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Tap-and-Play on Nov 11: Be dazzled with fun, stars and the biggest deals at Lazada 11.11 Shopping Festival

Singapore, 5 November 2018 – The year’s highly anticipated annual shopping event returns as Lazada, Southeast Asia’s biggest eCommerce portal, invites shoppers to make the most out of the Lazada 11.11 Shopping Festival along with plenty of entertainment, celebrity interactions and of course, irresistible shopping deals and discounts.

Dubbed its biggest one-day sale, Lazada will be creating a full customer shopping experience for shoppers in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam on November 11, with bigger and better deals. In particular, shoppers can look forward to more than 50 million deals, including discounts of up to 90% on more than one million items during the 24-hour shopping spree.

Tap, Play, Check-Out

In what has become a uniquely Lazada experience, shoppers can expect exciting games while collecting discount and promotion vouchers in addition to shopping for their favourite brands. From November 1, shoppers can start collecting promotion vouchers through popular games such as “*Shake It*” and “*Slash It*” in the run-up to the Lazada 11.11 Shopping Festival.

This year, Lazada will be introducing a brand-new game as part of its 11.11 Shopping Festival celebration. “*Wonderland*” is an interactive map that allows shoppers to discover 11.11 deals from various brands as well as win special Lazada or store vouchers for their purchases while they indulge in the biggest one-day sale. Some of the brands and sellers that are participating in “*Wonderland*” include L’Oréal, Laneige and Huawei.

“Bargain-hunters are also fun-seekers. Shopping doesn’t have to be boring and our business is not just about offering discounts or a one-off deal. So we are introducing games for shoppers to have some fun while browsing, buying and getting discounts – and they are loving it. Our focus is about building a great shopping experience. It’s the heart to everything we do and what makes an eCommerce operation vibrant,” said Jing Yin, Co-president, Commercial, Lazada Group.

Record breaking number of blockbuster deals and brands

Shoppers will be in for a treat as the clock strikes 12 on November 11. This year’s Lazada 11.11 Shopping Festival is already setting new records - over 50 million blockbuster deals will be offered, far surpassing last year’s record of 27 million. More than 400,000 sellers and brands will participate in this year’s event, nearly three times more than last year.

Additionally, shoppers can look forward to getting the best value because they can:

- Pick from a wider variety of products on sale: Discounts of up to 90% for more than a million items will be up for grabs during ‘*Crazy Flash Sales*’ and ‘*Slash It*’ game;
- Collect more vouchers from Lazada and well-loved brands through games like “*Shake It*” and “*Wonderland*”;
- Get more freebies with their purchases: Beauty junkies for instance, will receive more free gifts with every purchase of beauty products;
- Enjoy free shipping in select countries.

Shop, be entertained and win

This year, Lazada is staging not one but two gala TV shows in Malaysia and Thailand, where local celebrities and influencers will participate and put fans to the test through games. During the “*Super Show*”, contestants can stand a chance to walk away with mega giveaways such as the VW Beetle as well as return air tickets to Paris.

In total, 1,111 celebrities and influencers across Southeast Asia will come together with their fans to celebrate Lazada 11.11 Shopping Festival and build a mega online shopping community through live-streaming sessions, Facebook and Instagram posts. For the first time, Lazada is featuring its own Lazada playlist on Spotify, so that consumers can shop while listening to their favourite tunes.

The road to 11.11 and 12.12

To prepare for the year-end shopping season and its largest sale event, Lazada launched its inaugural 9.9 sale on September 9, where over 11 million customers shopped on Lazada's app in just 24 hours. Lazada has also been working with brands and sellers over the last three months to provide seller workshops and brand campaigns for businesses to better engage with customers, and to refine the Lazada App for a smoother and more seamless shopping experience.

"Our brands and sellers want go beyond transactions. They are all fired up to create their own universe in the ecommerce world, showcase their biggest and best deals to our shoppers during this one-day only shopping marathon and provide the most fun and engaging experience on Lazada," said Jing.

The exciting line-up for shoppers marks Lazada's participation in the 11.11 Global Shopping Festival for the first time together with other Alibaba Group platforms including Taobao and Tmall. On top of more than RMB10 billion in daily *hongbao* giveaways and shop coupons for select categories up for grabs for all Taobao and Tmall users, there will also be even more promotional offers such as promo codes and free shipping deals on selected items. This year's 10th anniversary celebration of 11.11 by the whole of Alibaba Group is set to be the largest ever yet for consumers worldwide.

For more information on 11.11 shopping sale, visit [Lazada.com](https://www.lazada.com) and its social media pages:

Facebook: <https://www.facebook.com/LazadaSGP/>

Instagram: [@Lazada_SG](https://www.instagram.com/Lazada_SG)

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 400,000 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 beauty, fashion, and consumer electronics to household goods, toys, 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).

About Lazada 11.11 Shopping Festival

The Lazada 11.11 Shopping Festival is the biggest one-day shopping and selling event in Southeast Asia. The annual event is aimed at showcasing the convenience and value of online shopping, and allowing shoppers to take advantage of "out-of-this-world" prices on some 11,111 brands and products. For 24-hours starting midnight of November 11, shoppers in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam can enjoy more than 50 million blockbuster deals from LazMall and local sellers on Lazada marketplace. They can also stand a chance of collecting vouchers and great offers through interactive games and features like "Wonderland", "Slash It" and "Shake It".

The Lazada 11.11 Shopping Festival is now part of Alibaba's ecosystem, working to bring the shopping phenomenon to millions of shoppers in the Southeast Asia region. All this, to create a truly mobile, connected, personalized and convenient shopping experience to Lazada shoppers.

Media Contacts

Jermyn Chow
Lazada Group
jermyn.chow@lazada.com

Julie Toh
Edelman on behalf of Lazada Group
Julie.Toh@edelman.com

