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Southeast Asia's Leading eCommerce Player Lazada Brings New Growth Opportunity to Crossborder Sellers

- Access to approximately 550 million consumers in Southeast Asia through one retail gateway
- Annualized Gross Merchandise Value (GMV) of US\$1 billion
- Over 55 million monthly unique visitors to its websites and mobile apps

Hong Kong, 16 April 2015 – Southeast Asia's leading eCommerce player Lazada is offering Hong Kong and China-based brands and merchants the opportunity to expand their businesses to the fast-growing region. Launched in Q1 2012, Lazada Group operates Lazada, the leading online shopping and selling destination for assorted merchandise in Southeast Asia, with presence in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Its operations also extend to Hong Kong, which functions as a sourcing hub.

Being active for three years, Lazada has rapidly grown to a reported US\$1 billion of annualized GMV in March 2015. Its shopping sites and mobile applications welcome over 4 million visits daily and 55 million unique visitors monthly. With this footprint, Lazada's crossborder operation in Hong Kong is well positioned to provide crossborder sellers simple, fast and direct access to the approximately 550 million consumers in Southeast Asia, and leverage on the Company's marketing capabilities.

"We see tremendous potential in Southeast Asia as consumers continue to embrace online shopping largely facilitated by the rise of internet and increasing mobile penetration. As the leading eCommerce player, we offer brands and merchants in Hong Kong and China with the only single retail gateway to enter Southeast Asia," said Aimone Ripa di Meana, CEO Crossborder, Lazada Hong Kong.

Southeast Asia opportunity for China

The AT Kearney report on 'Lifting the Barriers to eCommerce in ASEAN' published on February 2015 showed that eCommerce represents around 1% of total retail sales in Southeast Asia compared to 7.2% in China, highlighting the massive potential and room for growth in the coming years.

Lazada – Leading eCommerce partner and one-stop retail gateway to Southeast Asia

Lazada's success in the complex Southeast Asian eCommerce market has been achieved through rapid assortment growth, trusted payment platforms, best-in-class logistics, supply chain networks and its focus on delivering an effortless shopping and selling experience to its customers and sellers. Another driver of Lazada's success is its global mindset balanced with local expertise in each market. These place Lazada as the leading and trusted eCommerce partner for sellers looking to enter the region.

Lazada offers sellers a one-stop solution to Southeast Asia through its fully integrated online platform where they can manage product assortment, pricing, promotions and orders.

"Prior to Lazada, there has never been a one-stop retail solution addressing local requirements across six diverse countries," said Mr. Ripa di Meana. "The opportunity for sellers in Hong Kong and China to capture the growth and build their future in Southeast Asia is now."

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ABOUT LAZADA GROUP

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn). Its operations also extend to Hong Kong, which functions as a sourcing hub.

Operationally launched in March 2012, Lazada Group has grown rapidly to include approximately 4,000 employees across Southeast Asia. The Company has an online footprint of more than four million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with over 12 million fans.

Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and free returns. Lazada provides brands and merchants with simple and direct access to approximately 550 million consumers in six countries through one retail channel.

Lazada features an extensive product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.