

Mango boosts its online channel with the appointment of Marlies Hersbach as the new Chief Online and Customer Officer

- The appointment reinforces Mango's commitment to internal talent and the consolidation of the online channel as a strategic axis within the company's international and digital growth plan.
- With extensive experience in e-commerce and customer insight at Mango, Marlies Hersbach assumes the leadership of the area to continue driving innovation and omnichannel experience in the company.
- Marlies will also become a member of Mango's Steering Committee, replacing Elena Carasso, who is stepping down after 30 years at Mango, and will begin a new professional stage outside the company, in which she has decided not to take on executive positions.

Mango, one of the leading international groups in the fashion industry, has announced the internal promotion of Marlies Hersbach as the new Chief Online & Customer Officer and member of the group's Steering Committee. Hersbach will take over the position from Elena Carasso, who, after more than three decades with the company, is entering a new professional phase outside the company, in which she has decided not to take on executive positions.

Marlies Hersbach joined Mango in 2020 after a successful career in multiple companies in the fashion sector. With a degree in French Language and Culture from the University of Utrecht and a specialisation in Intercultural Communication from the same university, Hersbach has spent most of her career in the fashion industry in ecommerce positions. Before joining Mango as International Retail Director for France, she held different positions in the e-commerce area in companies such as Kiabi and Pimkie. Since September 2024, she has held the position of Executive Director of Ecommerce (reporting to Elena Carasso, Online and Customer Director), driving the online channel in line with the objectives set out in Mango's Strategic Plan 2024-202.

Marlies' promotion reinforces Mango's commitment to internal talent and continues the company's digital transformation plan, which has been key to its international growth in recent years. Marlies, who until now was part of the team led by Carasso, has played a key role in developing the digital channel and improving the customer experience.

"It is an honour to take on this new role and continue Elena's vision, who has been a pioneering and inspirational figure at Mango. We will continue to work to take the Mango experience to the next level, always with the customer at the centre of everything we do," said Marlies Hersbach.

Elena Carasso, who held the position of Chief Online and Customer Officer since 2016 and was a member of the Steering Committee, has been a key figure in Mango's digital development since its inception. She joined the



company in 1991 and led the creation of Mango's first website in 1995 and the launch of its online shop in September 2000, making the company one of the pioneers in e-commerce in Europe.

Under his leadership, Mango's online channel has experienced exponential growth. In 2024, he consolidated this evolution with a turnover of close to 1.1 billion euros, which represents approximately one third of the group's total revenue. Mango currently operates online in more than 120 markets and offers its sales platform in 25 languages.

This move is part of Mango's commitment to continue to focus on innovation, customer experience and the international expansion of its digital channel as key levers within its Strategic Plan 2024-2026.

For further information, please contact

Miki Herráiz
+34 610 449 839
miguel.angel@mango.com

LLYC
Violant Flores
+34 646 514 671
vflores@llyc.global

Mango, one of the leading international 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 pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2024 with a turnover of over 3.3 billion euros, with a third of its business coming from the online channel and a presence in more than 120 markets. More information at mangofashiongroup.com.