

MANGO

Mango Achieves U.S. Expansion Goals for 2024 and Plans More Store Openings for 2025



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- Mango has achieved its goal of reaching 40 company owned stores in the U.S. by the end of 2024 ahead of schedule and plans to exceed it by having 42 open at the close of the year.
- In 2025, Mango plans to open more than twenty stores in the U.S., including its arrival in Seattle, Chicago and Las Vegas, among other locations. which will result in around 65 company owned stores open in total across the country by the end of 2025.
- Over the last few years, the company has created over 600 new jobs in the U.S. and by 2025, it plans to double its current workforce to more than 1,200 employees.
- The company has also launched its omnichannel loyalty program Mango likes you in the U.S. and has set up its second logistics center in the country.
- The United States is currently one of Mango's five main markets and the company aims for the country to be in the top three ranking in terms of turnover by the end of 2026.
- The expansion in the U.S. is part of the company's 4E 2024-2026 Strategic Plan, which aims to showcase Mango's differential value proposition, with a strong push for expansion and improved sales in the existing store park and in its online channel.

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Mango, one of the leading international brands in the fashion industry, achieves its U.S. expansion plan goal for 2024 ahead of time and plans to exceed it by the end of the year. With the opening of a point of sale in the town of El Paso, Texas, the company has reached 40 owned stores in the U.S. and plans to open a couple more, thus reaching 42 own stores at the close of 2024. In 2025, Mango plans to further increase its presence in the country with more than twenty new stores, resulting in around 65 company owned stores. Mango also expects to double its workforce to more than 1,200 employees across the U.S. by 2025.

"This achievement represents a moment of pride for the entire Mango team and reaffirms our deep commitment to the U.S. market, a fundamental pillar in our global strategy," says Mango's Director of Expansion and Franchising, Daniel López. "Reaching 40 owned stores is a testament to the hard work and dedication of our employees, as well as the positive reception of our differential value proposition by our customers in the U.S., a key market for us that is experiencing double digit growth."

In 2025, Mango plans to open more than twenty stores, specifically in the Sun Belt and the northeast regions of the country. The most notable openings include the arrival in Washington, Illinois and Nevada with stores in Bellevue Square, the shopping center par excellence of the Pacific Northwest, Michigan Ave, one of the main commercial avenues in Chicago, and Fashion Show Las Vegas shopping center. Mango also plans to open stores for the first time in Connecticut, Arizona, Ohio, Oregon and Louisiana. In addition, the company will increase its presence in California, with focus on the San Francisco area, and in Texas with a store in Houston Galleria.

All of these store openings will incorporate the Mediterranean-inspired New Med store concept, which reflects the spirit and freshness of the brand. Sustainability and architectural integration are key in this new design, which conceives the Mango store as a Mediterranean style house where warm tones and neutral colors predominate, combined with traditional, artisanal and natural materials.

Between 2024 and 2025, Mango will invest more than 70 million dollars in the U.S. in new stores only and will additionally increase job creation. Over the last few years, Mango has created more than 600 new jobs in the country, from 30 employees in 2020 to more than 640 today. By 2025, the company expects to double headcount and exceed 1,200 employees.

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New Logistics Center

As part of its expansion plan in the U.S., Mango has recently launched its second off-site logistics center in the country, outside of Angeles. With a surface area of 12,000 m² and a volume of 20,000 daily operations, the center employs a hundred people and is expected to supply states on the west coast and in the center of the country.

These facilities are in addition to the offshore logistics center that Mango opened in 2022 in Pennsylvania and which serves the company's online business in most of the country. The east coast center has a surface area of 30,000 m², reaches 50,000 daily operations and employs 300 people.

US expansion plan

Mango's expansion in the United States is part of the company's 4E 2024-2026 Strategic Plan, which aims to showcase Mango's differential value proposition, with a strong emphasis on expansion and improved sales in stores and online. The U.S. is currently one of Mango's five main markets and the main online market. By 2026, the company expects the country to become one of the group's three main markets in terms of turnover.

Mango has been present in the U.S. since 2006. The company's expansion plan launched in 2022 with the opening of its flagship store located at 711 Fifth Avenue in New York, one of the most exclusive shopping streets in the world.

During the first phase of the expansion plan, Mango expanded its presence in New York, both in Manhattan and in the surrounding areas. Following New York, the company focused on increasing its presence in the state of Florida, with the opening of two stores in Miami and one in Orlando.

The company also sealed an agreement with Parsons School of Design in New York, one of the world's leading fashion schools, to support the new generation of global leaders in the field of design and retail through training scholarships.

In 2023, Mango expanded on the west coast and in the south, opening stores in California, Texas and Georgia. In 2024, Mango arrived in Pennsylvania, Massachusetts and Washington D.C. with the notable openings in King of Prussia, the largest shopping center in Pennsylvania, Natick Mall in Boston, Tysons Corner, Virginia's premier shopping destination, and 950 F Street, in the heart of Washington DC. In addition, it has expanded its presence in California and New York with its arrival in San Diego and new stores in New York, such as Hudson Yards.

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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 model and a strategy based on constant innovation, the pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2023 with a turnover of 3.1 billion euros, with 33% of its business coming from the online channel, and a presence in more than 120 markets. More information at mangofashiongroup.com