

## NEWS RELEASE

### **Lazada launches regional trade with Digital Free Trade Zone ahead of 6<sup>th</sup> Birthday**

*Malaysian sellers begin export to Singapore*

**Kuala Lumpur, 18 April 2018** – Starting today, over 100 Lazada sellers in Malaysia will begin marketing their products to buyers in Singapore, with seamless support from Lazada and the Digital Free Trade Zone (DFTZ).

This is a significant boost for online trade, allowing Malaysian small and medium enterprise owners to expand overseas, reaching out to new customers among Singapore's population of 6 million. Through Lazada and the DFTZ, sellers enjoy a one-stop solution with more efficient cargo clearance and GST exemptions, and overall, export processes that are quick and hassle-free.

In this pilot phase, over 50,000 products from various categories – Fashion, Health & Beauty, Home & Lifestyle, Sports & Travel and more – will be made available to Lazada Singapore shoppers. They include items from iconic Malaysian brands like Carlo Rino, Pensonic and Swan. This provides Malaysian brands increased visibility and representation in today's global marketplace.

The kick-off today is strategically timed to precede Lazada's annual birthday campaign, taking place from 24 to 26 April in Singapore. As for Malaysia, the 6<sup>th</sup> birthday campaign will take place from 25 to 27 April. During this period, a spike in consumer interest and transactions are expected, owing to a continuous stream of promotions and giveaways.

#### **Empowering Malaysian Sellers**

The DFTZ is the first e-hub outside of China under the Electronic World Trade Platform. With Lazada and DFTZ, there is none of the administrative and legal hassles associated with entering new markets. A single contract grants access to Singapore in this rollout; and other Southeast Asia countries will be added subsequently. Business owners also need only upload their product information once and Lazada will replicate the content on local portals.

The DFTZ provides a centralized bonded warehouse at KL International Airport (KLIA) Aeropolis, allowing efficient sharing of inventory among markets. The warehousing hub features advanced technology for sorting, shelving, packing and logistics.

Fulfilment of orders is also easier on the pocket, with Lazada's e-Logistics solutions which offer lower-cost and faster delivery.

#### **Paving the Way for Borderless e-commerce**

"This is a significant milestone in Southeast Asian e-commerce, one we are proud to lead. We see huge potential for expanding trade across Southeast Asia and are working hard to make it happen," says Hans-Peter Ressel, Lazada Group Chief International Officer.

"Now, I can bring my sales to the next level and easily reach a new group of customers in Singapore. I don't have a wide logistics network so Lazada's ecosystem gives me an amazing chance to participate in overseas trade for the first time," says Aymen Ben, from ACHLIM HEALTH & BEAUTY, Malaysia.

Malaysian sellers who are interested in using Lazada's platform for regional trade may visit [www.lazada.com.my](http://www.lazada.com.my).

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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. As the pioneer of the eCommerce ecosystem in Southeast Asia, Lazada has 155,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With 300 million SKUs available, Lazada offers the widest range of products in categories from consumer electronics to household goods, toys, fashion, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, 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).

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