Mavi Giyim

Mavi's 2Q26 results were positive from an operational perspective, supported by the improvement in gross margin and strong cash generation. Management revised its revenue guidance down due to a higher inflation assumption, while keeping its other targets unchanged. For 2026, we forecast TL62.4bn in revenue, TL11.5bn in EBITDA and TL3.1bn in net income. As the impact of our estimate revisions on our valuation is limited, we maintain our TL60.80 target price and BUY recommendation. We also keep Mavi in our Model Portfolio. Our target price offers 61% upside. The stock trades at 2.3x EV/EBITDA and 9.6x P/E based on our 2026 forecasts.

Revenue was in line, while EBITDA was slightly above expectations… Mavi reported TL12.6bn in revenue, TL2.0bn in EBITDA and TL263mn in net income in 2Q26. Median market expectations were TL12.6bn, TL1.9bn and TL293mn, respectively. Revenue was in line with expectations, EBITDA was 3% above expectations and net income was 10% below expectations. Pre-tax profit increased by 117% year-on-year to TL505mn. Revenue remained flat year-on-year, while gross margin improved by 240 basis points to 52.8%. Higher operating expenses limited the improvement in the EBITDA margin to 40 basis points, bringing the margin to 15.6%. Lower net finance expenses supported profitability, but the increase in the effective tax rate from 6% to 53% led to a 14% decline in net income.

The recovery in sales volumes supports the operational outlook… Turkey retail sales increased by 0.7% year-on-year, while e-commerce revenue declined by 1.1%. Total retail sales volumes increased by 7.3%, while like-for-like store sales volumes rose by 5.8%. The number of stores in Turkey remained unchanged at 360, while total selling space expanded by 6%. International sales grew by 2.6% in constant currency terms, while the US operations recorded 24% growth.

Strong cash generation and a solid net cash position… Mavi generated TL4.3bn in operating cash flow in the first half and recorded TL1.3bn in capital expenditures. Its net cash position excluding IFRS 16 stood at TL6.7bn. Management also announced a new TL1bn share buyback programme covering up to 39.7mn shares.

Revenue guidance was lowered, while the other targets were maintained… Management revised its IAS 29-adjusted revenue guidance for 2026 to a range of flat growth to a low-single-digit contraction. The targets of an 18% ±0.5 percentage-point EBITDA margin, maintaining a net cash position and capital expenditures of around 6% of revenue remained unchanged. Excluding IAS 29, Turkey retail sales grew by 25% and online sales by 30% in August. Retail sales increased by 24% in the first two weeks of September.

MAVI **BUY**

Target Price	**TL 60.80**
Return potential	**61%**

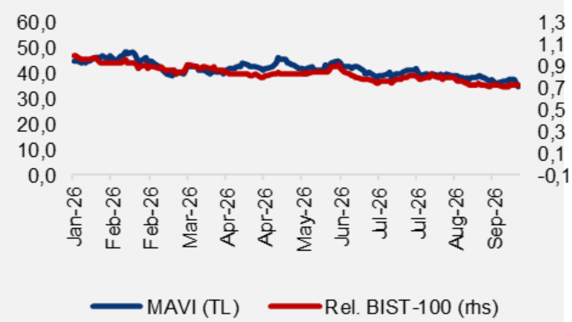
Share Data	
Ticker:	**MAVI**
Share price (as of 17.09.2026)	37,72
Share price (52 week range)	34 / 48
Market cap. (TL mn - USD mn)	29.969 - 617
# of shares (mn) & free float	795 - 73%
Foreign Ownership Rate	41%
Market	Star
Industry	Retail

Avg. trading volume	**1M**	**3M**	**12M**
USD mn	4,2	3,6	5,6

Price performance	**1M**	**3M**	**Y-t-D**
TL	-1%	-10%	-10%
USD	-3%	-15%	-21%
Rel. to BIST-100	3%	-4%	-25%

Forecasts (TL mn)	**2024**	**2025**	**2026E**
Revenues	57.536	54.567	62.393
EBITDA	10.475	10.108	11.529
Net Earnings	3.997	2.397	3.121

Valuation	**2024**	**2025**	**2026E**
P/E	7,4x	11,2x	9,6x
P/BV	2,2x	1,9x	1,6x
EV/EBITDA	2,6x	2,6x	2,3x



Serhan Yenigun
+90 212 355 2604
serhan.yenigun@tacirler.com.tr

Özgür Tosun
+90 212 355 2637
ozgur.tosun@tacirler.com.tr

Financials

Balance Sheet	2024	2025	2026E
Cash	8.272	9.723	10.247
Accounts receivables	2.684	3.252	3.522
Inventory	6.679	6.691	7.644
Financial investments	5	15	0
Fixed assets	3.589	5.458	5.744
Other non-current assets	4.357	5.705	7.302
Total assets	**25.587**	**30.843**	**34.459**
Short-term financial loans	2.163	3.273	3.742
Accounts payables	6.300	6.457	7.210
Long-term financial loans	944	1.828	1.828
Other long-term payables	2.566	3.360	3.360
Non-current liabilities	**11.973**	**14.918**	**16.139**
Shareholders' equity	**13.614**	**15.926**	**18.320**
Paid in Capital	397	795	795
Other Equity	13.217	15.131	17.526
Total liabilities & equity	**25.587**	**30.843**	**34.459**
Net debt	-5.165	-4.623	-4.678
Net working capital	3.064	3.485	3.956

Per share (EUR)			
EPS	5,03	3,02	3,93
BVPS	17,14	20,04	23,06
DPS	-1,72	-1,40	-0,92

Ratios			
Profitability			
ROE	34,6%	16,2%	18,2%
Net margin	6,9%	4,4%	5,0%
Asset turnover	2,5x	1,9x	1,9x
Leverage	2,0x	1,9x	1,9x
ROA	17,6%	8,5%	9,6%
Leverage			
Financial debt/Total assets	12%	17%	16%
Net debt/Equity	-0,38	-0,29	-0,26
Net debt/EBITDA	-0,49	-0,46	-0,41

Income statement	2024	2025	2026E
Revenues	**57.536**	**54.567**	**62.393**
Gross profit	28.934	27.825	31.815
Operating expenses	-21.966	-21.646	-24.751
Operating profit	6.969	6.179	7.065
EBITDA	**10.475**	**10.108**	**11.529**
Other income, net	262	268	307
Financial income, net	-1.759	-2.462	-2.784
Earnings before taxes	5.483	3.984	4.585
Tax expense	-1.487	-1.587	-1.464
Net earnings	**3.997**	**2.397**	**3.121**

Cashflow statement			
EBITDA	**10.475**	**10.108**	**11.529**
Taxes on EBIT	-1.742	-1.545	-1.766
Capital expenditures	-1.711	-1.972	-3.744
Chg. in NWC	899	421	471

Growth & margins			
Revenues	26%	-5%	14%
EBITDA	24%	-4%	14%
Net earnings	7%	-40%	30%
Gross margin	50,3%	51,0%	51,0%
Operating margin	12,1%	11,3%	11,3%
EBITDA margin	18,2%	18,5%	18,5%
Net margin	6,9%	4,4%	5,0%

Valuation			
P/E	7,4x	11,2x	9,6x
P/BV	2,2x	1,9x	1,6x
EV/EBITDA	2,6x	2,6x	2,3x

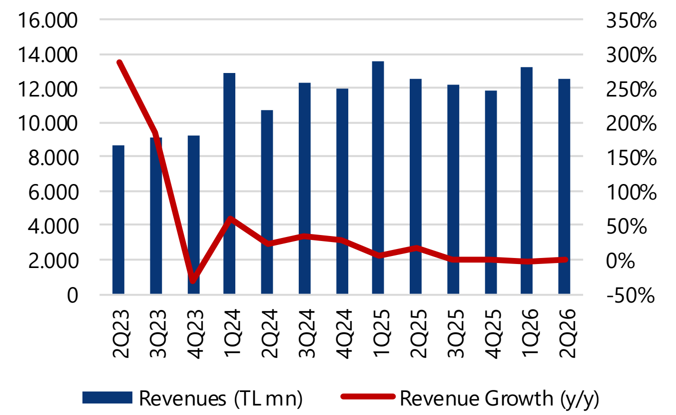
Source: Company Data, Tacirler Investment

** All figures are stated in millions of TL unless otherwise stated.*

** Figures in the table are adjusted for inflation.

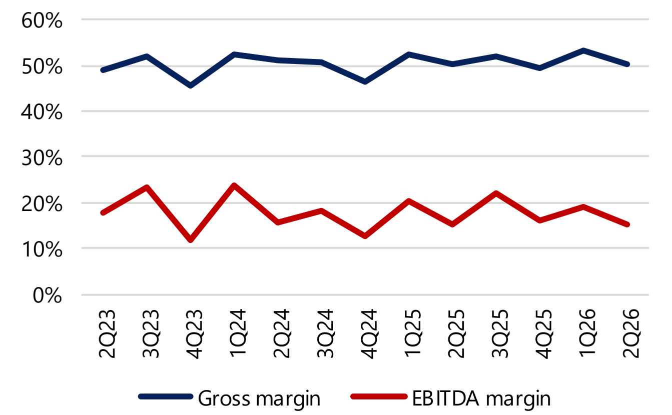
Key Financial Indicators (Quarterly)

Revenue trends



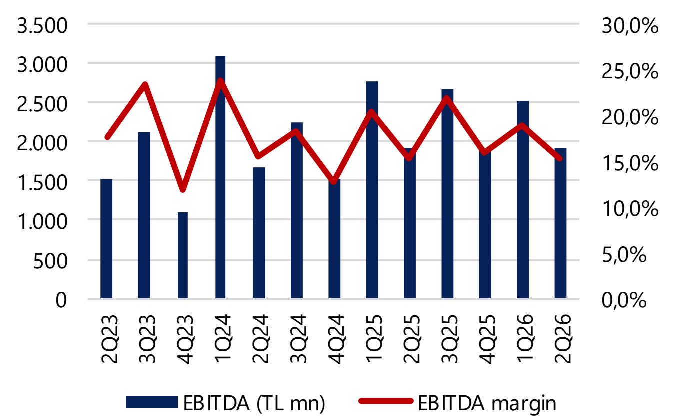
Source: Tacirler Investment

Operating margin evolution



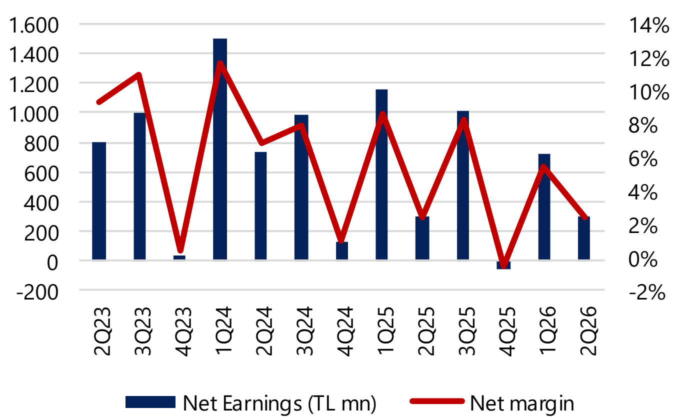
Source: Tacirler Investment

EBITDA trends



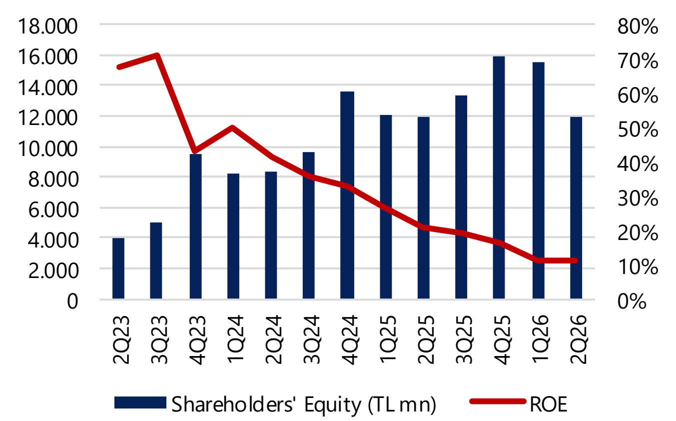
Source: Tacirler Investment

Net earnings trends



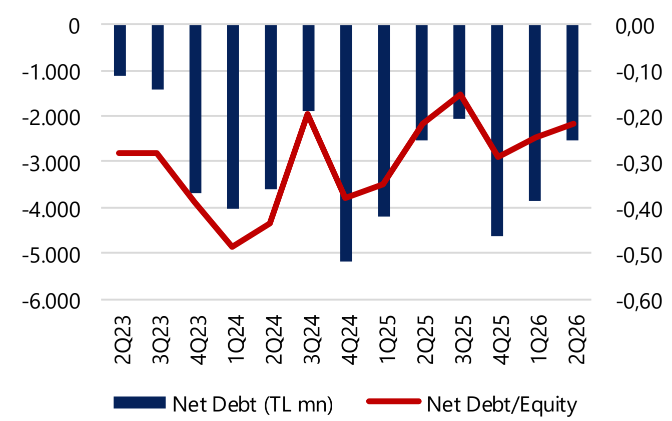
Source: Tacirler Investment

Profitability trends



Source: Tacirler Investment

Trends in financial leverage



Source: Tacirler Investment

Team

Tacirler Investment
Research and Content Management

Serhan Yenigün
Head of Research
serhan.yenigun@tacirler.com.tr

Oğuzhan Kaymak
All coverage and content management
oguzhan.kaymak@tacirler.com.tr

Anıl Deniz Altıay
Communication Services, Healthcare, Insurance & Global Markets
deniz.altiay@tacirler.com.tr

Ömer Tarman
REIT, Cement, Database administrator
omer.tarman@tacirler.com.tr

Ekin Çınar
Chief Economist
ekin.cinar@tacirler.com.tr

Özgür Tosun
Conglomerates, Refining & Petrochemicals, Apparel & Technology Retail
ozgur.tosun@tacirler.com.tr

Berk Demirpolat
Consumer Durables, White Goods, Food & Beverage
berk.demirpolat@tacirler.com.tr

Disclaimer

This document was produced by Tacirler Yatırım Menkul Değerler A.Ş. ("Tacirler Investment"), solely for information purposes and for the use of the recipient. It is not to be reproduced under any circumstances and is not to be copied or made available to any person other than the recipient.

This document does not constitute an offer of, or an invitation by or on behalf of Tacirler Investment to any person to buy or sell any security. The information contained herein has been obtained from published information and other sources which Tacirler Investment considers to be reliable. Tacirler Investment does not accept any liability or responsibility whatsoever for the accuracy or completeness of any such information. All estimates, expressions of opinion and other subjective judgments contained herein are made as of the date of this document.

Recipients of this document are urged to base their investment decisions upon their own appropriate investigations that they deem necessary and they should make their own independent decisions as to whether an investment or instrument is proper or appropriate based on their own individual judgment and their risk-tolerance. Any loss or other consequence arising from the use of the material contained in this publication shall be the sole and exclusive responsibility of the investor and Tacirler Investment accepts no liability for any such loss or consequence. Not all investment strategies are appropriate at all times, and past performance is not necessarily a guide to future performance.

Tacirler Investment may, from time to time, have a long or short position in any of the securities mentioned herein and may buy or sell those securities or their derivative securities thereon either on their own account or on behalf of their clients.

Tacirler Investment may perform or seek to perform securities, investment banking or other services for such issuer or its affiliates presented in this document.