

Joint Media Release

Unilever and Lazada Forge First in E-Commerce Cross-Functional Alliance

Singapore, 30 March 2017: Unilever and the Alibaba-backed Lazada Group have signed an agreement to build the eCommerce industry's first end-to-end alliance in the region to generate rapid growth for both businesses across Southeast Asia. The agreement outlines how the two companies will work closely on category development, supply chain and fulfilment, data and marketing, social commerce and talent development – forging a deep collaboration between Unilever and Lazada. Both companies have agreed to allocate resources behind this alliance, as they hope to unlock the significant growth potential in the region by 2020.

The sharing of expertise between Unilever and Lazada is also expected to produce innovative solutions to tackle challenges specific to selling online in Southeast Asia such as high cost of delivery in a difficult geographic landscape. Close collaboration between the two companies will offer consumers an unprecedented choice of products, educational content, lower shipping options, and deliver a superior customer experience. It is hoped that the partnership will drive new growth in online sales and consumer insights for both companies.

This partnership will build on the recently launched exclusive Unilever store on Lazada Singapore that enables shoppers to buy Unilever brands at the click of a button: <http://www.lazada.sg/unilever-official-store/?searchredirect=Unilever>

“Ecommerce is the fastest growing channel in Southeast Asia making it vital for us to find innovative ways to address the needs of our consumers, allowing them to shop when and where they want. We believe this pioneering partnership will set new standards in customer experience, supply chain and digital marketing, helping our brands reach more consumers across South East Asia”, said Pier Luigi Sigismondi, President, Unilever - Southeast Asia and Australasia.

“This partnership is a game changer for Lazada as it endorses our one-stop platform strategy to support the online development of top brands like Unilever,” said Maximilian Bittner, CEO of Lazada Group. “Having the commitment of Unilever will also greatly benefit the ecosystem of partners that support our platform,” he added.



Max Bittner, CEO of Lazada Group, and Pier Luigi Sigismondi, President, Unilever – Southeast Asia and Australasia, at a recent signing of the strategic partnership between the two companies



About Unilever

Unilever is one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. It has 169,000 employees and generated sales of €52.7 billion in 2016. Over half (57%) of the company's footprint is in developing and emerging markets. Unilever has more than 400 brands found in homes around the world, including Persil, Dove, Knorr, Domestos, Hellmann's, Lipton, Wall's, PG Tips, Ben & Jerry's, Magnum and Lynx.

Unilever's Sustainable Living Plan commits to:

- Helping more than a billion people improve their health and well-being by 2020.
- Halving the environmental impact of our products by 2030.
- Enhancing the livelihoods of millions of people by 2020.

Unilever was ranked number one in its sector in the 2016 Dow Jones Sustainability Index. In the FTSE4Good Index, it achieved the highest environmental score of 5. It led the list of Global Corporate Sustainability Leaders in the 2016 GlobeScan/SustainAbility annual survey for the sixth year running. Unilever was ranked the most sustainable food and beverage company in Oxfam's Behind the Brands Scorecard in 2016 for the second year.

For more information about Unilever and its brands, please visit www.unilever.com. For more information on the USLP: www.unilever.com/sustainable-living/

About Lazada Group

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with a presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), the Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn).

Launched in March 2012, 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 easy returns. Lazada features a wide product offering in categories, ranging from consumer electronics to household goods, toys, fashion and sports equipment. Lazada offers brands and sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.

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