

MANGO

Introducing Mango, history, dream and values



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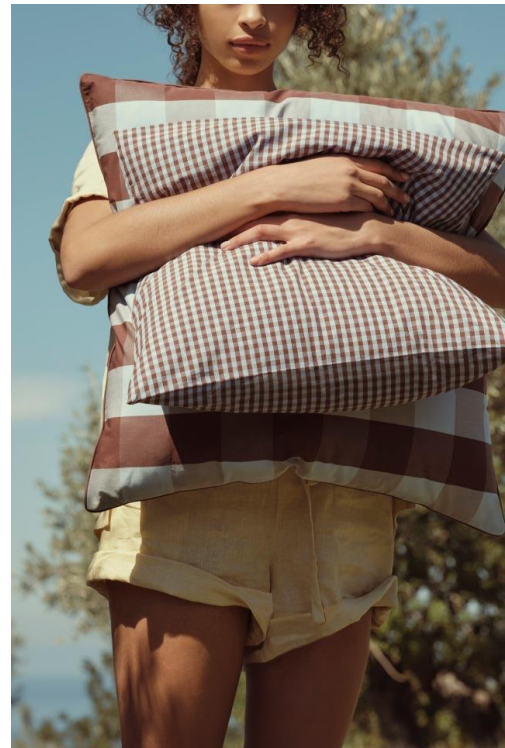
MANGO
KIDS



MANGO
TEEN

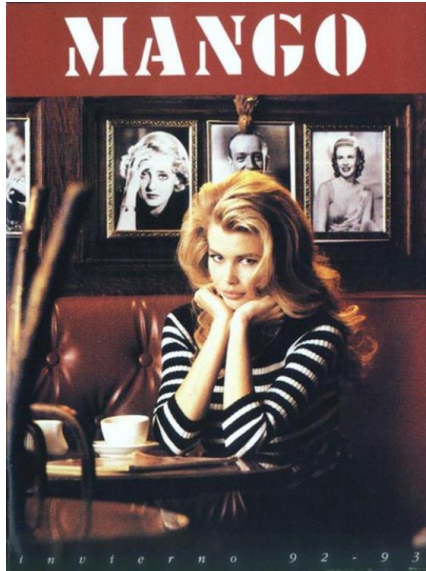
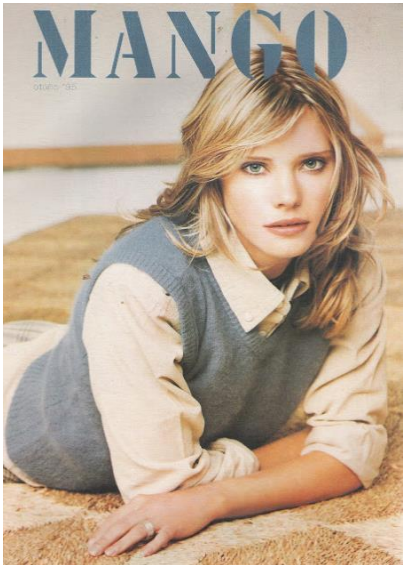


MANGO
HOME



History

CHRONOLOGY AND HISTORICAL TRAJECTORY



1984

Opening of the first store in Passeig de Gràcia (Barcelona).

1992

Introduction in the foreign market with the opening of two stores in Portugal.

1995

International expansion begins in Asia with stores in Singapore and Taiwan.



2000

Inauguration of the online sales portal.



2002

MANGO starts selling in China and Australia, being present in the five continents.



2006

MANGO starts selling in US.

The 12,000 m2 "El Hangar" design center comes into operation.

The new Dynamic Distribution Center (CDD) in Parets del Valles (Barcelona) comes into operation.



2008

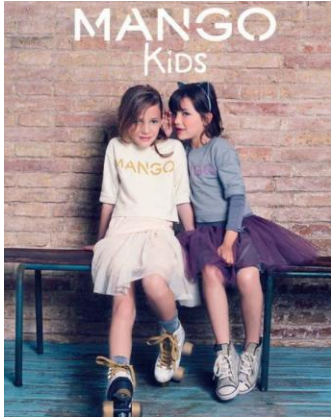
MANGO incorporates the Barcelona brand into its image.

MANGO opens the first H.E. by MANGO store for men.

MANGO MANGO

1984–2011

2011–now



2011

Renewal of the corporate image with a new logo.

2013

Launch of the new MANGO Kids and MANGO Sport & Intimates lines.

Launch of the Violeta by MANGO line.

2014

Expansion of eCommerce into 12 new countries, reaching a total of 76 countries where online sales are available.

2017

Launch of the first collection produced with sustainable materials: MANGO Committed.



2018

Expansion in the Middle East and opening of the first store in Kenya and Laos.

Naming of the new General Director Toni Ruiz.



2019

Opening of new facilities in Barcelona city: MANGO Innovation Center.

MANGO, the first Spanish high Street brand to attend the Met Gala.

MANGO "Prize for Digital Innovation" in the IX Edition of the EL Economista Awards.



2022

Launch of the customer loyalty program in Spain: MANGO likes you.



2020

MANGO likes you extension.

Sustainability.

Launch of Teen collection within Mango Kids line.

2021

Redefinition of the company's image.

Opening of the first Mediterranean design store.

Launch of Mango Home & Beauty collections.

Disappearance of Violeta line - Inclusion of plus sizes in Mango Woman.

2022

Activation of MANGO.COM as an inverse model in more countries.

Elimination of plastic bags.

2022

Record Sales in 2022 with a turnover of 2.68 billion euros, marking a significant recovery and growth post-pandemic.

"Sustainable Vision 2030" strategy, focusing on reducing its environmental and social impact.

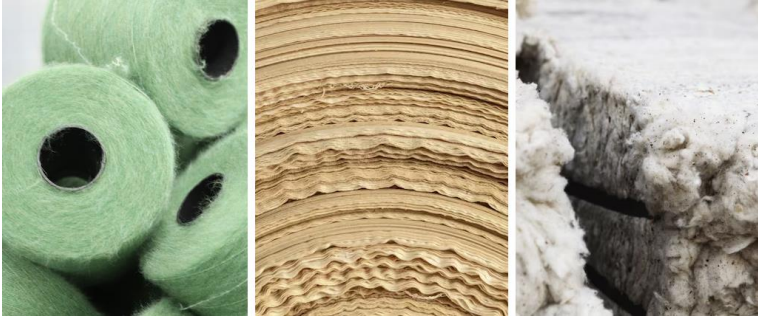
2023

Expansion of Online Sales to 20 new countries, reaching over 110 markets worldwide.

2024

40th Anniversary with a forecast of record sales exceeding 3 billion €.

Increased Physical Presence with over 260 new store openings, bringing the total to nearly 2,850 stores in over 120 markets



Board of directors

BOARD OF DIRECTORS



Toni Ruiz

CHAIRMAN and CEO



Jonathan Andic

VICE-CHAIRMAN and Chief
Mango Man Officer

BOARD OF DIRECTORS

Toni Ruiz

CHAIRMAN and CHIEF EXECUTIVE OFFICER

Since early 2020, Toni Ruiz has been the Chief Executive Officer of Mango, one of Europe's leading fashion groups. He has a degree in Economics from the University of Barcelona and a Master's Degree in Economics and Company Management from the IESE Business School.

The executive began his professional career at Leroy Merlin España, part of the Adeo group, where he occupied positions in financial management of the Spanish market and worldwide control and planning.

With a long experience in retail, Toni Ruiz joined Mango in 2015 as Chief Financial Officer, a position he occupied until he was appointed General Manager of the company, in 2018. In March 2020, Toni Ruiz was promoted to the position of Chief Executive Officer of Mango.

Thanks to the knowledge gathered throughout his career, Toni Ruiz has been part of the advisory board of companies such as Leroy Merlin and Alcampo.



BOARD OF DIRECTORS

Jonathan Andic

VICE-CHAIRMAN and Chief Mango Man Officer



Jonathan Andic is the Chief Mango Man Officer. In addition, since 2012 he has been a member of the company's Board of Directors.

A graduate of Audiovisual Communication in the United States, he furthered his studies at the IESE Business School, where he specialised in Accounting and Finance for Directors and in Management with an EMBA.

The executive started in his professional career in the company in 2005, when he familiarised himself with the creative process, collection design and team management.

In 2007 he began to manage the new Mango Man line, taking on the challenge to launch it on an international level. Throughout his career at the company, his duties have also included supervising the Communication and Image department and head of the group's Interior Design and Construction Management.

Our Dream



*INSPIRE the world
BY SHARING our
passion for STYLE and
MEDITERRANEAN CULTURE.*

Our Values

OUR VALUES

CARING

COMMITTED

ENTREPRENEURIAL MINDSET

AUTHENTIC

CULTURALLY CURIOUS

CARING

Tratamos como a una familia a todas las personas que componen Mango,
a los clientes, proveedores y franquiciados.



Caring

At Mango, we are committed to people, customers and our partners, whom we consider to be our family.

We promote long-standing and stable relationships by being humble and approachable.

COMMITTED

Nos comprometemos a mejorar Mango de forma activa. Generando un impacto positivo en la sociedad y en nuestro entorno.



Committed

At Mango, we believe in acting harmoniously with our surroundings: the company, society and the environment. We are committed to helping create a better world.

ENTREPRENEURIAL MINDSET

Actuamos como emprendedores y pensamos de una manera diferente.
Hacemos que las cosas ocurran rápido y nunca dejamos de aprender y explorar.



Entrepreneurial mindset

At Mango, we encourage everyone to think and act like an entrepreneur. We all have the imagination to think outside the box and to innovate.

AUTHENTIC

Somos fieles a nuestro ADN y estamos
orgullosos de ser como somos.



Authentic

At Mango, we want to be true to
our Mediterranean spirit. We are
proud of who we are.

CULTURALLY CURIOUS

Creemos que la moda, la belleza y el estilo hacen del mundo un lugar más inspirador. El arte y la cultura forman parte de nuestra esencia.



Culturally curious

At Mango, we believe that art and culture make the world a more inspiring place. Beauty, style and attention to detail all form part of our DNA.

CARING COMMITTED AUTHENTIC
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Thank you!

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