

BARCELONA
14th OF JULY OF 2025

Mango appoints Helena Helmersson as a new independent member to its Board of Directors



- Helena Helmersson, former CEO of H&M Group, joins Mango's Board of Directors, bringing over 20 years of international fashion industry experience.
- This strategic appointment bolsters Mango's corporate governance structure and aligns with international best practices and reinforces the professionalized management model that Mango has been diligently advancing in recent years.
- Mango's Board now comprises a diverse mix of executives and independent directors, enhancing the company's leadership and strategic direction.

Mango, one of the leading international fashion brands, has bolstered its corporate governance structure by appointing Helena Helmersson as a new independent member of its Board of Directors, the company's highest decision-making authority. This strategic move, decided by the board last week, aligns with international best practices and reinforces the professionalized management model that Mango has been diligently advancing in recent years.

With more than 20 years of international experience in the fashion industry, Helmersson has held various leadership roles within the H&M Group, including Chief Executive Officer from 2020 to 2024, heading up sustainability, production, and global operations. Helmersson is also chairwoman of the board of Circulose and board member of On Holding AG and Quizrr. Her international background and experience in H&M Group, a global fashion brand with presence in over 75 markets, brings a strategic perspective to Mango's governing body.

"I am very proud to announce this appointment." Toni Ruiz, chairman and CEO of Mango, enthusiastically remarked on this appointment: "We are welcoming an exceptional professional whose vast international perspective and extensive experience in the fashion industry will undoubtedly propel us to new heights. Her expertise and visionary approach are invaluable assets that will enrich our leadership team and drive our global ambitions forward."

Helena Helmersson expressed her enthusiasm about joining Mango's Board, stating, "I'm honored and excited to join the Board of Directors and be part of Mango's growth journey. Mango is pursuing a very ambitious plan, developing the brand and assortment, and bringing it to more customers around the world. At the same time, they are part of leading the sustainability practices in the industry. I'm impressed by what they have accomplished and feel very inspired to contribute to the future success".

With this addition, the **Board of Directors of Mango** (Mango MNG) will be composed of **Toni Ruiz** (Chairman and Chief Executive Officer), **Jonathan Andic** (Vice Chairman), **Daniel López**, and **Margarita Salvans** as executive directors; and **six independent directors**: **Jordi Canals**, professor and chairman of the Center for Corporate Governance at IESE Business School; **Jorge Lucaya**, founding partner of AZ Capital; **Jordi Constans**, director and former executive of national and international companies; **Marc Puig**, chairman and CEO of Puig; **Manel Adell**, former CEO of Desigual and board member at various companies in the sector; and **Helena Helmersson**, former CEO of the H&M Group and board member at several organizations. **Eugenia Jover** serves as the non-director secretary of the Board of Directors.

This strengthening of the Board is part of Mango's commitment to the objectives defined in its **2024–2026 4E Strategic Plan**, focused on reinforcing its differentiated value proposition, its commitment to innovation and sustainability, and driving sales through significant expansion.

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Mango, one of the world's leading fashion brands, is a global company with design and creativity at the heart of its business model, supported by a strategy focused on continuous innovation, a commitment to sustainability, and a comprehensive ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2024 with revenues exceeding 3.3 billion euros, with one third of its business coming from the online channel and a presence in more than 120 markets. For more information, visit mangofashiongroup.com