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## China Post Group and Lazada Group ink strategic agreement to enhance cross-border logistics solutions

**Singapore, 12 July 2016** – China Post Group, China’s state-owned postal service provider, and Lazada Group, the leading online shopping and selling destination in Southeast Asia, has signed a strategic agreement to enhance cross-border logistics solutions for Chinese sellers on the Lazada platform.



*(L-R) Maximilian Bittner, CEO of Lazada Group, and Zhang Ronglin, Vice President of China Post Group, signed a strategic agreement to collaborate with logistics solutions for Chinese sellers.*

The areas of collaboration include enhancing current delivery options for merchants selling small and light items, and developing financial solutions such as micro-credit loans and online payment options for logistics fees. Both organizations have also expressed interest to collaborate with cross-border warehousing solutions, logistics-related education and training, and seller on-boarding in the longer term.

“Lazada is committed to deliver a best-in-class online selling experience to our partners and a comprehensive, reliable and competitively priced logistics solution is a key element to achieve this. We are pleased to partner with China Post which, with its strong postal network in Southeast Asia and expertise in postal services, will be a vital partner as Lazada attracts more brands and merchants to bring a wider product assortment to consumers in the region,” said Maximilian Bittner, CEO of Lazada Group.

“China Post’s logistics business has been growing rapidly with the rise of the eCommerce industry. Today, we are the main postal service provider for cross-border sellers in China. As Southeast Asia becomes the next growth market for eCommerce, we see an opportunity to do more for postal deliveries to the region,” said Zhang Ronglin, Vice President of China Post. “Through our partnership with Lazada – the leading eCommerce platform in the region with an established logistics infrastructure – we will improve our existing cross-border delivery services, and build a reliable, end-to-end logistics solution for both of our customers.”

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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](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 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 560 million consumers in six countries through one retail channel.

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