

NEWS RELEASE

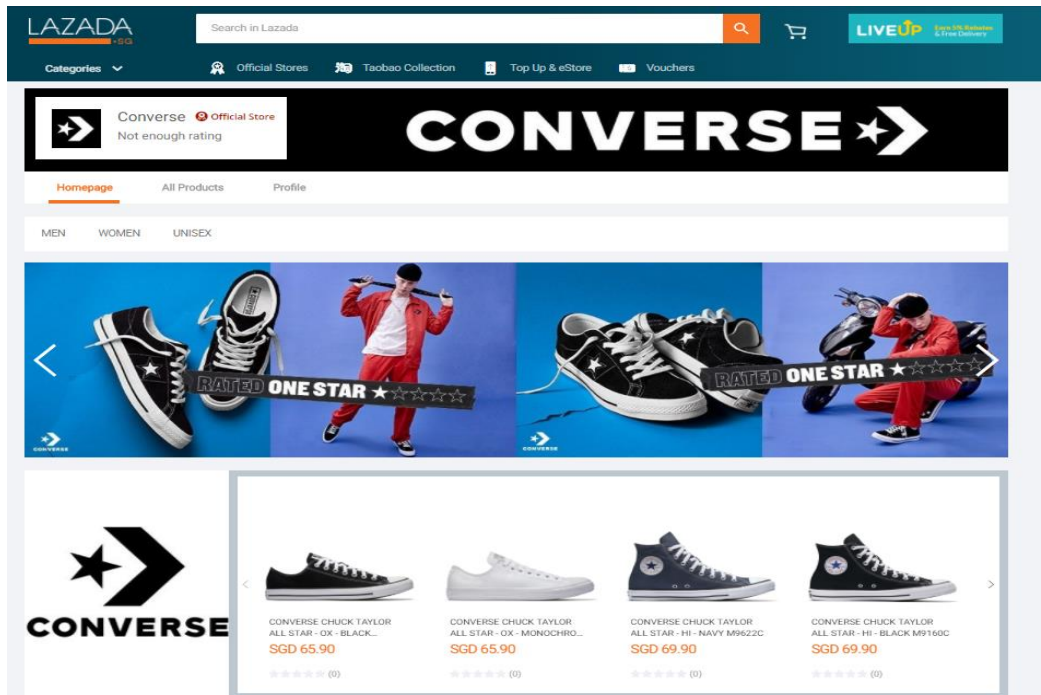


CONVERSE ARRIVES ONLINE IN SOUTHEAST ASIA VIA LAZADA

The first Converse Official Store launch in Singapore and Malaysia on March 16

SINGAPORE, MARCH 16, 2018 – Today, Converse and Lazada Group announce the opening of the first specialty online store in Singapore and Malaysia. The online shopping platform delivers customers a curated brand experience and showcases a diverse product offering.

Converse's first designated space on Lazada dedicated to Converse products opens on March 16 in both Singapore and Malaysia. Later this year, Indonesia, Thailand, Philippines, and Vietnam will have their own Converse Official Stores.



“We are excited to announce our business relationship with Lazada. We look forward to providing Southeast Asian consumers with the broadest selection of Converse products and an elevated shopping experience via our Converse Official Store,” said Dan Brausch, VP of Global Partner Markets at Converse.

“We are thrilled to welcome Converse, one of the greatest fashion and lifestyle brands in the world, onto Lazada. As the exclusive online marketplace partner for Converse in Southeast Asia, shoppers can now conveniently access the exciting assortment from the brand, and own authentic or coveted Converse products,” said Robin Mah, Chief Business Officer, Lazada Group.

For the first time, local fans of the brand can expect to see hundreds of styles for men and women. Converse icons including the Chuck Taylor All Star, One Star and Chuck 70's will be available in an assortment of colors, patterns and materials.

Converse fans in South East Asia will be able to shop for official converse products this week. For more information please visit: <https://www.lazada.sg/shop/converse-sg-official-store>

ABOUT CONVERSE

Converse Inc., based in Boston, Massachusetts, is a wholly owned subsidiary of NIKE Inc. Established in 1908, Converse is recognized as a brand for self-expression around the world and across cultures. The interpretation and adoption its iconic sneakers, including the Chuck Taylor® All Star®, the One Star® and Jack Purcell® span decades.

See the latest by following @converse.

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 helps more than 145,000 local and international sellers as well as 3,000 brands serving the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With over 260 million SKUs available, Lazada offers the widest range of products in categories ranging 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 more than 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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