

**Lazada and L'Oreal signs Joint Business Plan to boost brand's reach in Southeast Asia**

*Next-day delivery in top metro cities by June 2019*

**Singapore, 22 April 2019** – Lazada, Southeast Asia's leading eCommerce and shoppertainment platform, today signed a Joint Business Plan with L'Oreal to solidify their long-term partnership. Under the newly signed plan, L'Oreal will work with Lazada's warehouses and logistics network to fulfil next-day delivery in top metro cities by June 2019. This logistical investment demonstrates L'Oreal's ambitions to grow its eCommerce business and Lazada's commitment to deliver the best experience on behalf of its brand partners.

In line with the joint business plan, both companies will also pilot innovative consumer engagement tools such as in-app livestreaming, and jointly launch exclusive products made available to Lazada customers.

"Our collaboration with L'Oreal started in 2014 and together, we have reached many milestones across the region. We are confident of creating the leading online beauty destination in Southeast Asia by combining Lazada's extensive last mile logistics network to bring L'Oreal's products faster into our customers' hands. Our partnership today signals our commitment and joint ambition of dominating the Southeast Asian beauty and skincare eCommerce market share by providing the best customer experience. We are very excited for what is to come," said Jing Yin, President of Lazada Group.

Coupled with Lazada's new push on shoppertainment during its recent 7<sup>th</sup> Birthday campaign, L'Oreal customers can now look forward to new engagement features during anchor events. Other technological advancement such as new search features will ensure L'Oreal products are easily searchable within app to bring the most personalised products to its fans.

"Lazada and L'Oreal will collaborate in many areas, from technology, sales and marketing to logistics. Lazada's technology infrastructure, logistics network and brand engagement capabilities is the gold standard in the industry. Our joint efforts will take us one step closer to creating a true beauty shopping destination on Lazada. We are excited and confident to be part of this journey," said Pierre-Yves, Managing Director, Southeast Asia, L'Oreal.

During Lazada's 7<sup>th</sup> Birthday sales event last month, L'Oreal was one of the brands that made it to Lazada Top Brand Leaderboard across three categories – Make Up, Personal Care and Skin Care. Nearly one L'Oreal lipstick was sold every second during Lazada's Birthday campaign. Favourites that stood out were matte liquid lipsticks Maybelline SuperStay Matte Ink Liquid Lipstick, L'Oreal Paris Rouge Signature Matte Ink Lipstick and L'Oreal Paris Infallible Pro-Matte Liquid Lipstick. Another L'Oreal best seller across Southeast Asia was the Garnier Sakura White Body Lotion. L'Oreal Group now has an impressive 820K followers on its Lazada store, and gained 25K followers during Birthday campaign alone.

According to L'Oreal's 2018 full year annual financial report released in February 2019, eCommerce sales now account for 11 per cent of the group's worldwide sale. The growing importance of eCommerce channel to L'Oreal's future strategy is underscored by its equally strong appetite for innovative online shopping experience.



*Left to right: Pierre-Yves, Managing Director, Southeast Asia, L'Oreal with Jing Yin, President, Lazada Group*

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### **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).

### **About L'Oréal**

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 82,600 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,885 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

# L'ORÉAL

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