

News Release

Lazada’s Online Revolution shopping spree puts the “universe” at your fingertips

Singapore, 30 October 2017 – 3, 2, 1...Browse, tap and shop away. Shoppers in Southeast Asia will discover an out-of-this-world shopping universe when Lazada launches its biggest-ever Online Revolution mega-sale this year.

Now in its sixth year, the online shopping extravaganza will take off on 11.11 (11 Nov) and 12.12 (12 Dec) across six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

This year’s shopping spree, which is themed “Shop the Universe”, is the biggest yet. Consumers from all corners of the region can choose from Lazada’s vast collection of 210 million local and international products, an astronomical seven-fold growth from last year (2016). More than 1,000 physical malls¹ would be required to carry a product range this wide.

This is thanks to new or expanded product categories such as fashion, luxury cosmetics, groceries, pet supplies, and digital goods like e-vouchers, and pre-paid mobile phone top-ups. There are also brands from all corners of the world like Japanese cosmetic giant Shiseido, American fashion labels Levi’s and Ray-Ban, Chinese tech titan Huawei and even Indonesian cosmetic maker Wardah.

Up for grabs are some 26 million blockbuster deals that offer discounts of up to 90 per cent. Also back in time for Online Revolution are Lazada’s hugely popular surprise brand boxes which contain carefully curated goodies.



All systems go: Lazada Group CEO Max Bittner rallying the “troops” at a townhall in Singapore, ahead of Online Revolution, which takes off on 11.11(Nov 11) and 12.12(Dec 12). The shopping spree, featuring a whopping 26 million deals for top brands, is themed ‘Shop the Universe’.

Here’s what shoppers can expect:

- **Deals, deals and more deals** – Snag star buys with flash sales that happen every two hours and \$1 deals on Taobao Collection, among other promotions. Many of these deals were voted by Lazardians who want to help you score huge savings. Lazada also inked tie-ups with esteemed partners (travel portals such as Agoda; banks like Citibank and HSBC, among others), giving shoppers the chance to win items like discount vouchers and enjoy rebates;
- **New brands** - Over the last year, the number of homegrown and global brands tripled to some 3,000. Among those making their debut this year are well-loved cosmetic names MAC, Benefit and Laneige, as well as fashion labels Jack & Jones and Triumph. They join the growing list of established brands that include Unilever’s Dove and Tresemme, Procter & Gamble’s Pampers and Olay, Samsung, Philips, Tesco Lotus and Watsons;

¹ A large mall typically sells an estimated 200,000 products.



- **Taobao Collection** – Be dazzled by the Taobao Collection², which Lazada specially selected from China’s biggest online bazaar. Owned by Alibaba, the Chinese marketplace is a hit with many shoppers for its kitchenware and furnishings, and fashion apparel and accessories;
- **Fuss-free payments and returns** - Take advantage of Lazada’s Cash on Delivery (COD) services, even for products from overseas. Lazada’s returns policies will also apply for all purchases, no questions asked. Cash and credit card instalments are offered for some products.

Last year, shoppers in Southeast Asia ordered some two million items within the first 24 hours of Online Revolution 2016. Among the top sellers last year (2016) were virtual reality glasses, smartphones, shower gels and mascaras.



All hands on deck: Lazada is pulling all the stops to prepare for Online Revolution, which includes working with retailers to boost their inventory and getting all the warehouses ready for the annual shopping event.

To meet the expected surge in demand during Online Revolution this year, Lazada has been working closely with its merchants to beef up their inventories and operations for the busy period.

At the same time, it has also boosted delivery services over the past year to get purchases in customers’ hands quickly and reliably. Besides running 130 of its own delivery centres across six countries, Lazada also works with more than 80 delivery companies like SingPost, Pos Malaysia, and Indonesia’s JNE, allowing it to deliver to every nook in the region.

Maximilian Bittner, Chief Executive Officer (CEO) for Lazada Group, said that the Online Revolution has succeeded in levelling the playing field for consumers across the region.

“It doesn't matter if you are in Bandung, Cebu, Bangkok or Singapore, consumers anywhere in Southeast Asia now have access to Lazada's universe of products and awesome deals. They no longer think twice about ordering products online, choosing top international and local brands that were previously never available to them," he said.

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² Taobao Collection is available to shoppers only in Indonesia, Malaysia, Philippines, Singapore and Thailand.



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 135,000 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 210 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).

Media contact:
press@lazada.com

