

FOR IMMEDIATE RELEASE



Lazada's Online Revolution campaign recorded US\$40 million of GMV in the three-day finale

Singapore, 14 December 2015: Lazada's Online Revolution campaign proved itself as Southeast Asia's busiest online shopping event of the year with record performance from 10th to 12th of December, the final three days of the month-long sale.

Traffic spiked to an all-time high of 36 million visits with hordes of consumers enjoying a smooth online experience on Lazada sites and apps. Volume of orders reached one million – a 300% jump over the same period last year – as the annual event continues to spur the online shopping frenzy. With approximately 1.7 million items ordered, the campaign chalked up US\$40 million in Gross Merchandise Value (GMV) or overall sales in its three-day finale.

Mobile reigned, accounting for 60% of the GMV as more customers across the region choose to thumb through endless deals from their mobile devices.

More than 30,000 sellers including over 600 global and local brands across different categories supported the campaign with exclusive launches and promotions. In the last three days, more than 300 flash sales and hundreds of thousands of deals were rolled out across the six countries.

"We thank our buyers and sellers for their trust and enthusiastic response to our Online Revolution campaign. The campaign has become the biggest retail event of the year in Southeast Asia since its initial launch on 12 December 2012 as more consumers embrace online shopping. We will continue to enhance the customer experience and bring the best of online shopping through unbeatable assortment, great value and convenience," said Maximilian Bittner, CEO, Lazada Group.

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ABOUT LAZADA GROUP

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

Launched in March 2012, Lazada Group has grown rapidly to approximately 7,000 FTEs. The company has an online footprint of 5 million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with more than 13 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 features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

Lazada offers brands and merchants a marketplace solution with simple and direct access to about 550 million consumers in six countries through one retail channel.

Lazada Group also operates Lazada Express, a provider of logistics services, and helloPay, an easy-to-use online payment platform that provides consumers with a secure way of shopping online.

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