



## PRESS RELEASE

### Lazada Expands Partnership with Samsung to Make Full Suite of Samsung Products More Accessible to Southeast Asian Consumers

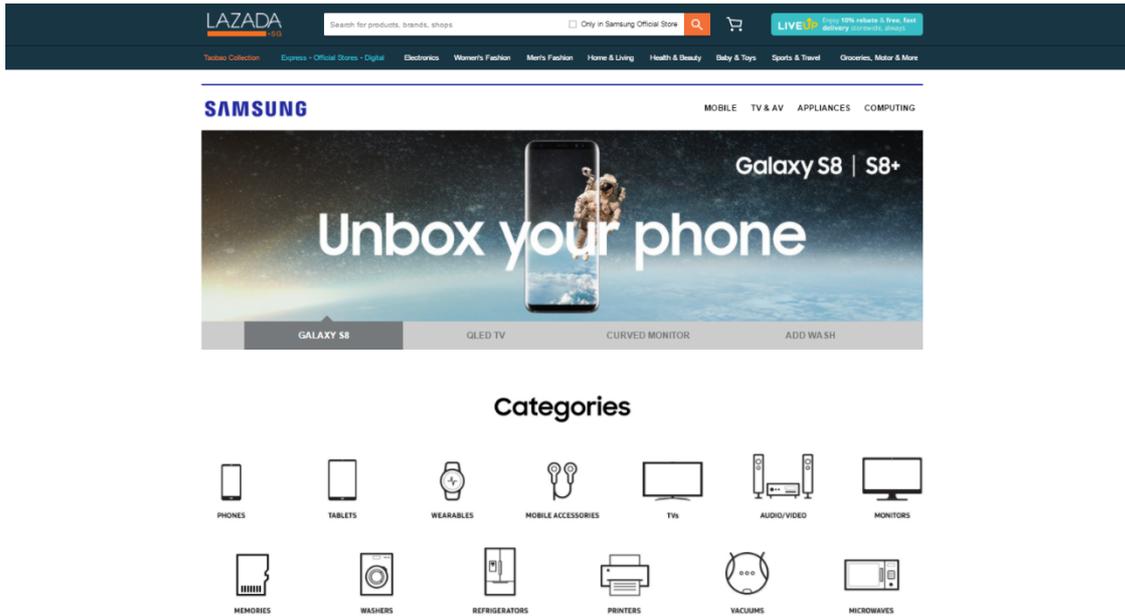


Image: [lazada.sg/samsung-official-store/](http://lazada.sg/samsung-official-store/)

Singapore, 25 May 2017 – Southeast Asia’s eCommerce protagonist, Alibaba-backed Lazada Group, today announced the expansion of its strategic partnership with its biggest brand partner in terms of sales – Samsung Electronics Southeast Asia and Oceania.

The announcement comes on the heels of strong performance over the past year of partnership. Overall sales of Samsung products on Lazada has grown 2.5 times in April 2017 from a year ago, with the Mobile segment and non-metro areas across Southeast Asia contributing significantly, thereby reflecting the interest among Lazada’s shoppers in these tier 2 and 3 cities to own Samsung’s products.

Moving forward, the opportunity for growth is expected to continue to come from Mobile but with TVs and Home Appliances increasing in contribution. The expanded partnership will connect Lazada and Samsung teams in all six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam – on the strategic initiatives to make the full suite of Samsung’s products more accessible to consumers.

These include exploring zero-interest instalment starting with a few Southeast Asia markets to make it easier for shoppers to own Samsung’s latest technologies including TVs and appliances. Lazada is also creating a network of Lazada-trained installers to make life simpler for its customers who buy Samsung TVs or appliances. In a pilot project by Lazada Vietnam, 50% of consumers buying TVs and home appliances chose to use these installers.

In addition, through data science, Lazada will help Samsung to reach out to specific shopper segments more accurately based on browsing and buying patterns. With better insights on the

shoppers, Lazada will be able to implement targeted outreach for Samsung's products to help Samsung win more customers in Southeast Asia.

"This is a winning partnership for Lazada and Samsung that first and foremost benefits the consumers as they can now get access to a wide range of Samsung products more easily," said Max Bittner, CEO, Lazada Group. "Big brands like Samsung are recognising the strategic importance of eCommerce in Southeast Asia and are making Lazada their partner of choice to grow in the region," continued Bittner.

### **About Lazada Group**

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with a presence in Indonesia ([www.lazada.co.id](http://www.lazada.co.id)), Malaysia ([www.lazada.com.my](http://www.lazada.com.my)), the Philippines ([www.lazada.com.ph](http://www.lazada.com.ph)), Singapore ([www.lazada.sg](http://www.lazada.sg)), Thailand ([www.lazada.co.th](http://www.lazada.co.th)) and Vietnam ([www.lazada.vn](http://www.lazada.vn)). Launched in March 2012, Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods, including cash-on-delivery, extensive customer care and easy returns. Lazada features a wide product offering in categories, ranging from consumer electronics to household goods, toys, fashion and sports equipment. Lazada offers brands and sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.

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