

Madrid, Spain. September 10, 2026.

RECOVER™ NAMES ENES ADAK AND FEHMI YÜKSEL AS CO-CEOS TO ACCELERATE ITS NEXT GROWTH PHASE

Recover™, a leading materials science company and global producer of consistent high-quality, recycled cotton fibers and circular material solutions at scale, today announced the appointment of Enes Adak and Fehmi Yüksel as Co-Chief Executive Officers.

This leadership transition marks an important step in Recover's evolution as the company enters its next stage of development. Together with the broader executive leadership team, Adak and Yüksel will lead the next chapter of Recover's growth journey, focused on further strengthening customer service and support for partners' circular transformation ambitions, deepening partnerships across the textile value chain, enhancing operational delivery to support the company's next level of scale, and expanding Recover's global platform.

In addition to his new role as Co-CEO, Enes Adak will continue to serve as Chief Product Officer and lead Recover's Product, Commercial and Operations functions, including sales, product, technology, global sourcing, supply chain and production. Alongside his responsibilities as Co-CEO, Fehmi Yüksel will continue to serve as Chief Financial Officer leading the company's strategic direction, integrated scaling, stakeholder engagement, and long-term growth initiatives.

*"Recover™ has built a strong foundation, combining scaled production capabilities, trusted relationships with leading brands and retailers, and a differentiated position in the growing recycled cotton market," said **Hans Ploos van Amstel, Executive Chairman of Recover™**. "The co-CEO structure combines Enes' operational and product leadership with Fehmi's expertise in strategy, finance and business transformation. Together, they bring complementary capabilities that will help accelerate execution, strengthen our partnerships, and continue scaling the business globally."*

Adak brings nearly two decades of global leadership experience across the consumer and retail sectors, spanning commercial, product, sourcing, supply chain, manufacturing and operations. He has held senior leadership roles at Li & Fung and Forever 21, part of SPARC Group, with experience across Asia, Europe and the U.S., working closely with leading global brands, retailers and manufacturing partners.

*"As Recover™ enters its next phase, our focus is on turning the strong foundation we have built into greater scale and commercial impact," said **Enes Adak, Co-CEO and Chief Product Officer of Recover™**. "That means delivering consistently for our customers, strengthening our global supply chain and partnerships, and making it easier for brands and manufacturers to adopt recycled cotton at meaningful scale. We have a significant opportunity ahead of us, and execution will be key."*

Yüksel brings more than 15 years of leadership experience in strategy, transformation, sustainability, and business building. Prior to joining Recover™, he held leadership positions at McKinsey & Company in its Transformation and Sustainability practices. He led large-scale business transformation and value creation programs globally across the materials, industrial and consumer goods sectors, with a focus on growth strategy, operational scaling, circular transformation and green business building. Beyond that, he co-founded and advised several startups successfully.

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“As the textile industry accelerates its circular transition, demand for integrated recycled solutions is reaching a new level. Recover™ is uniquely positioned to support its partners to scale circularity with confidence,” said **Fehmi Yüksel, Co-CEO and Chief Financial Officer of Recover™**. *“Our priority is to strengthen partnerships across the industry, accelerate the adoption of recycled cotton at scale, expand our global platform, and continue building a business that creates long-term value for customers, shareholders and partners.”*

Recover™ has established a global production network across major textile manufacturing regions and works with more than 100 supply chain partners to accelerate the adoption of recycled cotton at scale. Recover recycled cotton fiber was present in more than 200 million garments last year.

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About Recover™

Recover™ is a leading materials science company and global producer of consistent high-quality, recycled cotton fibers and circular material solutions at scale. Its premium, environmentally friendly, and cost-competitive products are developed in close partnership with the supply chain for global retailers and brands, providing a sustainable solution that drives large-scale change in fashion through business value and inspiration.

Backed by investment from STORY3 Capital and Goldman Sachs, Recover™ is on a mission to scale its proprietary technology, create lasting positive environmental impact, and collaborate with brands, retailers, and other changemakers to meet the industry's sustainability targets.

For more information, contact us at press@recoverfiber.com, visit recoverfiber.com and follow [@recoverfiber](https://twitter.com/recoverfiber) on social media.

