme, through which the entrepreneurs will learn at first-hand how Mango operates and will be able to scale their business model. As part of the programme, the Flipflow team will receive advice and mentoring sessions from Mango experts, collaborating with them to create new functionalities and raise the value proposition of their technology project.

This is the sixth investment Mango StartUp Studio has made since its launch in 2022. To date, the accelerator has invested in companies such as Union Avatars, a technology start-up for digital identity and the development of avatars in different styles, and Ziknes, a 3D printing start-up for architectural and design components using sustainable materials.

Flipflow was founded in 2021 with the mission to offer brands, manufacturers and distributors in the retail sector a dashboard and an accurate, real-time image of the status of their products, competitors and categories in different marketplaces globally. The Valencia-based start-up is committed to creating a benchmark in market analytics and competitive intelligence to improve the management and monitoring of companies' business data.

About Mango StartUp Studio

Mango StartUp Studio, the fashion start-up accelerator created by the company, aims to promote innovation at Mango, detect new growth opportunities and participate in the development of new technologies or business models.

To achieve this, Mango StartUp Studio is looking for companies and ideas at the development stage in order to make seed-capital investments that contribute innovation to the fashion industry value chain and improve the customer experience.

Technology and sustainability are two areas of priority interest for the accelerator, in addition to all the links in the value chain, from product creation and sourcing to distribution.

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Mango, one of Europe's leading fashion groups, is a global company with design and creativity at the heart 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 business originating from its online channel and with a presence in over 115 markets. More information at mangofashiongroup.com