Luxury Retailer Ever Fashion Luxury Group Partners With Google Cloud and SAP to Activate Digital Transformation and Regional Expansion Plans

Ever Fashion Luxury Group Is One Of The First Businesses Out Of Qatar to Migrate Its SAP Enterprise Resource Planning Systems To Google Cloud Under The Rise With SAP Offering

Doha, Qatar, November 16, 2021 - Following the announcement of Google Cloud's expanded partnership with SAP in July of this year, Ever Fashion Luxury Group is one the first customers out of Qatar to be migrating its entire IT infrastructure to Google Cloud under the Rise with SAP offering.

Ever Fashion, the largest luxury brands retailer in Qatar, operates 21 high-end stores across the country, with additional locations in Bahrain and Kuwait. Well known for catering to a niche market of VIP customers, the retailer is fast growing with plans to expand further out to more countries in the MENA region and launch an e-commerce platform that will bring its products to a much wider consumer base.

Through moving its IT infrastructure and SAP workloads to Google Cloud, Ever Fashion will benefit from an expansive and highly secure network with high performance and built-in availability. The retailer will also be better positioned to innovate at speed as they streamline operations and automate all processes across all stores and touchpoints.

Additionally, as part of the Rise with SAP offering on Google Cloud, Ever Fashion will be able to gain a deeper understanding of consumer behavior through data and analytics, enabling them to deliver more personalized shopping experiences to their customers both in-store and online.

Feras Al Yasin, Managing Partner of Ever Fashion Luxury Group: "Ever Fashion has grown to become a name synonymous with luxury since our inception in 2010. While we currently run 23 outlets in three countries, we now plan to expand to 24 stores at Place Vendome by the end of the year and grow a strong online presence. To do so, we have realized the need to partner up with a cloud provider that provides us with the flexibility, resilience, safety and scalability we need throughout our digital transformation journey. When we learned of the great value that the Rise with SAP on Google Cloud offering can bring to our business and how it is in line with our plans, we immediately locked in the agreement with the team here in Qatar."

Ghassan Kosta, Country Manager of Google Cloud in Qatar: "We are thrilled to support Ever Fashion's deployment of Rise with SAP on Google Cloud, and we are keen that this partnership sets the precedent for other retailers and businesses in the country to accelerate their digital transformation plans. Deploying its mission critical SAP systems on Google Cloud's scalable, secure and high performance infrastructure will position Everfashion Luxury Group for future growth and innovation".

About Google Cloud
Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Ever Fashion Luxury Group
In a few short years, Ever Fashion Luxury Group has created a glittering retail presence across Qatar (our Headquarters), Bahrain and Kuwait. Having emerged in 2010 as natural innovators and retail management leaders, the Ever Fashion Luxury Group has expanded rapidly. Our initial 4 stores have grown to a current portfolio of 23 exclusive boutiques, plus 4 joint venture stores. We now plan to expand by the end of year 24 stores at Place Vendome, extending our reach and positive impact on high-end retail in the Middle East.

About SAP
SAP's strategy is to help every business run as an intelligent enterprise. As a market leader in enterprise application software, we help companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they

want – without disruption. Our end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives. For more information, visit www.sap.com.

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