

A transformed shopping experience on Sukar.com

Accessing fashion trends now easier from a computer, handheld, or telephone

With the exploding popularity of e-commerce in the region, online shoppers looking for an unmatched deal have long considered Sukar.com one of the most reliable and competent fashion-focused flash-sale portals. In 2012, the portal was acquired by Souq.com, the region's leading e-commerce portal and online megastore, and now, Sukar.com and Souq.com have announced an integration to provide a familiar and reliable experience across both portals.

Ronaldo Mouchawar, Founder and CEO, Souq.com, said: "Acquiring Sukar.com was a timely decision for us, as they have built up an enviable position in the fashion flash-sale category. This is a very welcome addition to the range of options on Souq.com, and we are sure our customers and existing Sukar.com customers will appreciate the synergy between the two portals."

In the time since acquisition, Souq.com's technical assistance has helped migrate Sukar.com onto Souq.com's ERP platform. This enables the customer to have a detailed search function, view and access a full catalogue of products – not just the flash sales of the day. Since the system can also inform about the available stock, the shopper can make an informed decision and be sure of quick delivery.

For the business itself, this integration will translate to advantages that will ultimately positively impact the customer experience. With the combined strength and product range of Souq.com and Sukar.com in fashion, brands represented include those from partners such as the Al Futtaim Group, Landmark Group and more.

This integration also propels Souq.com and Sukar.com far ahead of other e-commerce portals, with traffic of over 20 million visitors per month. A recent addition of a mobile app enables iOS and Android users to access Souq.com directly from their handheld device.

ABOUT SOUQ.COM

Souq.com is the leading ecommerce marketplace offering a convenient and safe online shopping experience to customers across the Middle East and North Africa. Every month, Souq.com attracts more than 30 million visits and 10 million unique visitors to browse its catalogue of more than 500,000 unique products in 20 different categories, including consumer electronics, household goods, watches, perfumes, toys, and baby products.

Established in 2005, Souq.com today operates both as an award-winning retail site and an online marketplace that allows SMEs, merchants, brands and distributors to use the site as a primary channel to offer their products online. With more than 2000 employees, Souq.com has offices and warehouses in UAE, Egypt, Kingdom of Saudi Arabia, Kuwait and technology centers in Jordan and India. For more information, visit www.Souq.com



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