



Mango appoints renowned fashion industry expert Dr. Achim Berg as external advisor to the CEO

- Dr. Berg will utilise his vast experience and network amassed from over two decades as a top management consultant to support the company's growth and internationalization strategy.
- The new external advisor of Mango holds nearly 25 years of experience at McKinsey & Company, where he build up and led the global Apparel, Fashion & Luxury team. He also initiated the partnership with The Business of Fashion and was the co-editor of the renowned State of Fashion series for 7 years.

BARCELONA,

28th FEBRUARY 2024

Mango, one of Europe's leading fashion groups, has signed an agreement to appoint renowned fashion industry expert Dr. Achim Berg as external advisor to the company's CEO, Toni Ruiz, and the management team, effective as of May 1, 2024. Dr. Berg will utilise his vast expertise and network amassed from over two decades as a top management consultant to support Mango's sustained and profitable growth and its internationalization strategy.

Toni Ruiz, CEO of Mango, expressed his enthusiasm about the appointment: "Adding Achim to our team of external advisors is a significant step for Mango. His unparalleled experience and innovative vision for the fashion industry will be instrumental in refining our growth and internationalization strategy, as well as advancing our sustainability agenda."

Dr. Achim Berg, who holds a master's degree and a PhD in business administration and economics, has a distinguished career spanning 24 years with McKinsey & Company, where he served as Partner and Senior Partner for 14 years. A pillar in the fashion and luxury industry, he co-founded McKinsey's Apparel, Fashion, and Luxury (AF&L) practice in 2010. After growing and leading the EMEA team, he became the first global leader of the practice in 2015, a role he held until September 2023. Under his leadership, the advisory of leading fashion players became a hallmark of the consumer practice of the Firm.

During his career as a top management consultant, Dr. Achim Berg advised numerous brands, retailers, wholesalers and manufacturers globally on a broad spectrum of strategic and operational issues. He drove strategy, digitization, and operations work as well as full-scale transformations. He served clients in all major markets with a focus on Europe, North America and Asia. Both the industry and the global media value his sound expertise and regularly feature him as an influential author, speaker and interview partner.

Dr. Berg's notable contributions to the fashion industry extend beyond his consulting work. He initiated the partnership with The Business of Fashion and was the co-editor of the renowned State of Fashion series for 7 years. His upcoming book, "The Future of Fashion," investigates industry trends and potential developments.

On his departure from McKinsey to fully focus on personally advising leading decision makers in the fashion and luxury space, and his new role at Mango, Dr. Berg shared, "I am excited to start this new chapter of my career, bringing my knowledge and passion for fashion to Mango. I am committed to helping further establish Mango as a leader in the fashion industry, both in terms of growth and sustainability."

MANGO

For more information, please contact:

Miki Herráiz

+34 610 449 839

miguel.angel@mango.com

LLYC

Mònica Acero and Eva Pedrol

+34 615 075 981 / +34 650 883 797

macero@llorentycuenca.com / epedrol@llorentycuenca.com

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