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Lazada Group celebrates its third anniversary

- Sales continue to grow rapidly with GMV exceeding US\$70 million in December 2014
- Over 40 million unique visitors in December 2014
- Marketplace now accounts for approximately 75% of overall sales

SINGAPORE, 19 March 2015 - Lazada Group, which operates Southeast Asia's number one online shopping and selling destination, is celebrating its third anniversary this month.

Lazada Group has seen rapid growth since its launch in March 2012. The company now has over 4,000 employees across the region and has raised approximately EUR 520 million in funding from leading sector specialists and investors including Temasek, Tesco, JP Morgan, Kinnevik and Rocket Internet, among others.

In December 2014, Lazada Group's GMV exceeded US\$70 million, supported by the success of the month-long Online Revolution campaign which kicks off annually on 11 November. Its sites and mobile applications saw over 40 million unique visitors during the month of December. This performance is testament to the company's focus on delivering an effortless, secure and reliable one-stop shopping experience for its customers.

Lazada Group's growth is also a result of its rapid assortment expansion driven by its unique position to provide brands and merchants simple, fast and direct access to approximately 550 million consumers in six countries through one retail channel. The number of sellers on the marketplace platform, which now accounts for approximately 75% of overall sales, crossed 10,000 in December 2014.

Addressing the logistical challenges in the region, Lazada Group is investing heavily to develop its infrastructure. The company now has eight warehouses and a dedicated Lazada Express last mile delivery fleet with 50 hubs covering 80 cities. In addition, Lazada Group has partnered with 60 express transport and courier companies across the region to provide customers with quick and reliable delivery.

Maximillian Bittner, CEO of [Lazada Group](#) said: "We are delighted to be celebrating our third year of rapid growth this month. Looking ahead, Lazada will continue to focus on increasing its assortment range, expand our logistics infrastructure and payment solutions to further enhance the effortless shopping experience for our customers."

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About Lazada Group

Lazada Group operates Southeast Asia's number one online shopping and selling destination, with operations in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn).

Operationally launched in March 2012, Lazada Group has grown rapidly to include approximately 4,000 employees across Southeast Asia. The Company has an online footprint of more than four million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with over 10 million fans.

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 free returns. Lazada provides brands and merchants with simple and direct access to approximately 550 million consumers in six countries through one retail channel.

Lazada features an extensive product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

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