



PRESS RELEASE

LazMall turns one ahead of Lazada's 9.9 Big Discovery Sale: Establishes itself as Southeast Asia's leading virtual mall for brands

- Home to 6,500 brands, more than tripled within a year
- Partner of choice for authentic and trusted brands, and breakthrough category launches
- Quality shopping experience thanks to Lazada's eCommerce ecosystem

Singapore, 5 September 2019 – LazMall has quickly established itself within a year of launch as Southeast Asia's leading virtual mall housing authentic, quality brands. As of its first anniversary milestone, LazMall is now home to 6,500 brands, more than triple the number at launch.

"Lazada was the first to bring the virtual 'mall' concept to Southeast Asia through LazMall, with the assurance of an authentic, quality experience that only a leading eCommerce ecosystem like Lazada can provide," said Jing Yin, President, Commercial at Lazada Group. "In just one year, we have curated a massive inventory of brands and branded products across Southeast Asia, and will continue to improve our offering to enhance the quality of life for consumers in this part of the world."

LazMall is today a partner of choice for authentic and trusted brands from around the globe. To-date, Lazada has signed 15 regional top-to-top agreements with leading electronics, FMCG and beauty companies including Estee Lauder Companies, L'Oreal, P&G, Amorepacific and Coccaa, providing exclusive and novel experiences for consumers via LazMall. Many of these brands have selected LazMall as the Southeast Asia eCommerce gateway to launch their presence and reach consumers across the region.

In addition, LazMall has been a platform of choice for breakthrough eCommerce category launches across the region including BMW's 1 Series cars in Singapore for 9.9 this year as well as Thailand real estate player Sansiri's 45 residential units from nine property projects.

As the leading eCommerce platform in Southeast Asia, Lazada offers brands and sellers the technology platform, consumer reach as well as the infrastructure for logistics and payments. In addition, LazMall offers a suite of "Super Solutions" for business optimisation and to create more customisable experiences for customers within brand storefronts.

One of these solutions is the Business Advisor Enterprise feature, which arms brands with near real-time information to make faster and better decisions related to sales. This feature has been rolled out to 70 group companies and 1,028 unique brands. Of these group companies, more than 25% have generated over USD10M in sales on LazMall from August 2018 to July 2019.

"Lazada offers more than just an online shopping platform. We provide customisable tools, solutions and actionable insights that empower partners to truly build their brand and grow their eCommerce business on LazMall," said Jing Yin.

LazMall has organised 13 Super Brand Days (SBDs) with brands like Estee Lauder, Pampers, Danone and Philips. Through SBD sale events, LazMall brand partners have reached a wider, younger consumer audience and built brand loyalty. Brands have experienced up to 3x more sales compared to mega campaigns like 11.11, and up to 6x follower growth in their brand stores.



Brands like Unilever have also leveraged the SBD platform to widen the reach of their consumer engagement efforts in Southeast Asia. Most recently, Unilever's Shop2Give SBD in August enabled consumers to purchase items on Lazada in support of a local cause in each of five countries.

"We are very excited by the success of our LazMall business solutions and SBD sale events to-date. Aside from the strong sales opportunity, brands get to immerse in Shoppertainment and unique brand engagement innovations on our platform," added Jing Yin. "Between livestreaming, customised gamification and integrated offline-online retail experiences, there are many creative ways for them to further engage consumers on LazMall."

For consumers, LazMall offers a dedicated space to get direct access to trusted leading international and local brands, top-rated online brands and authorised brand distributors. It offers three promises to guarantee shoppers a quality shopping experience: 100% authenticity, 15-day hassle-free return, and next-day delivery.

Discover 9.9 'deals for every side of you' on Lazada

LazMall brands, alongside Lazada marketplace and LazGlobal sellers, can look forward to an exciting last quarter eCommerce sale season kicking off with Lazada's 9.9 Big Discovery Sale from now until 9 September 2019.

This year, Lazada's 9.9 mega campaign is designed to help consumers discover 'deals for every side of you' where a wide assortment of products, from local to leading international brands, will be available on LazMall and LazGlobal. Some unique and unexpected items that shoppers can discover during 9.9 include exclusive BMW 1 Series cars on LazMall in Singapore. Meanwhile in the Philippines, shoppers can purchase vouchers for helicopter rides in the digital goods category.

This year's 9.9 sale spotlights a series of new features and Shoppertainment experiences across the region including:

New Pre-Sale solution: Shoppers in the region get a head start and more time to discover and lock in their purchases from as early as 27 August 2019 in markets like Malaysia. By placing a non-refundable deposit, consumers can secure products at great discounts well ahead of sale day.

Brands can create their own unique voucher codes: Brands can promote these codes more widely through channels outside of the Lazada platform. Consumers can search for these codes on the Lazada app to discover special deals from their favourite brands.

Shoppertainment initiatives across the region including GUESS IT Season Three in Malaysia, Thailand 020 9.9 Big Discovery Sale festival from 7-9 September 2019, and the ON/OFF Festival in Indonesia featuring a Lazada livestreaming marathon. Consumers can also look forward to an enhancement in the LazGame arcade with the introduction of LazGame Quests – where shoppers can check out a list of Quests, play games to accumulate coins, and decide what rewards they want to redeem this shopping season.

###

**About Lazada Group**

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

Media Contacts:

LazadaRHQ@edelman.com

Edelman on behalf of Lazada Group