



For Immediate Release

Lazada wraps up inaugural 9.9 extravaganza with a record 10 million shoppers in 24 hours
Strong technology infrastructure and logistics network key winning assets

SINGAPORE, 10 September 2018 – Shoppers across Southeast Asia bagged great deals and bargains at the start of the year’s biggest shopping season, with Southeast Asia’s leading eCommerce firm Lazada setting new records during its inaugural 9.9 shopping bonanza.

The shopping rush started at midnight on Sunday (Sept 9), when shoppers across six countries - Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam, took advantage of great deals from local and global brands, as well as tens of thousands of merchants. All in, more than 10 million shoppers took part in the 24-hour shopping event.

To meet the expected surge in orders, Lazada’s over 20 warehouses, 12 sortation centres and Lazada Express delivery fleet, supported by 100-plus managed logistics partners, stood ready to deliver parcels in customers’ hands quickly and reliably. Lazada’s robust technology infrastructure ensured that both the consumer app and website were reliable, fast and responsive.

The 9.9 shopping day follows the official launch of LazMall, which boasts over 1,000 brands, and tens and thousands of product listings, making it Southeast Asia’s biggest mall that provides shoppers across the region with 100% authentic products, 15-day hassle-free returns and next-day delivery.

Jing Yin, Co-President Commercial at Lazada Group said: “9.9 kicks off the 2018 campaign season. Our mega shopping days continue on 11.11, where we will together with the rest of the Alibaba family celebrate the biggest global shopping festival, followed by the grand finale on 12.12, that Lazada Group pioneered across SEA since 2012. It’s the seventh year we are celebrating 12.12 and we look forward to making 2018 a truly special Online Revolution for all our loyal customers.”

“9.9 is a unique opportunity for us to thank the Lazada shoppers with unbeatable deals and exclusive offers that we have worked hard with our brands and sellers to provide. We are committed to be the eCommerce powerhouse that big brands and ambitious SMEs want to work with to reach the 560 million consumers and the rapidly growing middle-class in Southeast Asia,” said Pierre Poignant, Lazada Group’s executive president, adding: “Our strong relationship with brands and sellers, coupled with our unique technology and logistics network, ensure we continue to deliver on our promises and give our customers the best experience possible.”

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For more information on LazMall and Lazada, visit Lazada’s social media pages:

Facebook: <https://www.facebook.com/LazadaSGP/>

Instagram: @Lazada_SG

Hashtag: #Lazada99, #AllYouEverWanted, #Lazada_SG

Download Lazada app on iOS (<https://itunes.apple.com/us/app/lazada-1-online-shopping/id785385147?mt=8>) and Android app store (<https://play.google.com/store/apps/details?id=com.lazada.android&hl=en>)



About Lazada Group

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).