

BARCELONA
17 JULY 2025

Mango consolidates its progress with double-digit growth in the first half of 2025

- o The company reports a 12% increase in turnover for the first half of 2025, 14% at constant exchange rates, reflecting a sustained growth in its business.
- o 100% designed in Barcelona, Mango's collections and value proposition remain popular with customers, driving the growth of its lines.
- o International business accounted for 78% of total turnover in the first half of the year. Spain, France, Turkey, Germany and the United States are the markets that have recorded the highest turnover figures.
- o The company continues to expand and renovate its stores, with 78 new openings and 30 refurbishments worldwide, bringing the total to 2,925 points of sale in more than 120 markets globally.
- o The online channel also increased its turnover, representing 31% of the company's total.
- o In January, the Board of Directors appointed Toni Ruiz as Chairman of the Board in addition to his pre-existing role as CEO of Mango, and Jonathan Andic as Vice Chairman of the Board. In addition, the company has strengthened its corporate governance with the appointment of two new independent directors: Manel Adell, a director and former executive of multinational companies in the sector, and Helena Helmersson, former CEO of H&M Group.

Mango, a leading global fashion brand, has reported a turnover of 1,728 million euros in the first half of 2025. This represents an increase of 12% compared to the first half of the previous year, highlighting a growth of 14% at constant exchange rates. These results reinforce Mango's solid track record and highlight the progress that the company has made over the last few years.

The company attributes its good results to the good reception of its collections by customers, together with its differential value proposition. In addition, the solid development and expansion of all its channels have registered like-for-like growth.

Toni Ruiz, Chairman and CEO of Mango, highlights that "in an uncertain sectorial, macroeconomic and geopolitical environment, the positive results of the first half of the year confirm the robustness of our model and strengthen our strategy. We continue to grow with a long-term vision, executing a differential value proposition that is well received by our customers around the world, and with continuous improvement of our sales channels".

During the first half of the year, Mango has consolidated its focus on quality through the launch of exclusive capsule collections, including a collaboration with British-Indian designer Supriya Lele, and the appointment of model Kaia Gerber as brand ambassador. This period has seen the launch of innovative editions for its Capsule and Selection lines in the Woman category; Performance, Essentials and Selection in the Man category; as well as new collections for Kids and Teen. In addition, the opening of the world's first physical Mango Home shop in Barcelona is a key milestone for the company. Mango's

dedication to aspirational designs and signature style, together with exceptional customer service and its commitment to sustainability, have been fundamental for the increase in sales across its lines.

In terms of investment, during the first half of 2025, Mango has allocated around 110 million euros to strategic projects, 70% of which concentrated on shop openings and refurbishments. The rest has been directed to key initiatives such as the development of Mango's new corporate campus, technological transformation and the last phase of the logistics centre expansion in Lliçà.

Results by country and channel

With presence in 120 countries, Mango's international business continues to grow and represents 78% of the company's total turnover. The five main markets with the highest turnover in the first six months of 2025 were Spain, France, Turkey, Germany and the US.

During the first half of 2025, the company continued to expand its physical channel, with 78 new openings and 30 refurbishments. At the end of June, the company had a total of 2,925 points of sale in more than 120 markets worldwide, of which more than 1,800 are company-owned and franchised shops and nearly 1,100 are corner locations.

Among the most noteworthy new shops are the opening of a new flagship store measuring nearly 1,000 m² in Munich and one on Avenida Diagonal in Barcelona. Openings include the Grafton Street in Dublin and in Long Acre, Covent Garden in London as well as locations in the US such as Brickell City Centre, in Miami and Bellevue Square in Seattle. The company has also renovated flagship stores such as the Boulevard des Capucines in Paris, reinforcing the brand's visibility and positioning in these strategic markets.

All of Mango's lines continue to expand and to enter new geographies in 2025. During the first half of the year, the company opened the first Mango Home stand-alone shop in Barcelona. This store opening represents the next step in the line's growth, which since its launch in 2021 has more than tripled in size and is now present in 34 online markets. The company also opened the first Mango Man stand-alone shop in the UK; and the first Mango Teen shop in Portugal. This makes Portugal the third largest international market for the youth line after the UK and Andorra.

Mango's online channel has continued to grow, representing 31% of total turnover for the first half of the year. This reaffirms the strength of Mango's digital channel, which remains above the sector average and continues to be one of the key levers of the company's business model.

During the first six months of the year, company boosted its online channel proposition with the internal promotion of Marlies Hersbach as the new Online & Ecommerce Chief Officer and member of the Group Management Committee, replacing Elena Carasso.

The company has also taken a further step in its strategy of personalizing the online shopping experience with the launch of Mango Stylist, a pioneering conversational tool in the sector based on artificial intelligence that allows users to receive product recommendations and styling tips, and access the latest fashion trends.

Governance and legal changes

In January, the company's Board of Directors unanimously approved the appointment of Toni Ruiz as Chairman of the Board of Directors in addition to his pre-existing role as CEO of Mango, and Jonathan Andic as Vice-Chairman of the Board. This confirms the Andic family's confidence in Toni Ruiz and in the management team, ensuring continuity in the company policy



of separation of ownership and executive management promoted by Isak Andic over recent years. Following that same objective, the Board has also approved the appointment of two new independent directors, namely Manel Adell, director and former executive of multinational companies in the fashion sector, and Helena Helmersson, former CEO of H&M Group, thus reinforcing Mango's corporate governance.

During the first six months of the year, Mango has moved forward with its transformation process with the change of its corporate name from Punto Fa, S.L. to Mango MNG, S.A. to comply with the increased legal requirements of transparency and supervision by regulatory bodies in view of its classification in Spain as an 'entity' of a public interest.

Sustainability and reputation mark the first half of 2025

The company has also strengthened its commitment to sustainability with new collaboration agreements with The Post Fiber and Circulose, as part of its circular fashion and environmental impact reduction strategy.

These developments and initiatives have helped Mango continue climbing in the rankings that measure reputation and brand value. The company has climbed 17 positions in the Merco 2025 ranking, increased its brand value by 26% according to Kantar BrandZ 2025 and has positioned itself as one of the 100 best companies to work for in Europe according to the Financial Times.

For further information, please contact

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

Kate James/Yasser Dadd
+44 (0)20 3805 4822
mango@headlandconsultancy.com

Mango, one of the leading international fashion brands, is a global company with design and creativity at the heart of its 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 ended 2024 with a turnover of more than 3,300 million euros, with a third of its business coming from the online channel and presence in more than 120 markets. More information at mangofashiongroup.com