



PRESS INFORMATION

*Middle East fashion retail leader **Alyasra Fashion** selects AURES EPoS equipment for its operations*

Lisses, France - May 2016: ***Alyasra Fashion - a leader in fashion retail with a world-class portfolio of over 60 high-end textile, footwear and accessories brands and 270 stores across eight markets in the Middle East - has selected AURES' Sango terminals for its outlets in Kuwait, United Arab Emirates, Qatar, Lebanon and Iraq. Since 2015, 200 AURES systems have been installed across the region including in DKNY, Kenzo, Fossil, Ecco and Max Mara stores.***

Established in 1993, Alyasra Fashion has pioneered the introduction of upmarket fashion brands to the Middle East, building exclusive partnerships with the world's premier labels. The company is developing fast, creating an outstanding retail environment, and employs 1,800 people.

Alyasra Fashion retail operations manage the promotion and distribution of a portfolio of global premium brands, including DKNY, Max Mara, Kenzo, Jimmy Choo, Marella, Gérard Darel, Persona, Petit Bateau, Weill, Triumph, Twin Set, Liu Jo, Fossil, Ecco, Trinkets, Ten Ten and Comfort Zone.

"We've been working with AURES for many years now," explains Mr Mohammad Al-Garashi, Executive Manager of the Q8POS Company, AURES' reseller in Kuwait. "We've developed a strong relationship with the Group. Its technology range – in terms of quality, design and performance - is perfect for our demanding retail clients in our booming POS market," he adds.

"Sango is the ideal EPoS for our high-end brands and premium locations," explains Mr Hani Al Ashqar, Head of Alyasra Fashion IT System. "This terminal is amazing and quite unique. Its innovative looks and availability in different colours add value at the tillpoint, certainly giving a more professional, modern look to our new Middle Eastern stores".

"With its choice of four processors, Sango adapts to any style of shop and can be easily upgraded. The PCAP panel is really strong and supports multitouch gesturing, which is also an advantage. In some places, we've added a customer-facing secondary screen, which is efficient and easy to operate. When shoppers are queuing, they can look at the latest adverts or offers from their favourite stores and brands. It's both entertaining and good for brand image," he concluded.

AURES Technologies - 32, Rue du Bois Chaland - CE 2937 - Lisses 91029 Evry Cedex - France
Tel : +33 (0)1 69 11 16 60 - Fax : +33 (0)1 64 97 58 38 - www.aures.com
SA au capital de 1 000 000 €- RCS : Evry B 352 310 767 - Code APE : 4652 Z - SIRET : 352 310 767 00038
Numéro d'identification intracommunautaire : FR 40 352 310 767



Continued/...

"We're very proud of this contract," explains Carlos Gaspar, AURES Export Director. "Developing sales in this region is a real challenge. We're very happy with Alyasra Fashion's excellent choice. Our hardware perfectly matches the quality and modern style of their outlets and brands. We hope to develop more partnerships of this kind in the Middle East."

"Sango's exclusive design – as recognised by IF Design, Red Dot, Chicago Athenaeum Design Museum Awards and French Observateur du Design Label - is a real plus for the high-end image of Alyasra Fashion outlets," he concluded.

-ends-



Sango i3

With its portfolio of multiple brands and product lines, **Alyasra Fashion** found the Sango i3 the ideal choice. This platform is capable of front and back office operations and processes large stock databases with ease. The ability to run with a dual screen configuration is also valuable.

ODP 333 thermal printer

To complement the Sango i3 terminals, **Alyasra Fashion** has installed AURES ODP 333 thermal printers. The closed-top design with front-facing receipt printout ensures long-lasting, trouble-free operation. Its compact footprint means it can be installed under the Sango's screen or in the lower drawer. Three interfaces (USB, Serial, LAN) offer future-proof set-up options. The ODP 333, in common with all AURES point-of-sale systems, is energy-efficient (Energy Star certified) and very quiet.

About Alyasra Fashion - <http://www.alyasra.com/home>

Alyasra Fashion was founded in 1993 by Ahmed and Mohamed Y. Al Sager, as part of Y.A. Al Sager Holding, a trading and investment Company based in Kuwait. The regional retail Group holds a world-class portfolio of over 60 high-end fashion, footwear and accessories brands (including DKNY, Max Mara, Persona, Koton, Kenzo, Jimmy Choo, Marella, Gérard Darel, Petit Bateau, Weill, Triumph, Twin Set, Liu Jo, Fossil, Ecco, Trinkets, Ten Ten, Comfort Zone...). The Alyasra Retail network employs 1,800 people; it encompasses over 270 stores with 28,000 m2 of combined sales area and operates in major markets across the Middle East (including Kuwait, United Arab Emirates, Saudi Arabia, Qatar, Lebanon, Bahrain and Iraq.)

About Q8POS - <http://www.q8pos.com/>

Created in 2014 by Mohammad Al-Garashi and based in Kuwait, Q8 POS is the POS Technology Division of Five Star General Trading Company. It provides the latest IT Solutions for the Point-Of-Sale sector, serving many vertical businesses including catering and hospitality, retail, spa & beauty centres, restaurants, cafés and bakeries, sweet stores, laundry shops and all types of commercial outlets. The company supplies and installs international POS hardware together with dedicated software solutions.



About AURES Technologies – www.ares.com

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and point-of-service functions for businesses including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of €76.8 million for 2015, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

For additional information, please contact:

Yannick-Florence WAELLY

Communications & PR Manager

AURES Group (HQ France)

T : +33(0)1 69 11 16 65

E : yannick.waelly@ares.com

