



Mango appoints Manel Jiménez as its new Chief Supply Chain Officer

- Jiménez, who will join the company later this year from Tendam, has a career spanning more than 20 years and extensive experience in leadership and supply chain management.
- The new incorporation, which will help achieve the objectives set out in the new Strategic Plan 2024-2026, will strengthen Mango's logistics position as one of the most advanced systems in Europe.

BARCELONA,

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Mango, one of Europe's leading fashion groups, has announced the appointment of Manel Jiménez as its new Chief Supply Chain Officer, in order to further strengthen its position as one of Europe's leading fashion groups and continue to consolidate its international presence. The executive, who will join the company during the year from Tendam, has extensive experience in leadership and supply chain management.

At Mango, Jiménez will contribute to continue bringing the company's fashion closer to its customers, irrespective of format, location and time. To this end, the executive will be responsible for leading the areas of logistics; global distribution; import, export and transport and cross-departmental projects in the supply chain.

The new appointment is part of the 2024-2026 Strategic Plan that Mango presented last March and which focuses on its own product and design as the starting point, on innovation as a core value and on the commitment to the company's international expansion and sales through its online channel, among others. The new executive will help to consolidate two of the main levers of this plan. On the one hand, Expand, which aims to intensify its presence in strategic markets open more than 500 new stores by 2026. On the other hand, Earn, whose priority is to ensure sustainable growth and drive sales improvement in the existing stores network and in the online channel.

Toni Ruiz, Mango CEO, said: "Our logistics system has been key to Mango's international growth, allowing us to shorten distances so that borders are no longer an obstacle to enjoying our fashion. I am convinced that, under Manel's leadership, Mango's supply chain will continue to be a key part of the company's success, as well as a fundamental pillar in advancing our commitment to sustainability.

Jiménez, who will form part of the company's management committee, said: "I take on this new position with responsibility and enthusiasm, in order to continue driving efficiency, innovation and excellence in Mango's supply chain and contribute to the company's adaptation to the constant changes in the fashion industry".

With a degree in Industrial Engineering from Technical University of Catalonia (UPC) and a PDD in Management from the IESE Business School - University of Navarra, Jiménez has held the position of Director of Operations at Tendam for the last eight years. With more than twenty years of experience, he previously headed the same area at Desigual, as well as working for companies such as Damm, Danone and Chupa Chups. Jiménez will take over from Antonio Pascual, who has been in charge of Supply Chain management for the last six years, who, since his appointment, has helped establish one of the most advanced logistics systems in Europe.

MANGO

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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 115 markets. More information at mangofashiongroup.com