Bestseller India collaborates with IBM Consulting to drive growth with intelligent and autonomous fashion platform

Bengaluru, India – 13 March, 2023:   IBM (NYSE: IBM) today announced that BESTSELLER India, the Indian subsidiary of BESTSELLER, is collaborating with IBM Consulting to deliver key transformation projects aimed at building an intelligent and autonomous fashion landscape and rapidly fuel business growth.

BESTSELLER India is part of family-owned Danish fashion company BESTSELLER and currently has 396 exclusive brand outlets and is present in over 1,230 shop-in-shops throughout India.

As one of India's leading fashion brands, BESTSELLER India is embarking on an aggressive growth journey and realized the need to scale their technology backbone to support the vision. The company has been a future-forward industry leader, having launched Fabric.ai, the fashion industry's first AI project aimed to increase sell-through rate and reduce unsold inventory, together with IBM. Upgrading the partnership, BESTSELLER India will work with IBM Consulting to consolidate its IT landscape on a robust & secure hybrid cloud platform, thereby allowing it to focus on its core activities to fuel growth.

Mr. Vineet Gautam, CEO and country head, BESTSELLER India, commented "Technology and AI will undoubtedly play a pivotal role in the coming years, as we're already witnessing its potential. This partnership with IBM will allow BESTSELLER India brands to grow with a tech-forward and data-driven approach. We're highly positive that the innovations and digital prowess of IBM will create a robust and secure, end-to-end platform for our operations in India."

Mr. John Granger, Senior Vice President, IBM Consulting, said, "The retail and fashion sector is in the midst of an exciting industry transformation driven by data, analytics, and AI. We're excited to work with BESTSELLER India on its end-to-end transformation journey, applying the power of intelligent workflows for better decision-making, improved supply chain visibility, enhanced customer experience and more."

IBM Consulting will help BESTSELLER India rearchitect its technology landscape to create a scalable single source of truth for business decision-making, leveraging advanced analytics and a unified data platform to drive more business predictability. The implementation will be delivered by IBM Consulting in close association with ecosystem partners such as Google Cloud, Microsoft and SAP.

About BESTSELLER India:

BESTSELLER India currently has 396 exclusive brand outlets and is present in over 1230 shop-in-shops in external multi-brand stores throughout India. BESTSELLER India markets and sells the seven BESTSELLER brands JACK&JONES, VERO MODA, ONLY, SELECTED HOMME, JACK&JONES JUNIOR, KIDS ONLY and INDIFUSION.

BESTSELLER India is part of BESTSELLER, a family-owned fashion company founded in Denmark, Europe in 1975. Worldwide, BESTSELLER is present in 46 countries through more than 2,800 chain stores and 12,000

external multi-brand stores. Read more about BESTSELLER at www.bestseller.com.

About IBM

IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's legendary commitment to trust, transparency, responsibility, inclusivity and service. Visit www.ibm.com for more information.

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