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## **Lazada Group Sets New Record in First 24 Hours of the Online Revolution** SEA shoppers ordered 2 million items on 11.11 reaping US\$39M in savings

**Singapore, 14 November 2016** – Lazada Group has set a new record on the first day of its highly-anticipated shopping event. On 11 November, shoppers ordered 2 million items within 24 hours of the Lazada 2016 Online Revolution, reaping a total of US\$39M in savings.

“Considering Online Revolution is a month-long event, generating 2 million items on our first day is very encouraging,” said Maximilian Bittner, CEO for Lazada Group. “We created Online Revolution in 2012 to encourage more consumers to experience the benefits of shopping online. Every year we see a larger pool of online shoppers, with growing diversity across generations and geographical locations. This was confirmed this year, as we saw consumers ordering from places as far as Papua Barat<sup>1</sup> in Indonesia, Huyện Nậm Nhùn<sup>2</sup> in North Vietnam or Kudat<sup>3</sup> in Sabah, Malaysia to purchase international and local brands not previously available to them.”

Consumers didn’t want to miss out on the start of the highly anticipated and largest shopping event in Southeast Asia. In the week leading up to 11.11, there were close to 1.9 million app downloads and shoppers spent almost 10 minutes browsing through offers on the first day. In just 24 hours, consumers in Southeast Asia bought close to 74,000 smartphones and tablets as well as 1,944,000 diapers.

11.11 marks the beginning of the Group’s month long shopping event. In the next 4 weeks, Lazada will tailor its offering to its customers’ interests with a weekly curated selection of items for beauty fans, supermoms and families, techies and fashionistas culminating with another “mega sale” on 12.12.

These deals are coming on top of the wide and growing assortment on Lazada all year round. To date, Lazada boasts an unmatched catalog of close to 30 million products, over 17 product categories.

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### About Lazada Online Revolution

The [Lazada Online Revolution](#) is the biggest online shopping and selling event in Southeast Asia bringing brands and retailers, and consumers together in six countries.

Lazada started the Online Revolution on 12 December 2012 (12.12) to educate consumers on online shopping and its conveniences. The one-day sale sparked a shopping frenzy that grew it into an annual month-long event.

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<sup>1</sup> Papua Barat is 2970km away from Indonesia’s capital city, Jakarta.

<sup>2</sup> Huyện Nậm Nhùn is 2,138km away from Ho Chi Minh, Vietnam

<sup>3</sup> Kudat is 1,731km away from Kuala Lumpur, Malaysia





Since then, Lazada Online Revolution has proven itself to be Southeast Asia's busiest online retail event. In 2015, US\$40 million in Gross Merchandise Value was recorded in its three-day finale.

Lazada Online Revolution 2016 will see big retail and marketing brands participate to create an unmatched assortment of popular, quality products, and the best deals for Southeast Asian consumers.

#### 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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